



# HIPAA COMPLIANT RESEARCH COMPENSATION

Research compensation encourages participation and acknowledges time and effort. Protecting your participants' privacy is key to compliance. TruCentive's de-identification of Personally Identifiable Information (PII) automatically alters information that could directly or indirectly reveal an individual's identity.

## EASY COMPLIANCE



To assure compliance, TruCentive has partnered with Shaip utilizing its HIPAA compliant managed data platform. All identifiable data is transparently entered into and housed by Shaip allowing TruCentive users seamless compensation delivery management. Unique identifiers may be used for visibility to associate deliveries and reporting with no access to Personally Identifiable Information.

### Project Based

Project based compliance means you can have both de-identified projects and projects with identifiable recipients in the same account.




### Personalized

Domain authentication allows you to send from your organization's domain to make sure subjects identify deliveries and can respond directly to your designated senders.




### Branded

Delivering compensation should maximize perceived value. Your brand, style, message, compensation options, and recipient experience are key to on-going participation.

## WHY TruCentive?

-  We automatically return unclaimed deliveries at your specified delivery expiration date.
-  We save you time. Simply add recipients and send. Re-send, Revoke, or Edit deliveries.
-  A better recipient experience with more options: Gift Cards, Payments, Merchandise

**CONTACT  
US**

 415-386-8600  
 Sales@TruCentive.com  
 TruCentive.com