

# Healthcare Research Division **Attracted 5,000+ Global Users** with Points Based Reward Incentives.

## 360CaseStudy

### THE SCOPE

The healthcare division of this large global market research organization had a vision to enable better decisions and inspire better healthcare provision by engaging with healthcare professionals through participation surveys.

This vision was in part realized with the introduction of a participation reward program to a stakeholder community. However, it was facilitated across numerous providers, was slow in processes and in some cases the reward fulfilment was insecure and not trusted by the desired participants. Improvements were needed to encourage better engagement and improve the user experience to increase interaction.

### THE CHALLENGE

The division needed help from a specialist incentive and reward partner to enhance the program and the participant journey within it. The full user experience required improving to drive required participation in terms of ease of use and trust of use! As such, the organization came to 360insights to work collaboratively to implement an improved central incentive strategy to engage and reward healthcare professionals for their insights – and make them feel they were doing so within a trusted environment.

### THE SOLUTION

The expert team at 360insights introduced a centralized healthcare stakeholder community portal for users to securely login, with due diligent password and customizable fraud protection, to participate in invited surveys.

[Points-based promotions](#) were introduced to encourage survey participation with accumulated points redeemed for a choice of electronic rewards – presented in an online catalog offering click-select Gift/Visa/Mastercard reward cards and cash options. All supported with centralized acknowledgement, order tracking and customer care.

A turnkey solution offering the healthcare community greater usability in a secure environment with faster delivery on earned and redeemed rewards.

### THE RESULT

The benefits of the implemented centralized 'Healthcare Stakeholder Community' portal have been widespread. The organization has been able to capture deeper, valuable healthcare insights through encouraging better survey participation by improving and securing the online user experience to increase interaction.

The centralized portal implementation has resulted in true community representation with 5,000 + registered users across UK, Europe and USA with increased repeat participation. User trust has been enhanced from tight security, easier navigation and the variety of reward options available in one place with expedited processes and payments.

Additionally, there has been a reduction in man-hour expense by the central reward automation. Previously the organization was spending too long on multiple supplier reward liaisons with manual payments and reconciliations.



### HEALTHCARE STAKEHOLDER COMMUNITY REWARDS PORTAL

#### COMPANY

Large Global Market Research Organization

#### INDUSTRY

[Healthcare Market Research](#)

#### BUSINESS OUTCOMES

- Improve Experience
- Increase Engagement
- Measure Program Success

#### PRODUCTS USED

- [Incentives & Rewards](#)
- [Points Banking](#)

#### THE SUCCESS

**5,000+**

users across UK, Europe & USA



secure and trusted environment



man-hours saved

“360insights has helped us to deliver a fast, safe and seamless reward portal for our healthcare community. Our users can now provide insights, track what they earn and what they spend in one centralized place. This means a much more enjoyable and improved experience for them.”

*Fieldwork Director*

Healthcare Research Organization



ARE YOU ON THE RIGHT PLATFORM  
TO SUPPORT YOUR CHANNEL?



**360insights**  
how it all makes sense.