



# Memorandum

To: Gold Coast Health Plan Practitioners and Office Managers

From: C. Albert Reeves, M.D.  
Chief Medical Officer

Re: **Member Incentive – Diabetic Retinal Eye Exam Promotion**

Date: October 9, 2014

Gold Coast Health Plan (GCHP) values the health of our members. As an incentive to increase retinal eye exams among members diagnosed with diabetes mellitus, GCHP is offering two (2) free movie tickets to diabetic members who have the recommended retinal screening exam in 2014.

Members meeting the criteria who complete and return their retinal eye exam voucher will receive two (2) free movie tickets to the theater of their choice. To qualify for the program members must have the following:

- full-scope Medi-Cal
- a diagnosis of diabetes mellitus

GCHP mailed a flyer describing the program to members who may qualify for the program. The mailing includes a self-addressed envelop and an eye exam form that will need to be signed for verification purposes by the provider and returned to GCHP. The flyer is available in English and Spanish.

[Click here](#) to access the flyer.

If you have any questions, please contact the Health Education Department at 805-437-5500 or by email at [healtheducation@goldchp.org](mailto:healtheducation@goldchp.org).

Thank you!