



# Memorandum

To: Gold Coast Health Plan Practitioners and Office Managers

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

Re: **Member Incentive – Postpartum Visit**

Date: July 21, 2015

Gold Coast Health Plan (GCHP) values the health of its members. As an incentive to increase postpartum visits among new mothers, GCHP is offering a Newborn Gift Set – a baby knit cap, knit socks, baby wipes and two packages of newborn diapers – for all members who complete the visit.

Members meeting the criteria who complete and return the postpartum exam flyer will receive the gift set via mail. To qualify for the program, members must have:

- Full-scope Medi-Cal benefits.

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

Thank you!