

Health Care Promotions

Nurse Recruiting Promotions – The U.S. government predicting a 28% increase in nursing, jobs over the next decade, resulting in increased recruiting budgets. Hospitals and nurse recruiting firms have found digital incentives [music downloads](#), [custom skins](#) and [audio-books](#) to be an ideal recruiting tool at job fairs and recruiting events. The card's custom graphics serve as a mini-billboard after the event, drive traffic to the hospital's recruiting web page, and can capture data from a prospective employee with the custom survey feature. To generate even more excitement among prospects, recruiters can use our [Instant Win Mystery Promotion](#), which incorporates larger prizes such as iPods, gift cards or even big-screen TVs with music downloads or other digital incentives.

Nurse Retention Incentives – Retaining existing nursing staff is a key objective for hospital HR departments. A recent study calculated the advertising, training and lost productivity costs associated with adding a new nurse to a facility to total \$37,000 per nurse. The music download cards are frequently used as nurse appreciation gifts. The flexibility in the card's denomination helps fit any budget and the unlimited selection of music allows the cards to be used repeatedly. The FREE music is always appreciated by the nursing staff.

Orthodontist Patient and Referral Rewards – With the average cost of \$6,000 per patient, orthodontists frequently reward their patients for arriving on time, achieving oral hygiene goals, and patient referrals. Digital entertainment cards containing music downloads, ringtones, or custom skins for cell phones and iPods are a natural choice – given that the typical patient is a teen or young adult who is sure to own both an iPod and a cell phone. Over 72% of 13 to 17 year-olds now have their own cell phones and 8-12 year-olds are the fastest growing segment of the U.S. cell phone market according to recent research by the Yankee Group.

Blood Donation Premium – Blood donations reach the critical level during the summer months, driving increased promotional activity. Blood donation centers are encouraging young adults and college students to donate, hoping to establish a life long pattern. Blood banks around the country have successfully used music download and instant win cards to attract and encourage donors. Red Cross increased its donor database by 105,000 people, a 39 percent conversion rate, by giving away a music mystery card that gave recipients a chance to win music downloads as well as larger prizes such as DVD players or a Big Screen TV.

