



CUSTOMER CASE STUDY / SURVEY RESEARCH

Kate Farms accelerates survey responses with digital rewards

Kate Farms connected TruCentive with REDCap to reward patients and families for completing an anonymous survey. Branded digital compensation helped the team reach nearly its entire response goal within the first 24 hours.

THE OPPORTUNITY

Gather more feedback in less time

Kate Farms wanted feedback from patients and families who had used its nutrition formulas. The team needed more responses in less time, with an efficient way to deliver, track and audit survey compensation.

THE APPROACH

Connect REDCap surveys with rewards

TruCentive integrated with REDCap to deliver deidentified compensation for completed surveys. Respondents received an immediate reward through an email featuring Kate Farms' logo and a tailored thank-you.

The team could track and audit compensation in real time. Faster responses also let researchers submit some study data as a conference abstract.

THE EXPERIENCE

Move research forward with faster feedback

"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!"

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



Reported results

271% increase

In survey response rate over prior surveys.

83% reduction

In survey completion time.

50% fewer staff hours

To implement the survey.

Give research teams a faster path to feedback.

Connect survey rewards and research with TruCentive.