

# **A Model to Unlock Your Brand's Future Growth Potential**



# A More Effective Approach to Brand Insights

Ironwood Insights provides a comprehensive approach that will not only optimize your brand position in the marketplace, but also maximize its performance in an increasingly dynamic and competitive environment

The following pages contain a brief overview of our approach featuring...

- 1. Attributable Effects Analysis:** a probabilistic alternative to the usual benign, regression-based brand analyses, *Attributable Effects* partitions the upside and downside impact of key attributes on brand preference
- 2. Graphical Modeling:** an inductive approach that goes beyond more superficial driver analyses to help you understand attribute interrelatedness and identify the building blocks that will lead to real impact on brand perceptions and choice
- 3. Biplot Analysis:** allows you to understand where your brand fits in the marketplace—with respect to its key competitors—and identify the “ideal” position based on the most impactful set of brand attributes

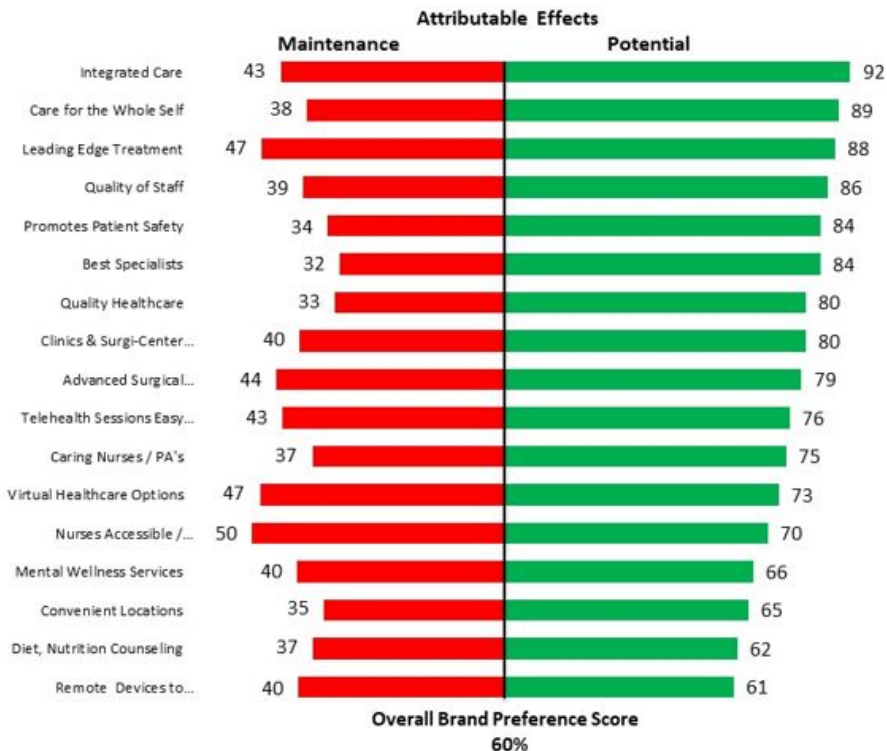


# 1. Determine Attributable Effects

*Attributable Effects* analysis can leverage your legacy brand framework to identify two types of drivers that can drive “potential” or “maintain” preference for the brand.



- **Attributable Effects** is a probability-based analysis that partitions the impact of each possible driver of brand preference into two components: *maintenance* & *potential*
- The value of **Attributable Effects** analysis is that it can identify specific areas that need attention in order to increase patient preference and brand choice



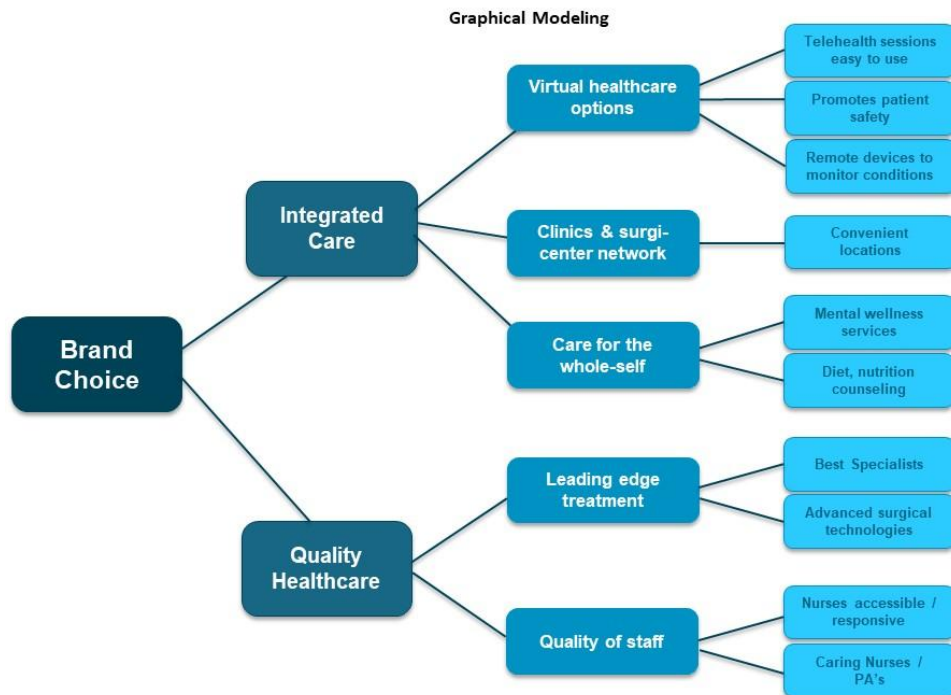
From this analysis, we can see that the attribute with the largest upside potential for influencing brand choice is *“integrated care.”*

