

Memorandum

To: Gold Coast Health Plan Providers

From: Dr. James Cruz, Acting Chief Medical Officer
Guadalupe González, PhD, MPH, Senior Director of Health Education, Cultural and Linguistics Services

Re: **New Flu Shot Member Incentive**

Date: Sept. 19, 2024

Influenza is a serious disease and can be especially dangerous for young children. Gold Coast Health Plan (GCHP) is committed to the health and wellbeing of its members. To help reduce the risk of infants and children getting the flu this season, GCHP has launched a flu shot campaign. This campaign encourages first and second flu shots for children from the ages of 6 months to on or before their second birthday.

The incentive program gives all eligible members the opportunity to earn a \$50 gift card by getting their flu shot. To receive the gift card, members should have full-scope Medi-Cal, be between the ages of 6 months and 2 years and receive the flu shot on or before their second birthday. Members must have their flu shot no later than Feb. 2025 to be eligible for the gift card. Providers must complete the member incentive form and return it to GCHP before April 2025. [Click here](#) to access the incentive form.

Eligible members will receive a letter, member incentive flyer, and health education materials in the mail. Members will also receive an outreach call to assist with scheduling appointments, coordinating transportation assistance and/or providing information about the Ventura County Public Health Department flu shot clinic hours or pharmacy flu shot programs.

GCHP is proud to partner with our providers and community clinics to ensure members receive timely flu shot vaccines.

Health Education Resources

GCHP's Health Education (HE) Department offers a variety of educational materials in English and Spanish for providers and members at no cost. Please contact the HE Department at 1-805-437-5718, Monday through Friday, 8 a.m. to 5 p.m. (except holidays), or email HealthEducation@goldchp.org. For more information, visit GCHP's [Health Education webpage](#).

Thank you for your continued support.