



CUSTOMER CASE STUDY / WELLNESS INCENTIVES

Medical Mutual makes wellness rewards easy to deliver and track

Medical Mutual rewards participation in annual wellness visits, breast cancer screenings and other wellness programs. TruCentive pairs gift-card choice with clear reporting across programs serving tens of thousands of participants.

THE OPPORTUNITY

Celebrate healthy steps at scale

Each completed wellness visit or screening is an opportunity to recognize participation. Medical Mutual wanted to pair that recognition with a convenient reward experience and useful data for its program team.

THE APPROACH

Pair participant choice with clear reporting

TruCentive gives the team a clear view of gift-card claim rates and aggregate data across programs. Easy access to this information supports informed program reviews and confident day-to-day management.

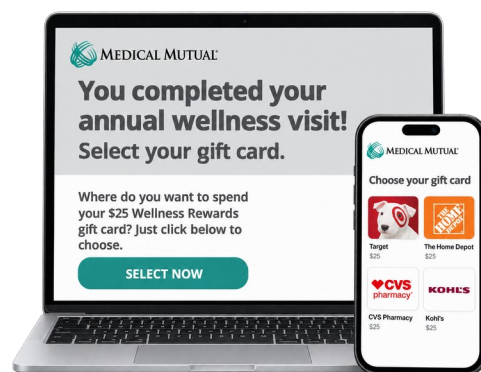
Medical Mutual carefully selected gift-card options that appealed to participants' interests and everyday needs. Giving people rewards they valued helped improve both program participation and gift-card claim rates.

THE EXPERIENCE

Confidence across every program

"TruCentive gives us clear visibility into claim rates and aggregate data across every program."

Katie Collier, Performance Improvement Director,
Medical Mutual



Wellness rewards at scale

Choice for participants

Gift cards they select themselves.

Clear claim-rate visibility

See reward uptake by program.

A view across programs

Aggregate data in one place.

Rewarding choices. Clear insight across programs.

Bring clarity and choice to wellness rewards with TruCentive.