

# How Digital Reward Cards Worked For... **Meridian Hospital**

Product: **DVD Movies**

Industry: **Healthcare**

Use: **Direct Mail**

## **Time Is Movies**

A well-known hospital knew that evaluating patient satisfaction was crucial to remaining competitive, and with the return rate on patient surveys diminishing, they were looking for an incentive to motivate patient follow-up.

A direct mail piece was created, rewarding post-surgery patients with a DVD Movie for simply going online to complete a patient satisfaction survey. Once the questionnaire was completed, patients were directed to a branded store where they could select a FREE DVD of their choice from a library of blockbuster favorites.

Digital Rewards are an effective way to motivate people to provide important information, while also increasing valuable customer loyalty for your business or organization.



## **Why Choose Digital Reward Cards For Your Next Promotion?**

- Associate your brand with the modern online gifts that unique, custom branded Digital Reward Cards have to offer! Give your company some instant cool!
- Digital Reward Cards include popular gifts that have real value – from Music Downloads to Magazines, Movie Tickets to Photo Prints, these are products consumers desire.
- An incentive that has the ability to reach multiple demographics, Digital Reward Cards have universal appeal and allow customers to select or customize their personal reward.
- Inexpensive to ship, store and distribute, Digital Reward Cards give your company the flexibility to scale any promotion. Their compact and lightweight size makes them one of the most practical and economical gifts available!