

Memorandum

To: Gold Coast Health Plan Primary Care Providers

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

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

Date: August 8, 2017

To encourage healthy behavior, Gold Coast Health Plan (GCHP) offers 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 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 they complete a well-child exam 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](#)

If you have any questions, please contact the Quality Improvement Department at 1-805-437-5740 or hedis@goldchp.org.