

# Government Health Service Promotes Public Health Programs With Unique Incentive

For communities to thrive, the people who live in them need to be housed, clothed and cared for. To promote public health in the communities it serves, a large government health service runs unique, confidential programs that each serve up to 1,000 participants each year. The programs provide support and incentivize vulnerable populations to complete certain tasks, like participating in a study, going to a doctor appointment, taking medication and following a treatment plan.



## A Change in the Law Left Health Service Looking for New Incentives

The health service had typically provided grocery store gift cards as incentives. However, a change in state law prevented the program from continuing to use gift cards because they were unable to ensure that its patients wouldn't use them to purchase alcohol or tobacco.

One division's program manager took the lead on looking for a new solution for public health incentives. This was no easy task — the government had a lot of restrictions about what could be offered. Because the incentives would be funded by tax dollars, the program manager needed to find a vendor that met restrictive requirements (prohibiting the purchase of alcoholic beverages, tobacco products, prescription drugs, items prohibited by law and other non-food items). She discovered that Grocery Certificates from gThankYou met all these requirements.

gThankYou Grocery Certificates are a cost-effective, controlled solution for nonprofits, food banks and government-funded organizations to provide food support for the populations they serve.

## Certificates Are an Easy, Cost-Effective Way to Incentivize Participants

Not only was the program manager able to control how the Certificates could be used, but they were also trackable and could be traced for security purposes.

gThankYou also created a custom recipient letter with information on how the Certificates worked and where to shop. The program provided the letters, which were printed in both English and Spanish, to their patients along with the Certificates.

The program manager purchases the Certificates on an as-needed basis as she provides them to her patient population each month. Unused Certificates are able to be refunded for a credit, ensuring the program doesn't waste any of its funding for incentives.

gThankYou's excellent customer service and simple ordering process made working with them easy. gThankYou even reached out to grocery stores in the program's area to ensure that they would accept the Certificates before the program manager ordered them.

## Gift Certificate Orders Grow Each Year

For the past two years, gThankYou's Grocery Certificates have provided a solution that allows the government health service to responsibly spend its funding to incentivize the vulnerable populations it serves.

In fact, the government health service has seen such success with the Certificates that it has begun using them as incentives for other public health programs, participation in research and preventative medicine, program compliance and even in support of COVID-19 programs.

The service also uses the Certificates for its own staff as retirement gifts, year of service rewards and employee of the month awards.

**To learn more about how you can use gThankYou Certificates to support your organization, visit [gthankyou.com](http://gthankyou.com).**

“ Our experience with gThankYou has been amazing. They provide excellent customer service, sharing detailed background on the process and security measures, and the process of working with them is super easy. ”

– Health Service Program Manager

### About gThankYou

Based in Madison, Wisconsin, gThankYou is a family-owned business that creates custom Certificates of Gratitude™ good for popular and practical food items such as a Thanksgiving turkey, Christmas ham or groceries and redeemable at major U.S. grocery stores. All Gift Certificates come with customizable Enclosure Cards, so every gift can have a personalized note of appreciation. gThankYou works with companies, nonprofits and government agencies interested in a convenient way to share meaningful yet affordable food gifts and incentives.