



# 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: July 23, 2015

Gold Coast Health Plan (GCHP) values the health of its members. As an incentive to increase retinal eye exams among members diagnosed with diabetes mellitus, GCHP is offering a gift card for free movie tickets to diabetic members who complete the recommended retinal screening exam by December 31, 2015.

Members meeting the criteria who complete and return the retinal eye exam voucher will receive a gift card for free movie tickets. To qualify for the program members must have:

- Full-scope Medi-Cal benefits.
- A diagnosis of diabetes mellitus.

GCHP mailed a flyer describing the program to members who may qualify for the program. The mailing includes a form that patients may ask you to sign to verify that they have completed the retinal eye exam. They will then return the signed form to GCHP in the self-addressed stamped envelope. The flyer is available in English and Spanish.

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

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

Thank you!