

Memorandum

To: Gold Coast Health Plan Primary Care Providers

From: Kimberly Timmerman, MHA, CPHQ, Senior Director of Quality Improvement

Re: **Text and Secure Digital Member Outreach Campaign**

Date: October 4, 2022

Gold Coast Health Plan (GCHP) has partnered with an external vendor to launch gap closure campaigns that will use text messages and a secure digital platform to drive member action and adherence to preventive screenings. These campaigns will target members with gaps in the following services:

- Women's Health
 - Cervical Cancer Screening
 - Breast Cancer Screening
 - Chlamydia Screening
- Child / Adolescent Health
 - Well-Care Visits (3-21 years of age)
 - Childhood Immunizations
 - Adolescent Immunizations

Starting this month, members will receive a text message from GCHP informing them that they are due for a health check-up. The text will include a clickable link that will direct members to a secure digital platform. Within this platform, members will see what health service(s) they need, their assigned clinic name and phone number, health education materials, applicable member incentives, and other GCHP resources, such as transportation and interpreting services.

Please share information about this outreach campaign with your patients. We welcome any patient feedback or clinic staff suggestions on this initiative. Comments may be directed to the Quality Improvement Department via email at QualityImprovement@goldchp.org.