



the sixth sense of business™

A close-up photograph of a hand holding a white tray filled with numerous white capsules. One capsule in the foreground is red and blue. The hand is glowing with a bright orange and yellow light, suggesting power or energy. The background is dark, making the hand and the pills stand out.

*Brand Performance Optimization™:*

**The Power to  
Predict Prescribing...  
Protect Share...  
and Prevent Competitive Inroads**



# Brand Performance Optimization™:

## *BPO: Powered by Commitment to Drive Share, Growth and Profitability*

TNS Healthcare's Brand Performance Optimization (BPO™) is a landmark approach to brand management. It gives you an action-ready blueprint for building Brand Commitment—a new metric **proven to drive prescribing, grow share and protect against competitive threats**. Validation studies with actual prescribing data show that physicians committed to your brand:

- Generate higher Rx growth.
- Resist competitive pressures to switch. (Committed physicians are up to five times less likely to defect after a year than their uncommitted colleagues.)
- Are less price sensitive.

In fact, **committed physicians deliver more than double the patient share for your brand**. In addition, because they resist competitive actions and other market forces, that high share stays stable over time.

## *The Unique Conversion Model™: The Core of Commitment*

TNS Healthcare's Conversion Model is at the center of Brand Commitment. The Conversion Model measures Commitment across three dimensions:

- **Needs fit**—how well a brand meets the physician's needs and expectations
- **Involvement**—how important the choice is among different brands in a category; in relative terms, how much the brand decision matters
- **Ambivalence**—how ambivalent vs. committed a physician is to his or her prescribing decision

The Conversion Model reveals the strengths and weaknesses of your brand vs. competitive brands—and the actions you can take to generate the greatest results. It delivers an actionable segmentation that classifies prescribers and non-prescribers by their Commitment levels—and identifies the best sales and marketing mix for impacting each group's behaviors.

By assessing Commitment and its rational and emotional drivers, **BPO lets you diagnose and size problems... identify solutions...track results...and maximize promotional ROI.**

## Power in the Mind and Power in the Market: Integrating Commitment Drivers

Brand Commitment—how intense and sustainable the relationship is between your stakeholders and your brand—is the result of two critical elements:

- Brand Equity—your “power in the mind”—is built on four areas:
  1. Leadership—your customers’ perceptions of your core competencies, your capabilities and your brand’s key attributes
  2. Relevance—the key drivers behind prescribing choices
  3. Ownership—your ability to differentiate your brand from its competition
  4. Reach/Stretch—your customers’ perceptions of appropriate product usage (i.e., just for severe cases, as first-line therapy, etc)
- Market Equity—your “power in the market”—is based on three factors:
  1. Access—the elements that govern your brand’s accessibility, such as its formulary status and reimbursement guidelines
  2. Affordability—the financial profile of your brand, including co-payment levels and budgetary constraints
  3. Sales Performance—the effectiveness of your sales and marketing efforts, including rep performance, sampling strategies, educational support and portfolio depth and breadth

With its integrated view, BPO provides a single tool that diagnoses the exact issues that are problems for you. Then individual modules, with unique sets of questions, let you delve into your trouble spots—and find lasting solutions. One source delivers all the insights to maximize brand performance:

