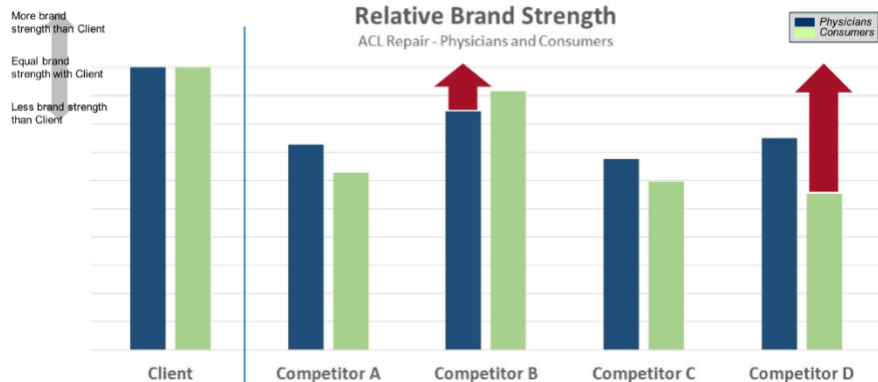


Market Innovations’ Healthcare Provider Predictive Scorecard (HPPS) can inform your understanding of your organization’s brand equity (value) for specific care products in a manner that will enable you to *compete on value*. HPPS provides a measure of *relative brand strength* for specific care products (e.g., ACL repair, MRI of the brain) from the perspective of referring physicians and consumers. In the example below, we illustrate how MII has applied HPPS to measure the brand strength of a provider’s ACL Repair, which then helped the Client protect market share and understand the premium that can be extracted for their pioneering ACL Repair technology.

Brand Strength of ACL Repair Surgery

There are two aspects of HPPS brand measurement that are important to understand. First, brand is measured between competitors by anchoring to the client organization. Second, brand strength is measured for a specific care product and not the master brand that spans all services and care. The graph below represents the brand strength of the competitors in the market for ACL repair (blue bars are referring physicians and green bars are consumers). A Client’s brand is indexed to 100 as a reference value and all competitor brands are measured relative to this. The difference between a Client’s brand strength and a competitor’s brand strength represents the brand strength differential or brand premium, which translates into the incremental volume attributed to the Client’s brand.

As shown below, referring physicians and consumers view Client as having a strong brand for ACL repairs. Competitor B is strongest for physicians and consumers (i.e., they indicate that there is less differentiation between Client and Competitor B), and Competitor D is weakest in the mind of the consumer. With Competitors A, C, and D, consumers view Client as having a much stronger ACL repair brand than referring physicians. Across different care products (not just ACL repair), this is often the case where referring physicians perceive less differentiation between brands than consumers. This is especially true with Competitor D where consumers view the Client’s brand strength as almost twice that of Competitor D.



Given the differential in the bars, one can see that the Client has a strong reputation for this orthopedic procedure among both referring physicians and consumers. Even if competitors were to improve their offering, the Client’s strong brand will help mitigate any relative change in the market share.