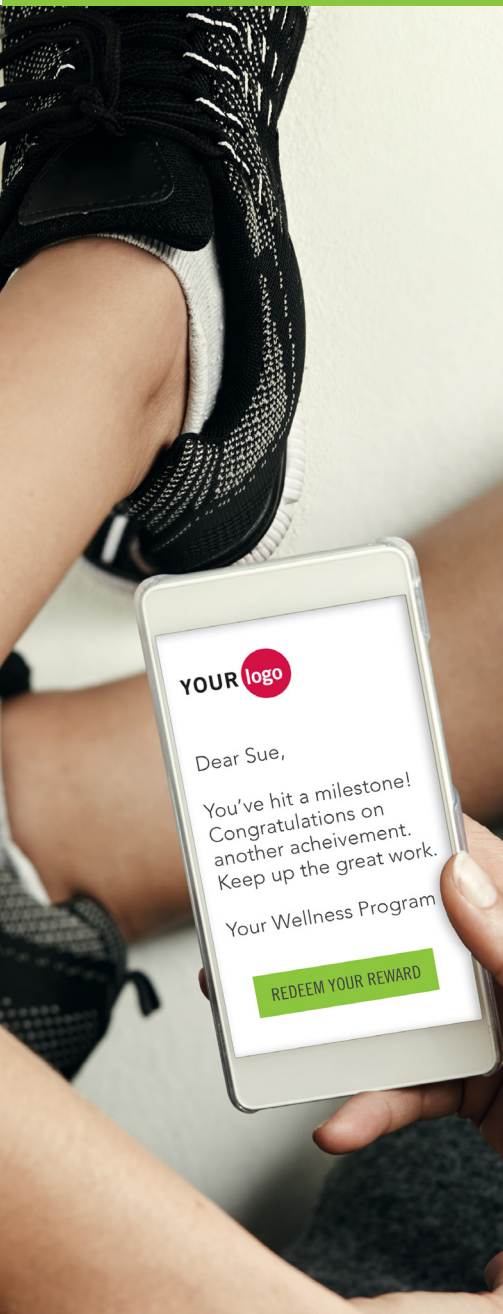


# MANAGED HEALTH CARE PLAN PROVIDER

Health & Wellness client since July 2013



## CLIENT NEED

- A new incentive reward provider to replace their wellness provider who left Medicare/Medicaid space
- A HIPAA compliant incentive reward provider to quickly backfill 2017 incentives prior to the start of 2018

## SOLUTION

- Quick to implement GiftPass rewards in compliance with state and federal Medicaid regulations
- Added a validation process before rewards issuance to collect recipient information
- GiftPass rewards are redeemable for a choice of over 200 merchant gift cards and never expire so recipients can earn and combine or bank their awards

## RESULTS

- Relunched program in 2017, **increasing program spend by \$500K**
- Planning to implement claim code solution\* in 2018, which should result in **increased participation**

*\*For consumer campaigns, surveys, or instances where registration or validation is desired, GC's Claim code solution provides a white-labeled campaign management tool to validate information and provide a branded gift card solution experience. GC's claim codes take advantage of breakage through expiring claim codes, maximizing program budgets.*