



# 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: May 17, 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 4 to 6 weeks after delivery can receive a Newborn Gift Set.
- ***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, 2016.

To apply for a reward, a member must send GCHP a member rewards form that is completed and signed by the member and the practitioner who performed the examination.

GCHP has mailed eligible members forms that describe the reward programs. Practitioners and members can also download these forms from the GCHP website under *Member Resources* or by [clicking here](#).

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