### 1. Brand Equity: Optimizing Your Market Position

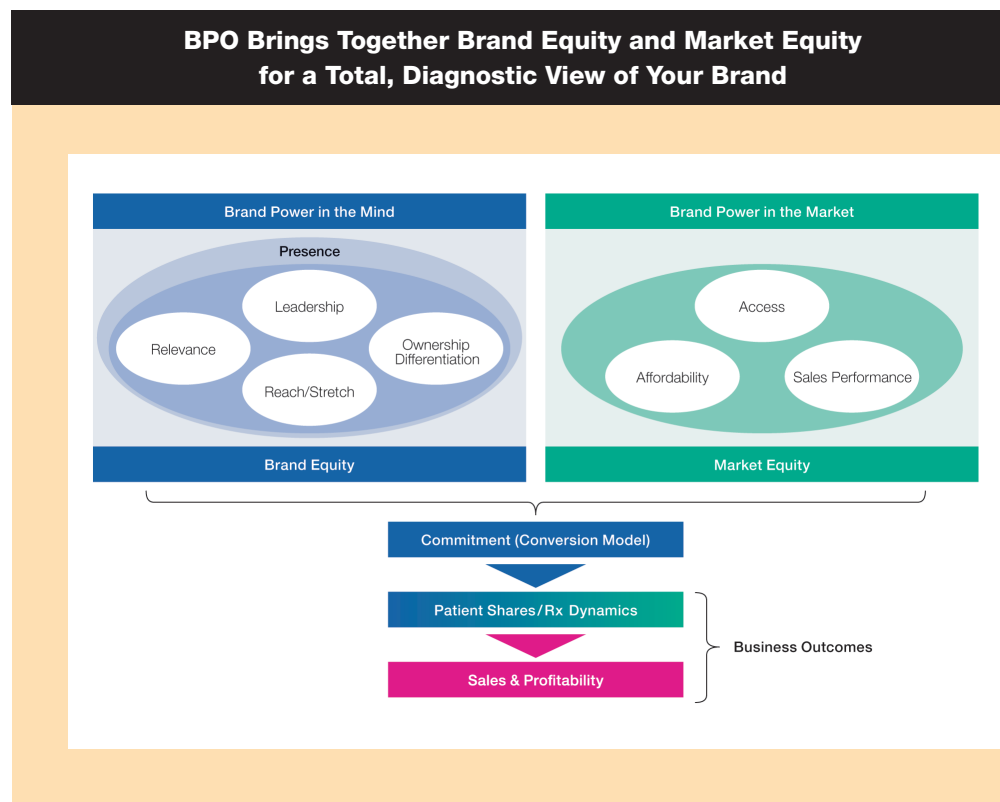
BPO addresses all the elements that determine how effectively your product is positioned vs. its competition:

- **Awareness and message recall**
- **Brand usage and potential growth**
- **Rational brand positioning**
- **Emotional brand positioning**
- **Brand SWOT**
- **Strategic positioning platform**

### 2. Market Equity: Optimizing Your Sales and Service Portfolio

BPO evaluates all the areas surrounding how strongly your sales and marketing programs drive prescribing:

- **Target physician segments**
- **Patient potential and segmenting**
- **Field sales performance**
- **Service portfolio and training**
- **Access/affordability**



*BPO evaluates all the elements that drive performance, so you can focus on your specific issues... identify solutions...and monitor results.*

## *The Most Complete Brand View: A Common Framework for Global Optimization and a Common Language for Sales and Marketing*

With offices in 70 countries, TNS Healthcare can implement BPO globally—giving you a common framework for evaluating, tracking and improving brand performance around the world. In addition—with its dual perspective on your brand and the promotional activities that support it—BPO provides one language and one set of measures for sales and marketing to assess and maximize results.

You easily can integrate its Key Performance Indicators (KPIs) into your management systems, providing standard metrics for planning, evaluating and monitoring outcomes. To make it easy to benefit from BPO's value, TNS Healthcare provides:

- **KPI dashboard reporting**, for fast, simple access to your key brand indicators
- **Benchmarks and norms**, for assessing your performance vs. the competition
- **Specific action recommendations**, for clear, precise direction on how to improve results
- **In-person presentations of your results**, for consultative guidance and the chance to meet with TNS Healthcare branding experts
- **Management workshop**, for support in implementing key learnings

### *For More Information...*

BPO gives you one tool that integrates brand and market dimensions, so you can predict prescribing. Power growth. Protect share. Prevent competitive inroads. And put your sales and marketing dollars where they will yield the highest results. To learn more, contact:

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