

Market Perception Power Play:

Stop Guessing, Start Dominating!



The Challenge:

You Need More Than a Guessing Game

You're a leader, not a psychic. You have a million priorities, but one question keeps you up at night. Are we winning the hearts and minds of our market?

You don't have time to wade through 100 slides. You need a fast, clear, and actionable answer that points you toward growth.



The Solution:

Unleash Your Brand Power

BRAND  POWERTM
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Meet your **Brand Power Index® (BPI)**—the single, brilliant number that cuts through the noise and instantly summarizes your market position.

BPI is more than a metric; it's your organizational health score. A high BPI means you're positioned for market share growth. A low BPI is your urgent wake-up call.

What BPI Reveals (And What You Can Do About It):

Insight Category	The BPI Snapshot	Your Power Move
Brand Intelligence	How strong is your brand's gravitational pull?	Sharpen messaging, increase awareness, and steal market share.
Outmigration	Who are you losing, and why are they walking away?	Plug the leaks, refine service lines, and retain loyal consumers.
Emerging Markets	Where is your next major opportunity hiding?	Pinpoint new growth areas and deploy resources for maximum impact.

Why Partner with PRC?

For **45+ years**, PRC has been the pioneer in healthcare consumer research. We don't just hand you a number; we provide proven methodology and intuitive tools to transform your BPI into **bottom-line growth**.

Ready to See Your Number?

Stop guessing. Start dominating.
Email us today to request your BPI consultation:

Info@PRCExcellence.com



Proof in the Power: Hear from Leaders Like You

“It’s been an honor and a privilege to work with PRC. I really look to them as partners in our overall brand success... It’s just been an amazing journey, and it’s contributed to where we are today.”



— *Karen Martsolf*
Chief Marketing & Communications Officer
Community Hospital



“There is a reason why we keep coming back to PRC as our primary partner... the team [is] always extremely proactive in understanding what it is that [we] need... and really guiding us in how that methodology is set up.”

— *Samantha Linkous*
Senior Strategist
Lewis Communications