

# Measuring the Strength of Your Brand

BRAND  POWER™  
INDEX

VARIOUS BRAND ATTRIBUTES.

**ONE NUMBER**

TO DETERMINE THE STRENGTH OF YOUR BRAND.

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.



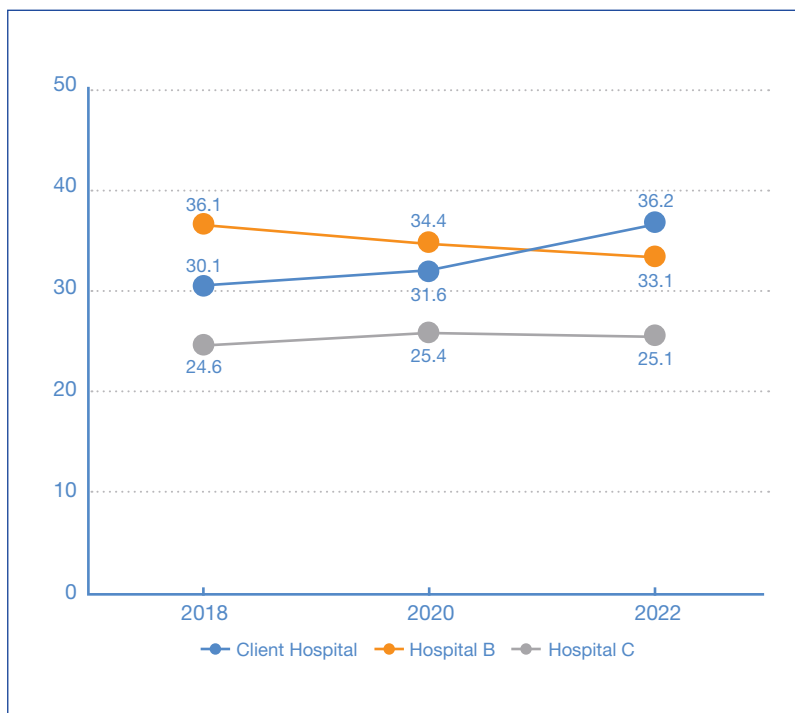
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healthcare **differently.**

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## Example:

Hospital A has 70% of the population feeling they are easiest to reach from their home, and 60% preference share. Hospital B has 30% easiest to reach and 40% preference share. Hospital A has a greater preference share, but are losing 10% of their share that they should be getting based on location. Hospital A's brand power gains due to the higher overall preference, but Hospital B's brand power gains for taking preference share from Hospital A. **PRC's BPI takes all of this into consideration over several brand attributes and condenses into a single score that you can monitor over time.**



PRC's BPI considers several brand attributes and condenses into a **single score** that you can monitor over time.

How strong is your hospital or health system's brand? Contact us today to learn more.  
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