



CUSTOMER CASE STUDY / RESEARCH PARTICIPANT SUPPORT

DLH brings ease and support to Sister Study rewards

DLH uses TruCentive to thank participants in the ongoing Sister Study for contributing biospecimens. Ease of use and strong support drove the choice, particularly for older participants and people less comfortable with technology.

THE OPPORTUNITY

Respect a long-term research commitment

Ongoing since 2003, the NIEHS Sister Study examines environmental and genetic breast cancer risks. NIEHS describes it as the nation's longest ongoing study of women with a close family history of breast cancer.

THE APPROACH

Make the next step clear

For the Anniversary Biospecimen Collection, a Sister Study-branded email thanks participants and provides a prominent "View Options" button. The clear next step keeps the invitation familiar and focused.

The message includes the Sister Study help desk's phone number and email address. Participants can ask for guidance on using their virtual gift card, with help clearly offered alongside the thank-you.

THE EXPERIENCE

Support for different levels of confidence

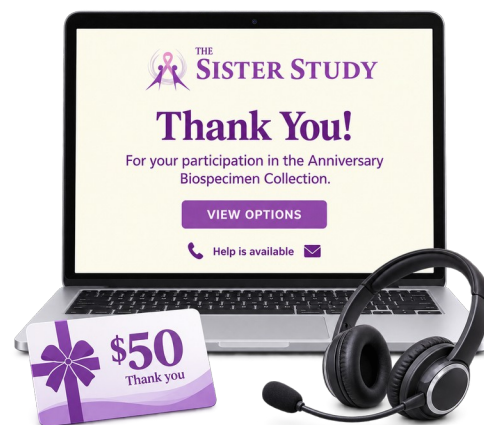
TruCentive supports participants directly and the study's help-desk team. DLH's choice pairs an easy-to-use platform with human support, so participants with questions have a place to turn.

A thoughtful thank-you. Help within reach.

Make participant rewards easier with TruCentive.

Sources: [NIEHS study overview](#), [longevity announcement](#) and [collection FAQ](#).

Campaign details: TruCentive. Illustrative campaign visual.



About the Sister Study

50,884 women enrolled

Each had a sister with breast cancer.

Ongoing since 2003

More than two decades of follow-up.

\$50 thank-you gift card

For contributing anniversary samples.