

Memorandum

To: Gold Coast Health Plan Primary Care Providers

From: Kim Timmerman MHA, CPHQ, Director of Quality Improvement

Re: **New Member Incentive Programs – Cervical Cancer Screening and Child / Adolescent Well-Care Visit**

Date: November 14, 2019

Gold Coast Health Plan (GCHP) is pleased to introduce two new member incentive programs encouraging members to seek recommended preventive care services. The new programs, which are available now, will reward members for completing the following services:

- **Cervical Cancer Screening**
- **Child / Adolescent Well-Care Visit**

Eligible members can choose to receive a gift card from Target, Wal-Mart or Amazon. Members may earn one gift card per incentive per year.

Member Incentive (Rewards) Programs

To receive the rewards, eligible members must:

1. Complete the preventive care visit.
2. Fill out the member incentive form.
3. Have their doctor or the clinic's staff sign or stamp the form.
4. Return the completed form to GCHP by either mail or fax.

Cervical Cancer Screening:

GCHP members 21 to 64 years of age who complete a cervical cancer screening are eligible to receive a \$25 gift card.



Get a Free Gift Card!
¡Reciba una Tarjeta de Regalo Gratis!

\$25
GIFT CARD

Gold Coast Health Plan (GCHP) values your health. Getting a cervical cancer screening Pap Test can help prevent or detect cervical cancer early and is an important part of women's health care.

To get your \$25 gift card, you must meet these requirements:

- Be a GCHP member with full-scope Medi-Cal benefits between 21 to 64 years of age.
- Get a Pap test with your health care provider by December 31, 2019.
- Fill out this form and have your health care provider or their staff sign or stamp it during your office visit.
- Send the form to GCHP by January 31, 2020.

Limit one card per member per year.

If you have any questions, call Gold Coast Health Plan at 1-888-301-1228 / TTY 1-888-310-7347.

Gold Coast Health Plan (GCHP) por sus signos en inglés valora su salud. Hacerse un examen para detección de cáncer del cuello uterino (prueba de Papanicolaou) puede ayudar a prevenir o detectar de forma temprana el cáncer del cuello uterino y es una parte importante del cuidado de la salud de las mujeres.

Para recibir su tarjeta de regalo de \$25, usted debe cumplir estos requisitos:

- Ser miembro de GCHP con beneficios de Medi-Cal completos, entre 21 y 64 años de edad.
- Hacerse una prueba de Papanicolaou con su proveedor de atención médica antes del 31 de diciembre de 2019.
- Completar este formulario y hacer que su proveedor de atención médica o su personal lo firmen o sellen durante su visita médica.
- Enviar el formulario a GCHP antes del 31 de enero de 2020.

Límite de una sola tarjeta por miembro por año.

Si tiene alguna pregunta, llame a Gold Coast Health Plan al 1-888-301-1228 / TTY 1-888-310-7347.

www.goldcoasthealthplan.org

Child / Adolescent Well-Care Visit:

GCHP members 3 to 21 years of age who complete a well-care visit are eligible to receive a \$15 gift card.



Get a Free Gift Card!
¡Reciba una Tarjeta de Regalo Gratis!

\$15
GIFT CARD

Gold Coast Health Plan (GCHP) values your health. As you grow, a once-a-year well-care check-up can help you (or your child) stay healthy. GCHP would like to give you (or your child) a gift card for having a well-care visit with a health care provider in 2019.

To get your \$15 gift card, you must meet these requirements:

- Be a GCHP member with full-scope Medi-Cal benefits between 3 to 21 years of age.
- Get a well-care check-up with your health care provider by December 31, 2019.
- Fill out this form and have your health care provider or their staff sign or stamp it during the office visit.
- Send the form to GCHP by January 31, 2020.

Limit one card per member per year.

ALL CHECK-UPS MUST BE COMPLETED BETWEEN JANUARY 1, 2019 AND DECEMBER 31, 2019.

If you have any questions, call Gold Coast Health Plan at 1-888-301-1228 / TTY 1-888-310-7347.

Gold Coast Health Plan (GCHP) por sus signos en inglés valora su salud. Según va creciendo, un chequeo de rutina una vez al año puede ayudarle a usted (o a su hijo(a)) a mantenerse sano. GCHP desea darle a usted (o a su hijo(a)) una tarjeta de regalo a cambio de asistir a una visita de rutina con su proveedor de atención médica en 2019.

Para recibir su de tarjeta regalo de \$15, usted debe cumplir estos requisitos:

- Ser miembro de GCHP con beneficios de Medi-Cal completos, entre 3 y 21 años de edad.
- Tener un chequeo de rutina de salud con su proveedor de atención médica antes del 31 de diciembre de 2019.
- Completar este formulario y hacer que su proveedor de atención médica o su personal lo firmen o sellen durante su visita médica.
- Enviar el formulario a GCHP antes del 31 de enero de 2020.

Límite de una sola tarjeta por miembro por año.

¡TODOS LOS CHEQUEOS DE RUTINA DEBEN COMPLETARSE ENTRE EL 1 DE ENERO DE 2019 Y EL 31 DE DICIEMBRE DE 2019.

Si tiene alguna pregunta, llame a Gold Coast Health Plan al 1-888-301-1228 / TTY 1-888-310-7347.

www.goldcoasthealthplan.org

Retirement of Postpartum Care and Well-Child Member Incentive Programs

- **Postpartum Care:** The Postpartum Care member incentive was a successful program that increased the Postpartum Healthcare Effectiveness Data and Information Set (HEDIS®) rate to the 90th percentile. As a result, GCHP will retire this incentive as of Dec. 31, 2019 to focus resources on the new incentives. Thank you for supporting this program and your diligence in assisting members with scheduling and completing this important visit.
- **Well-Child:** Because the new Child / Adolescent Well-Care member incentive has expanded the eligibility range to 3 to 21 years of age, the former Well-Child Incentive (3 to 6 years of age) was discontinued.

How can you obtain Member Incentive (Rewards) Forms?

- **Mail:** Eligible members will be sent a member incentive form in the mail.
- **Website:** Members and health care providers can view and print the forms on GCHP's [website](#), under *Member Resources* > [Member Rewards](#).

How can you help your patients receive this reward?

Doctors and clinic staff are critical in spreading awareness about the incentive programs and encouraging members to participate when eligible services are completed. Health care providers can share member incentive forms with patients during visits or leave forms visible in office waiting rooms. In addition, clinics can help members submit completed forms by faxing them to GCHP.

Additional Resources

To request a supply of member incentive forms for your office, or for more information about member incentive programs, please contact the Quality Improvement Department at QualityImprovement@goldchp.org.