

# Memorandum

To: Gold Coast Health Plan Primary Care Providers

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

Re: **New Member Incentives for 2022: Diabetes HbA1c Test and Breast Cancer Screening**

Date: November 8, 2022

Gold Coast Health Plan (GCHP) is excited to offer two new member incentive programs to encourage members to complete important services and ensure they receive the care they need.

## **Diabetes HbA1c Test Member Incentive**

Members 18 to 75 years of age who have been diagnosed with diabetes (types 1 and 2) can receive a \$25 gift card to Target, Wal-Mart or Amazon for completing an HbA1c test. This incentive is for members who have completed this test between July 1, 2022, and Dec. 31, 2022. *Please note: This member incentive will not be available in 2023.*

## **Breast Cancer Screening (Mammogram) Member Incentive**

Female members 50 to 74 years of age can receive a \$40 gift card to Target, Wal-Mart or Amazon for completing a mammogram between Jan. 1, 2022, and Dec. 31, 2022. GCHP plans to extend this member incentive for mammogram services provided in 2023.

## **Member Incentive Forms**

In October, members who are eligible for the Diabetes HbA1c Test and Breast Cancer Screening member incentive programs were mailed an incentive form.

Clinic staff and members can also download and print member incentive forms from the [GCHP website](#). Incentive forms can be found under For Members > Member Resources > Member Rewards. We encourage your clinic staff to promote GCHP incentive programs to members when scheduling appointments.

Thank you for your hard work in providing these services! If you have any questions about the member incentive programs, please contact the Quality Improvement Department at [QualityImprovement@goldchp.org](mailto:QualityImprovement@goldchp.org).