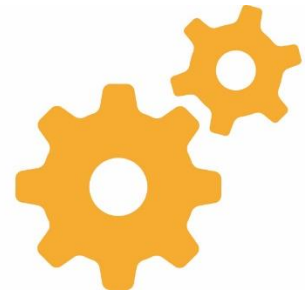


“Leading National Healthcare Market Research Firm Klein & Partners Announces New Strategic Partnership with thinqinsights”

klein & partners
POWERED BY THINQINSIGHTS



January 22, 2024 - Klein & Partners, a leading national healthcare market research firm, announces a new strategic partnership with thinqinsights. thinqinsights is a research and strategic insights firm committed to helping clients amplify their brand’s voice.

This strategic move brings a bounty of expertise and enhanced research capabilities to the Klein & Partners portfolio of products and services which will deliver immediate client benefits.

Rob Klein (pictured), Founder & CEO stated “This partnership is a significant milestone in the growth of our business and our commitment to provide innovative research solutions for our clients. We are delighted to partner with thinqinsights who provides unique technology that allows for speed to market, enhanced quality controls, and cutting-edge analytics that will help us better meet the evolving needs of our clients. We look forward to this next phase.”



The two organizations see a unique opportunity to better serve their respective clients by working more closely together with the long-term goal of merging the two organizations.

According to Yaron Brenman, thinqinsights Managing Director, “We are thrilled to work with the team at Klein & Partners and to bring the unique brand measurement and ad testing products, combined with the world-class research we provide, to clients new and old. The partnership is an opportunity to bring this model to clients outside the healthcare space and help clients best understand their brand positioning.”

About Klein & Partners

Over the past 19 years, Klein & Partners has provided innovative research and consulting services solely to the healthcare industry that help clients optimize their brand’s voice. Klein & Partners’ suite of brand health research tools help clients: 1) develop a strong brand; 2) develop a strong message to promote that brand; and track their brands’ progress both in the 3) short-term and over the 4) long-run.

To learn more, visit: www.kleinandpartners.com

About thinqinsights

thinqinsights was founded in 2023 by a group of experienced professionals with a combined 60 plus years in the insights industry that helps clients optimize their brand equity and company value. This is accomplished by partnering with clients, understanding their objectives, and recommending the best research to achieve their ultimate goals.

Learn more at www.thinqinsights.com.

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