

# Memorandum

To: Gold Coast Health Plan Practitioners and Office Managers

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

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

Date: March 30, 2017

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 the delivery can receive a large pack of diapers.
- **Annual Well-Child Exam for 7- to 11-Year-Old Children**  
Children between the ages of 7 to 11 can receive a \$15 gift card to Target or Walmart if a well-child exam is completed by April 30, 2017.
- **New! Annual Well-Child Exam for 3- to 6-Year-Old Children**  
Children between the ages of 3 to 6 can receive a \$15 gift card to Target or Walmart if a well-child exam is completed by December 31, 2017.

To apply for a member reward, GCHP must receive a form that is signed by both the member and the practitioner performing the examination.

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

**To download the member reward forms, click on the links below:**

[Postpartum Care Exam](#)

[Annual Well-Child Exam for 3- to 6-Year-Old Children](#)

[Annual Well-Child Exam for 7- to 11-Year-Old Children](#)

If you have any questions, please contact the Quality Improvement Department at 1-805-437-5592 or [hedis@goldchp.org](mailto:hedis@goldchp.org).