

News Release

CONTACTS:

Molly Chester
SmartReceipt
+1 (805) 617-2187
molly.chester@receipt.com

Ben Jolley
Connect Public Relations
+1 (801) 373-7888
benj@connectpr.com

University of California San Francisco Medical Center Leverages Receipts to Encourage Healthy Habits

SmartReceipt dynamic coupons inform and incentivize customers to eat healthier

SANTA BARBARA, Calif. – December 06, 2011 – [SmartReceipt](#) today announced that University of California, San Francisco (UCSF) Medical Center – consistently ranked one of the nation’s top 10 hospitals by the U.S. News & World Report – has selected SmartReceipt’s [Nutricate Pro](#) to give customers nutritional information customized for their meal and targeted promotions to drive repeat business. SmartReceipt’s technology allows [UCSF Medical Center](#) to print receipts with personalized nutrition information and frequency, building coupons based on the customer’s purchase.

UCSF Medical Center uses the SmartReceipt solution to promote healthy food choices and show nutritional analyses of their recipes to their customers. With initial success at the Moffitt Café Express, the hospital expanded its use of the solution to the Moffitt Café, the main 366-seat, full-service cafeteria, in September 2011.

According to Dan Henroid, Director of the Department of Nutrition and Food Services at UCSF Medical Center, Nutricate Pro complements the existing nutritional information already posted on the café’s digital menu boards and other signage.

“We chose SmartReceipt because it is the best in the business,” Henroid said. “Most food operations can only provide nutritional information before the purchase is made. We are committed to providing the most accurate nutrition information before and after customers make their food purchases and Nutricate helps us keep that commitment. I would recommend that all types of food service operators explore this type of solution.”

[SmartReceipt’s unique software](#) provides UCSF Medical Center a quick and efficient way to “nutritionally educate” its customers. The Nutricate receipt is unique, as it includes not only the price of the meal but also a breakdown of calories, nutrients, and even the percent daily value of the entire meal. Additional targeted health tips corresponding to the order teach consumers how to make smarter dining decisions. Customized coupons also may be added to announce new specials and encourage cross-promotion.

“We’re thrilled UCSF Medical Center chose Nutricate to inform and empower its customers to make healthier decisions,” said Jay Ferro, founder and chief executive officer of SmartReceipt. “SmartReceipt’s technology offers nutrition information and personalized deals right at the customer’s fingertips, encouraging healthy habits while keeping customers coming back.”

According to a SmartReceipt survey of more than 1,000 restaurant customers, 75 percent of respondents preferred receiving a nutritional receipt (such as the Nutricate receipt) over any other type of nutritional information format (e.g., packaging, wrappers, menus, menu boards). In addition, 55 percent said that knowing they’d receive a Nutricate Receipt made them “more likely to visit” the restaurant, and 41 percent wondered why other restaurants weren’t providing them with the same information.

About UCSF Medical Center

UCSF Medical Center consistently ranks as one of the top 10 hospitals in the United States. Recognized for innovative treatments, advanced technology, collaboration among health care professionals and scientists, and a highly compassionate patient care team, UCSF Medical Center serves as the academic medical center of the University of California, San Francisco. The medical center's nationally preeminent programs include children's health, the brain and nervous system, organ transplantation, women's health and cancer. It operates as a self-supporting enterprise within UCSF and generates its own revenues to cover the operating costs of providing patient care. Follow UCSF Medical Center on www.facebook.com/UCSFMedicalCenter or on Twitter @[UCSFHospitals](https://twitter.com/UCSFHospitals).

About SmartReceipt

SmartReceipt was founded in 2004 in Santa Barbara, Calif. as Nutricate Corporation, with a mission of providing personalized nutrition and marketing messages that enable consumers to make better food decisions. The company changed its name to SmartReceipt in 2010 and continues to provide innovative marketing solutions that enable retailers to easily create, manage and execute targeted promotional programs. For more information, please visit www.receipt.com.

###