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HEALTHCARE GIFT CARD HELPFUL TIPS

Using loyalty and gift programs in healthcare

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

Gift card programs provide benefits to healthcare businesses as well as their customers. Use a gift card as a prepaid card so the consumer can use it to save up for or add money as needed to cover the cost of their services. Consumers are increasing their use of gift cards as prepaid card products for convenience to pay for services they routinely use in personal services and healthcare.

Gift cards can also provide a means for customers to give health-related products as gifts such as natural medicines, relaxation products, and health classes.

Here are some tips to help you get started

- Reward current or new patients with a discount off their next procedure with a gift card. Offer new customers a \$5 gift card good for a discount on any healthcare products you offer above a certain price.
- 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 service or visit for each five they purchase.
- You can use gift cards for charitable donations when requested.

Use gift cards to help grow your sales and encourage customer loyalty. Helping your customers become familiar with your business demonstrates the value you bring to them while driving repeat sales back to you. And gift cards are easy, allowing you to focus your time on your business.

We're here to help if you need any assistance leveraging your gift card program to your customers. To learn more about gift cards, call us at 800.509.0625 or visit us at valuteccardsolutions.com.