



BACKGROUND

The Department of Radiation and Cellular Oncology, part of The University of Chicago Comprehensive Cancer Center, is internationally recognized as a leader in cancer treatment, offering innovative, state-of-the-art radiotherapy services in a setting of multidisciplinary cancer care at several key locations throughout the metropolitan Chicago area. TruCentive helped improve on-line survey thank you rewards by giving physicians the ability to instantly send and track each gift 24/7.

Case Summary

The Goals:

- Enable UofChicago to send out envelopes as needed from anywhere 24/7
- Pay for item as needed and track if envelope opened
- Create targeted messaging to recipients

Approach:

- Provide catalog of gift choices
- Create targeted email/text for survey respondents

The Result:

- No trips to purchase gift cards
- Physicians are now able to deliver a fully customized, branded email/text to each respondent upon completion of the survey

TruCentive for Survey Rewards 24/7

University of Chicago's Department of Radiation & Oncology sends out a survey each year to medical students after they have been matched with a fellowship. Each respondent receives a "thank you" reward for submitting their online survey. The delivery of these rewards has been a Starbucks gift card. These cards have been purchased in-store with a limited number to be purchased at one time and mailed to each individual as the surveys are completed. There has been no ability to track the process or visibility into whether the cards were used or not.

Last year, the physician responsible for the purchase and mailing of the cards suddenly had his own child critically ill and in the hospital during the weeks when the survey rewards were normally sent out. Being with his son, he was unable to purchase the cards let alone mail them. He sent individual emails letting respondents know he would get their gift card out as soon as he was available.

TruCentive eliminated the need to purchase gift cards, paying up front for any purchases, and manually distributing to families. UChicago can now quickly send rewards with full visibility to redemption while only paying for items when opened and having the remaining value of rewards returned to their account after a defined period of time.