

Memorandum

To: Gold Coast Health Plan Practitioners and Office Managers

From: Kim Osajda, MSN, RN
Director of Quality Improvement

Re: **Member Rewards to Increase Preventive Care**

Date: July 25, 2016

Gold Coast Health Plan (GCHP) values the health of its members. To encourage healthy behavior, GCHP is offering rewards to members who complete the following preventive care exams:

- **Postpartum Care Exam**
New mothers who complete a postpartum care exam within 3 to 8 weeks of delivery can receive a large pack of diapers.
- **Annual Well-Child Exam**
Children and their parents have a chance to each win a \$25 gift card to Target or Walmart. GCHP will raffle 40 gift cards each month - 20 for parents and 20 for children.

To enter the raffle, the child must have a well-child exam by December 31.

To apply for a member reward, you must complete and submit a form signed by both the member and practitioner performing the examination.

[Click here](#) to download the Postpartum Care Exam form.*

[Click here](#) to download the Annual Well-Child Exam form.*

*Please note that the member reward forms can be found on GCHP's website under Members > Resources. [Click here](#) to bookmark the page.

Mail completed forms to:

**Gold Coast Health Plan
Attn: Correspondence
P.O. Box 9153,
Oxnard, CA 93031-9826**

Eligible members will be notified. If you have any questions, please contact the Quality Improvement department at 1-805-437-5592 or hedis@goldchp.org.