

BRANDPOWER INDEX

Measuring the Strength of Your Brand

Is your **brand awareness** not translating into **market share**?

Are you unable to determine if your market share is due to **preference, convenience, or just a lack of other good options**?

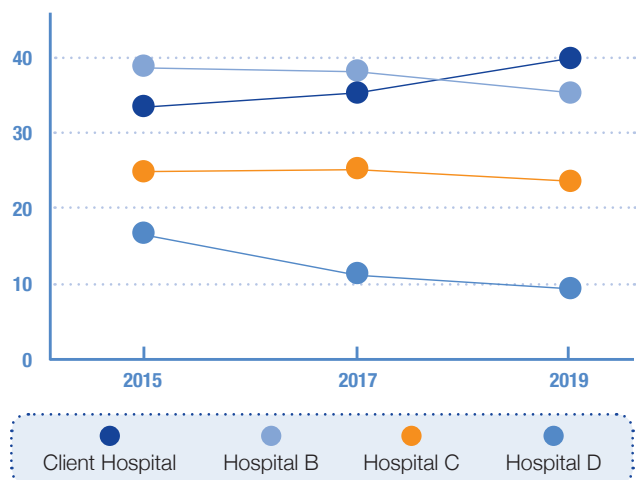
Having the highest market share or being the best-known hospital in your industry does not mean you have a strong brand. Many factors can affect perceptions and actual hospital use, some of which are not necessarily things your branding can control. PRC's Brand Power Index (BPI) is a proprietary calculation of various brand attributes which assigns a single number to an institution and its competitors in a given market to reflect the strength of their brands. PRC's BPI not only looks at how an institution is scoring, but also how an institution should be scoring. This allows hospitals and health systems to determine the strength of their brand compared to the competition, as well as how the brand is trending over time.

Flexible & Easy to Implement

If you have already been conducting consumer research with PRC, no new questions need to be addressed. PRC's BPI is flexible based on the questions that are important to you and can most likely be retroactively calculated

on your prior data. There is no need to establish a new baseline, ignoring the data you have been collecting for years. It is essentially a turnkey product that can be easily implemented along with prior PRC research.

PRC'S Brand Power Index



Get started now.

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