## 2. Graphical Modeling

*Graphical Modeling* is a quantitative laddering technique that examines the relationship between key attributes to isolate the best opportunities to improve brand preference.



- The **output** provides an easy-to-read “road map” that illustrates how the various attributes connect with each other, and ultimately how they connect with brand preference
- These **structural relationships** identify the levers that will be most impactful in driving upside performance and maximizing brand preference



The root causes that drive *integrated care* — the attribute with the greatest potential — are: “*virtual options*,” “*network of clinics*,” and “*whole self care*.”

### 3. Bi-Plot Analysis

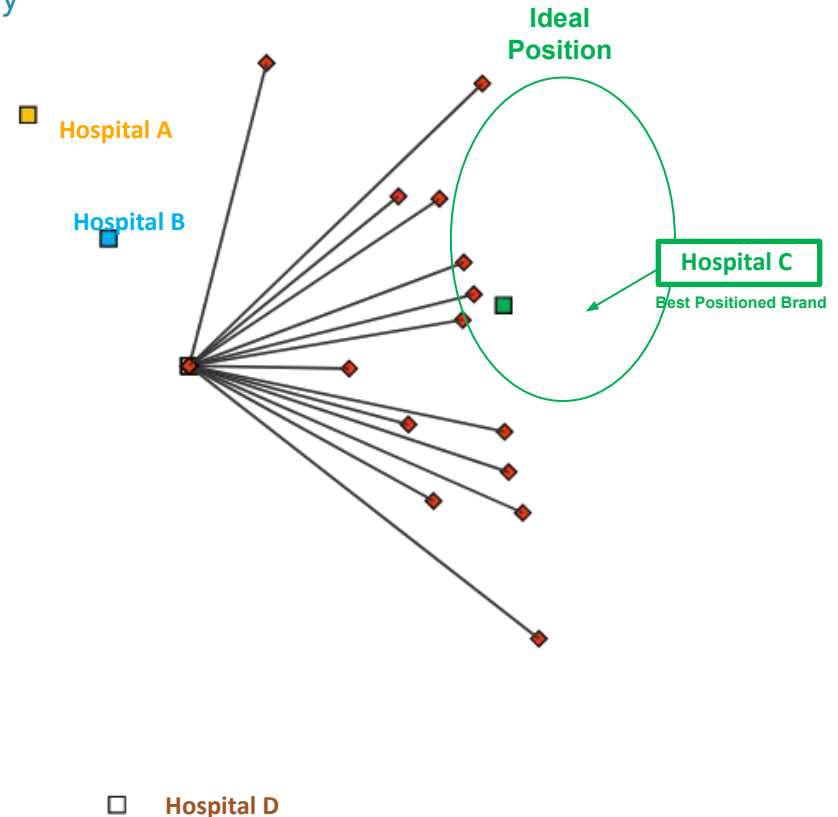
*Biplot Analysis* is a form of perceptual map that provides a visual summary of how your brand is positioned vs. key competitors on the patient expectations that matter.



Whether your service area is local, regional or national, we help you...

- **Understand** where your brand fits into the marketplace versus relevant competitors
- **Understand** how your brand aligns with key attributes that drive brand choice
- **Determine** how your brand is differentiated from key competitors in the minds of key consumer and healthcare constituencies

Brand Space: Biplot Analysis



# Whole Market System Approach

We're not about static scorecards...we provide a whole market system of monitoring, diagnostic and developmental research to optimize and maintain your brand position...when it matters.

**What do consumers recall about your unique difference when care matters?**

**Consumers**  
(Patients/Caregivers)

**Employees**  
(Administrative Staff/  
Clinical Staff)

**Are employees familiar with and delivering on your key points of differentiation?**

**Are you maximizing your position & advocacy among key influencers?**

**Referral Channels**

(Payers, Referring Physicians, etc.)

# IRONWOOD INSIGHTS

—group, LLC

Ironwood is a leading healthcare insights provider with decades of experience working across the healthcare spectrum: *hospitals & healthcare organizations, pharmaceutical companies, government agencies including the CMS.*

Ironwood's outside the box thinking and ability to customize research methods and fielding helps clients make more informed decisions... now & in the future.

Research Design   Data Collection   Analytics & Reporting

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