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## BETTER UTILIZING YOUR GIFT CARD PROGRAM

A number of health-related businesses can make great use of a gift card program, including pharmacies, chiropractic providers, cosmetic surgery, dentists, long-term care facilities, holistic and alternative healing centers, wellness facilities, and many more.

Gift card programs provide benefits to health care businesses as well as their customers, here's how:

### CUSTOMER SUPPORT

*Valutec is here to help if you  
need any assistance*

*leveraging your gift card  
program to your customers.*

*Call us with any*

*questions at :*

**1-800-509-0625**

- Consumers are increasing their use of gift and prepaid card products as a convenience to pay for services they routinely use, like personal services and health care.
- A gift card can motivate the recipient to purchase elective services such as cosmetic dentistry, plastic surgery, or long-term care for a loved one.
- Gift cards can provide a means for customers to give health-related products as gifts such as natural medicines, relaxation products, and health classes.
- Gift and promotional cards can be used to promote a new facility or service, resulting in new patients and additional consumer awareness.
- Prepaid cards provide a convenient way to offer food or uniform services to doctors, nurses, and other health care employees.

Here are some tips to help you get the most of your health care gift/loyalty card program:

- More health care facilities are using advertising to attract new patients. Advertise gift card availability as an additional service offered by your facility.
- You can use gift cards for charitable donations when requested.
- Reward current or new patients with a discount off their next procedure by means of a gift/loyalty card.
- Pass out pre-loaded cards at special events to introduce new customers to your facility.
- Create promotions that keep patients coming back - for example, when a patient joins your loyalty program, they receive one free chiropractic visit for each five they purchase.
- Offer new customers a \$5 gift card good for a discount on any health care products you offer above a certain price. It's a great way to introduce your customers to higher-margin products.

