

Memorandum

To: Gold Coast Health Plan Providers

From: Dr. James Cruz, Chief Medical Office

Re: **Immunizations and Flu Shot Member Incentive**

Date: September 17, 2025

Flu season is here. Typically, flu season runs from October to May, with peak activity occurring between December and February. The California Department of Public Health shares that the Flu can be a serious illness that is easily spread from person to person. The best way to protect yourself and your family against flu is by getting vaccinated. **Everyone six months of age and older should receive the flu vaccine every year.** The [California Department of Public Health](http://www.cdph.ca) provides tips for speaking with parents about the importance of the flu vaccine and addressing vaccine hesitancy.

Protect our community and our Gold Coast Health Plan (GCHP) members from the flu. If a member has not received the updated 2025-2026 flu vaccine, encourage them to get vaccinated.

Vaccines have dramatically reduced the threat of many other infectious diseases that were once widespread and fatal. We also encourage you to ensure members are also protected against:

- **COVID-19** – updated (2024-2025) COVID-19 vaccines are recommended for everyone 6 months of age and older. **Respiratory Syncytial Virus (RSV)** – RSV usually causes a mild cold in most people, but can lead to more severe illness in babies. Babies under 8 months of age may also be eligible for RSV immunization.

Member Incentive

GCHP offers a \$25 gift card to full-scope Medi-Cal members between the ages of 6 months and 2 years for receiving their flu shot vaccine on or before their second birthday. Members within this age range can earn up to two \$25 gift cards for completing two annual flu shots. Providers can help members earn their gift cards by scheduling the appointment, administering the vaccine, and faxing their completed member incentive forms to GCHP. The flu vaccine member incentive form can be downloaded [here](#).

Health care providers play a critical role in helping parents choose vaccines for their children. Doctors, nurses, physician assistants and office staff play a key role in establishing and maintaining a practice-wide commitment to communicating effectively about vaccines and maintaining high vaccination rates. At each clinic visit, **proactively check for members**

missing any recommended immunizations. Providers can reference the Immunization Timing Chart for Children (Birth to 18 Years Old) in [English](#) and [Spanish](#).

Age 4-6 years	DTaP Polio (IPV) MMR ^{10, 11} Varicella ¹¹
Age 11-12 years	HPV ¹⁴ (2 doses, <u>can start at age 9</u>) MenACWY (MCV4) Tdap
Age 16 years	MenACWY (MCV4) MenB ¹⁵

The [California Immunization Registry \(CAIR\)](#) allows health care providers to generate contact lists for patients who are due for their vaccinations. The list can be generated by vaccine series, age, and whether a patient is due now or past due for their vaccine(s). Reports can also be customized by mailing address, email address or phone number to help with outreach efforts.

Health Education Resources

GCHP's Health Education Department offers a variety of educational materials, workshops, and classes in English and Spanish for providers and members at no cost. Please contact the Health Education Department at **1-805-437-5961**, Monday through Friday, 8 a.m. to 5 p.m. (excluding holidays), or email HealthEducation@goldchp.org. For more information, visit GCHP's Health Education webpage at goldcoasthealthplan.org/health-resources/health-education.

Thank you for your continued partnership in keeping our members and community healthy.