



# Healthcare Brand Valuation

Academic medical centers (AMCs) build strong brands through tireless emphasis on quality, innovative research, and the retention of top-class physicians. AMC brands carry gravitas in the region, and often nationally. Co-branding can be an effective strategy as part of broader affiliation arrangements between AMCs and other provider institutions, but economic considerations specific to brand may be overlooked in these agreements. Quantifying brand value in healthcare can be challenging.

With nearly four decades of laser-focused experience in supporting healthcare providers, including AMCs, PYA has a strong understanding of the nuances of affiliation arrangements and the impact co-branding can have on value. PYA's approach to brand valuation considers the interplay of internal and external factors, providing a consistent, defensible framework for establishing the terms of co-branding arrangements.

## PYA's Phased Approach to Healthcare Brand Valuations:



### PHASE I

- Perform qualitative evaluation of brand strength within primary and secondary service areas and across the country (as applicable).
- Evaluate relevant market data and hold interviews with key stakeholders.
- Apply appropriate valuation methodologies and develop a Brand Value framework.



### PHASE II

- Evaluate economic, financial, and operational impact of proposed co-branding arrangement.
- Apply Brand Value framework developed in Phase I to relevant metrics.
- Provide a fair market value fee range specific to the proposed agreement.
- Document and present to key stakeholders.

