

Memorandum

To: Gold Coast Health Plan Providers and Subcontractors

From: Guadalupe González, PhD, MPH
Senior Director, Health Education, Cultural and Linguistics Services

Re: **New Digital Health Education Member Engagement Tool**

Date: May 11, 2023

In January, the state Department of Health Care Services (DHCS) launched the Population Health Management (PHM) Program, a cornerstone of California Advancing and Innovating Medi-Cal (CalAIM). The PHM Program at Gold Coast Health Plan (GCHP) is being designed to ensure that all members have access to a comprehensive set of services based on their needs and preferences across the continuum of care, which leads to longer, happier lives and improved health outcomes.

As part of the PHM Program, GCHP is partnering with Healthwise, a leader in evidence-based health education, self-management health promotion tools. Healthwise helps empower members through its user-friendly materials, resulting in improved health outcomes and increased satisfaction.

Providers, members, and community members at-large can visit the [GCHP website](#) to review the online library of interactive health education resources, available in English and Spanish. Materials may be downloaded directly from the website. Healthwise also offers tailored health education videos on chronic health conditions to assist members in managing their health conditions.

GCHP encourages you to view these new health education and promotion materials. If you have any questions or need assistance, please contact GCHP's Health Education Department at **1-805-437-5718**, Monday through Friday from 8 a.m. to 5 p.m. (excluding holidays), or email HealthEducation@goldchp.org.