



# Get the People Who Live or Work in Your Community to Frequent Your Business!

## D'Perk\$

### The Dartmouth College & Dartmouth Health/Affiliates Employee Discount Program

#### What is D'Perk\$?

The Dartmouth College & Dartmouth Health (DH) exclusive national and local discount/promotion program is designed for use by all Dartmouth College employees and Dartmouth Health system physicians, professionals, administrative assistants and union members at all DH facilities/offices and their affiliate hospitals and services throughout New Hampshire and Vermont. Affiliates include Alice Peck Day Hospital, Cheshire Medical Center, Mt. Ascutney Hospital, New London Hospital, Norris Cotton Cancer Center, Dartmouth Children's Hospital, and Visiting Nurse and Hospice of Vermont & New Hampshire. In fact, all 25,000+ employees. This program is managed by the Upper Valley Business Alliance (UVBA) and the chambers of commerce in Concord, Manchester, Nashua, Merrimack-Souhegan Valley, and Keene-Peterborough, along with our vendor and program website host company.

#### Marketing Statistics:

- Targeted audience of 25,000 + employees and their families all throughout New Hampshire and Vermont, over 90,000 total users.
- Average annual household income is over \$100,000.
- D'Perk\$ website receives 139,127 hits annually.

#### What is in it for you?

- You will get your company information in front of a targeted audience of 25,000 + employees and their families all throughout New Hampshire and Vermont.
- You will attract healthcare workers from your local area into your 'store' with regular discounts or promotions so you can keep them coming back.
- You can list your company promotion in several searchable categories that includes your logo and company description.
- You may change your promotion or discount at anytime and as many times as you like.
- You will receive a **D'Perk\$** decal to display on your door or in another high visibility location so your healthcare employee customers know that you are participating in the program! The decal will be mailed to you upon program registration.

To register your business, contact your local chamber of commerce.

### How does the program work?

- Potential customers find your information on the D’Perks website or in the Perkspot mobile app.
- Customers can find local businesses by searching by name, on the map, or by clicking on “D’Perks Offers.”
- If you have web purchasing, you will need to have one of the following:
  - Set up the payment of an item with the discount already calculated in the final price;
  - Use a promotional code to activate the discount (such as dperks or other).
  - Either way, you will set up the D’Perks deal the way you want.
- If you have web purchasing, once the customer buys the item/service, you will receive an email from *the D’Perks site*, letting you know that a purchase has been made.
- Note: Online purchases are authenticated by an employee’s/staff’s/faculty’s organization ID address- The email extension will note their place of employment (for example: @dartmouth.edu or @hitchcock.org).
- Our vendor agreement stipulates that our vendor will provide deals on national brands on this site that may directly or indirectly compete with local businesses.

### Program Requirements:

- You must include all DC/DH and affiliate healthcare facilities’ employees for any promotion or discount you offer.
- Make sure your discount includes your contact information, including phone number, email and street address, and web link. Your discount may contain up to 350 characters including spaces and punctuation. Please be VERY specific about the details of the deal.
- Make sure your companies deal(s) on the D’Perks site is good through December 31<sup>st</sup> of the year you are offering the deal (seasonal deals are exceptions-summer resorts, skiing, etc). If you would like to change your deal every quarter, you may do so but your company should have a presence through December 31<sup>st</sup>.
- Check your email regularly for confirmation of the program’s online sales if you have “e-commerce” and take appropriate action (e.g. filling the order, shipping, etc) or track the in-store purchases and see how the program is working for you!

### What support does UVBA provide?

- We will work with you every step of the way to set up your promotion.
- We will troubleshoot any issues should an employee have a problem when ordering from you online or in person.
- We provide you with a door decal so DC/DH/affiliate employees know that your business participates in the program.
- College & Dartmouth Health and their affiliates will promote **D’Perks** information to their employees:
  - In their new employee orientation materials
  - In email blasts to employees
  - In monthly communications to announce specials
  - Provide a website launch for easy access from employee's computer
  - Provide printed materials to employees through Human Resources