

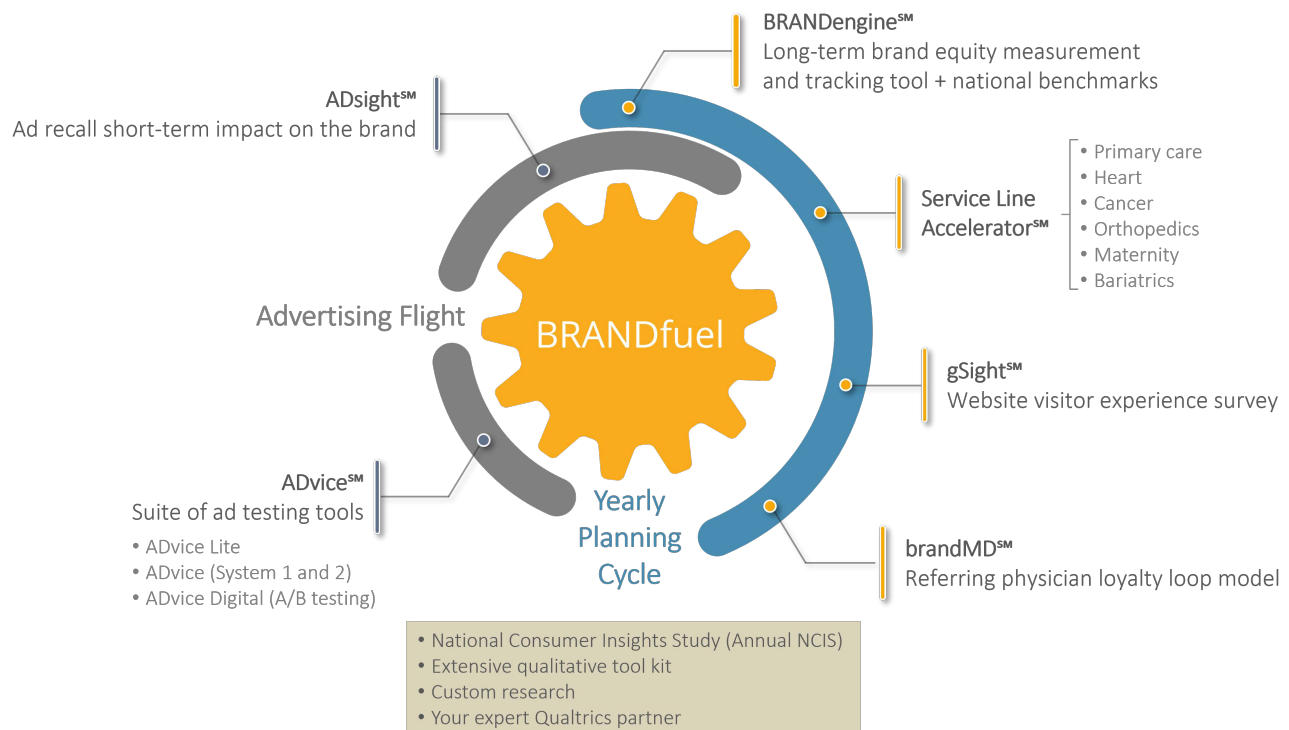
KLEIN & PARTNERS

Driving Your Brand's Performance

Klein & Partners provides research and brand consulting services solely to the health care industry that help clients optimize their brand's voice.

Long-term and Short-term Insights When You Need Them

We developed a suite of brand health research tools to help clients: 1) develop a strong brand; 2) develop a strong message to promote that brand, and track their brand's "progress" both in the 3) short-term and in the 4) long-term. The diagram below outlines BRANDfuel, our collection of research tools that provide strategic input to your planning process for long-term growth and tactical guidance for short-term impact and how they all work together to give you complete insight into the minds of your stakeholders.



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