

News Release

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St. Rita's Medical Center Leverages Receipts to Encourage Healthy Habits

SmartReceipt Dynamic Coupons inform and incentivize customers to eat healthier

SANTA BARBARA, Calif. – November 29, 2011 – [SmartReceipt](#) today announced that St. Rita's Medical Center, one of 20 Catholic Health Partners hospitals, has selected SmartReceipt's Nutricate solution to encourage healthy eating habits with its hospital café customers. SmartReceipt's technology allows [St. Rita's Medical Center](#) to print receipts with personalized nutrition information and frequency, building coupons based on the customer's purchase.

St. Rita's has been recognized for its health initiatives, receiving a silver award in the [Healthy Worksite Awards by Healthy Ohio](#) in 2009, and the Nutricate system is another step toward encouraging healthy living. The hospital is considered an early adopter in up-and-coming health programs and has received kudos from Catholic Health Partners executives for using Nutricate.

“SmartReceipt provides an excellent tool to educate doctors, patients and visitors to the hospital's High Street Café of their meal choices and hopefully guide them to healthier eating habits,” said Ben Leonard, Food Service Operations Manager at St. Rita's. “Since starting the receipts in October, customers already say they like the receipt because it tallies their daily values on the receipt, eliminating the need to calculate all the items separately through signage and packaging. Others say the Nutricate receipt has been a real eye-opener about their current diet and the changes they could make.”

[SmartReceipt's unique software](#) provides St. Rita's a quick and efficient way to “nutritionally educate” customers. The receipt is unique, as it includes not only the price of the meal but also a breakdown of calories, other 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. For instance, according to Leonard, St. Rita's plans to use the coupon portion of the receipt to help promote the café's new healthier take-home pizzas.

“We're thrilled St. Rita's 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,

so it's great to see the solution engaging employees and patients in their own health. Nutricate is a great way to encourage healthy habits and keep customers coming back.”

Nutritional receipts are growing in popularity. 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, etc.). 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 St. Rita's Medical Center

Since 1918, St. Rita's Medical Center has been providing quality healthcare to the people of West Central Ohio. Founded by the Sisters of Mercy, St. Rita's is now part of Catholic Healthcare Partners (CHP). More people prefer St. Rita's for their medical care than any other hospital in the 10-county region. For more information, please visit www.stritas.org.

The **High Street Café** inside St. Rita's Medical Center offers all the choices of a food court in one stop. One of the goals of the High Street Café is to educate the customers as to the choices they make in regards to the healthiness of the foods they eat.

About SmartReceipt

SmartReceipt, Inc., was founded in 2004 in Santa Barbara, Calif. as a marketing solutions company whose software products transform ordinary receipts into engaging “smart” receipts. This real-time, behavior-driven communication medium is proven to generate revenue and influence consumer purchasing decisions. Its Nutricate product-line delivers personalized nutrition information and education to consumers at worksite, government and healthcare foodservice outlets as well as restaurants, helping them make smarter food-purchasing decisions. For more information, please visit www.receipt.com.

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