



BACKGROUND

Kate Farms is a medical nutrition company offering plant-based, nutritionally advanced formulas that are better tolerated. The company started when a little girl named Kate was failing to thrive because she couldn't tolerate any of the available formulas. Her parents had the transformative idea to use organic ingredients without allergens commonly used in other conventional formulas. Now, many people are using these formulas for tube feeding and enjoying them as supplemental nutrition.

“I'm so grateful that we were able to use your services for this research study – without it we would likely still be collecting data! AND because of how quickly we got responses, we were able to submit some of the data as an abstract to one of our largest annual conferences”

Vanessa Millovich (Carr)
DCN, RDN, LDN
Clinical Nutrition Manager
Kate Farms

Case Summary

The Goals:

- Increase the number of survey respondents
- Reduce the length of time needed to reach response goal
- Incorporate compensation through REDCap delivery
- Receive real-time compensation data and metrics

Approach:

- Incentivize target audience to complete survey
- Customize compensation delivery with Kate Farms message and logo
- Integrate with REDCap online survey software
- Provide digital compensation for respondents who completed the survey

The Result:

- 271% increase in survey response rate over previous surveys
- 83% reduction in survey completion time
- 80% compensation consumption rate
- 50% reduction in staff hours to implement survey
- Kate Farms was able to track, audit and monitor in real-time

Survey Success TruCentive + REDCap

Kate Farms, providing a unique ready-to-use oral and tube feeding formula, and their investigative team wanted to send out an anonymous survey to patients and their families who have used their formula.

Kate Farms was looking for an innovative and efficient way to deliver digital compensation for completed surveys with the ability to track and audit those results. For this study, Kate Farms, along with their investigative team, used REDCap, a secure web application for designing clinical and translational research databases. Teaming up with Kate Farms, TruCentive integrated with REDCap to send out deidentified compensation.

Respondents received instant compensation through a customized and branded email with Kate Farm's logo and thank you message.

Kate Farms hit close to 100% of their target response goal within the first 24 hours. Feedback was positive with a number of respondents posting their compensation purchases on social media with positive survey feedback. Kate Farms received hundreds of comments on their survey noting how important the survey was for further research.