

Memorandum

To: Gold Coast Health Plan Practitioners and Office Managers

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

Re: **Member Incentive – Well-Child Annual Visit**

Date: July 22, 2015

Gold Coast Health Plan (GCHP) values the health of its members. As an incentive to increase well-child visits among our adolescent members and their parents or guardians, GCHP is offering to enter each child who has a validated well-child visit with their practitioner into a raffle for a \$25 gift certificate to either Target or Wal-Mart.

Members meeting the criteria who complete and return the well-child exam flyer will be placed in a raffle for the gift cards. Twenty winners will be selected each month (10 children and 10 adults). To qualify for the program, members must:

- Have full-scope Medi-Cal.
- Qualify for a well-child exam.

GCHP mailed a flyer describing the program to members who may qualify for the program. The mailing includes a form that will need to be signed for verification purposes by the provider and returned to GCHP via mail 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 Quality Improvement Department at 805-437-5500 or email Kim Osajda, RN, MSN, Director of Quality Improvement at kosajda@goldchp.org.

Thank you!