

“The deepest principle
in human nature
is the craving to be appreciated”
- William James



REWARDS - INCENTIVES - PAYMENTS

TruCentive is a single source, easily implemented SaaS platform for fast, flexible, cost-effective marketing & research programs providing Rewards, Incentives & Payments that create memorable recipient experiences while building valuable, lasting relationships. The process of encouraging a research subject to finish their clinical trial, reward a patient who has complied with their doctor's protocol, and increase survey responses can be convoluted, inefficient and costly. TruCentive provides a branded, customized rewards & incentives platform delivering high yield results and provides data, trackability, authority controls, auditability and minimizes breakage.

THE PLATFORM

- Self-serve, rapidly deployable, data-driven, cloud-hosted platform
- Give branded gifts, rewards, incentives, offers, coupons, compensation and vouchers
- Sent instantly by email and/or text within a unique 'digital envelope' with its own expiration, personalized messaging with multiple, and extended touch points through customized reminders
- Simple API integration into existing platforms
- Improve ROI and maximize budgets – unused value is returned to you
- Robust analytics, auditable, compliant

FEATURES

- Ability to deposit funds as needed
- Maintain budget & quality controls with role-based oversight
- Minimize potential fraud
- Supports multi-site studies simplifying complex compensation delivery
- Real-time reporting validates accurate recipient compensation
- Simplified A/B testing tool for data driven decisions
- Easy to learn, easy to use

TruCentive



Family House, San Francisco

“Streamlining patient
compensation is key
to delivering a quality
experience”

- Alexandra Morgan
CEO Family House Inc.