

THE POWER OF DIGITAL REWARDS HEALTHCARE INDUSTRY

From awareness campaigns and safety promotions to recognizing employees, and even advertising your organization, having the right promotional tools are essential in the healthcare industry. In a market where competition is strong, insurance companies, hospitals, dentists, and long-term and home health facilities all benefit from effective, popular rewards for customers, employees and prospects.

Make the most of every touch point with Digital Rewards — exciting, customizable incentives that are popular with crowds of all sizes. These rewards are an easy way to drive traffic at health fairs, promote your organization at events, and thank patients for feedback, referrals, and more. They're even a simple way to motivate and reward employees.



POWERFUL USES OF DIGITAL REWARDS WITHIN THE HEALTHCARE INDUSTRY

- » **Digital Reward Cards are an easy giveaway item for events** like health fairs, wellness seminars and more.
- » **Easily add a reward code to health promotion leaflets, factsheets and brochures** for a simple value-add.
- » **Provide attendees of healthy courses and seminars with a Digital Reward Card** upon completion.
- » **A simple but effective motivation tool**, these rewards can be given as gifts for reaching goals.
- » **Provide event attendees with a fun giveaway item** that is easy for staff to transport to the event.
- » **A card can be easily given to staff at the end of training or each time a milestone is reached.**

CASE STUDIES:



Client: OhioHealth ▶ **Use:** Employee Incentive ▶ **Reward:** Movie Tickets

To show their employees they were valued and appreciated, OhioHealth wanted to reward their staff at year's end. They included Movie Ticket Cards with codes for 6 tickets as one of their gift choices to provide a valuable gift that could be easily distributed.

By offering such a popular incentive that has real value, OhioHealth was able to create a motivated environment for the upcoming year.



Client: United Healthcare ▶ **Use:** Event Giveaway ▶ **Reward:** Music Downloads

United Healthcare needed an effective way to promote their new benefits for government employees. Looking for a valuable incentive that could be easily distributed at health fairs, they turned to Digital Reward Cards.

Custom-branded Music Download Cards were distributed to attendees offering a free song. Before claiming their reward, recipients were driven online to learn about the new health plans.



Client: University Health Care ▶ **Use:** Employee Incentive ▶ **Reward:** Digital Choice

University Health Care was looking for a creative way to recognize and reward their dedicated staff during the holiday season.

The company offered widely appealing Digital Choice Cards good for the employees' choice of Music Downloads, Movie Tickets, Magazine Subscriptions, Pizza or Photo Prints. After completing a quick survey, employees could select their complimentary digital gift.



DIGITAL REWARD CARDS

Made up of a full range of physical and digital products, Digital Rewards include popular items like Music Downloads, Movie Tickets, Digital Movie Rentals, Magazine Subscriptions, eBooks and beyond. Digital Reward Card promotions use reward codes to deliver high-perceived value products. With our easy-to-implement platform, brands can offer these relevant, real-world items at a fraction of their perceived value.

DID YOU KNOW?

- The tables have turned: Digital downloads now exceed physical sales.*
- Next big thing: It is predicted that gains for online movies will increase tenfold between 2007 and 2017.**
- Big picture potential: Over two-thirds of the U.S. population attend at least one movie every year.***
- Cover to cover: Americans spend \$9.3 billion dollars on magazine subscriptions annually.****

* Nielsen/Billboard; Pew Research Center
 ** Mintel
 *** Motion Picture Association of America
 **** The Association of Magazine Media, 2012/2103 Magazine Media Factbook