

CalPERS Health Demographic Profile Gift Card Initiative

Member FAQs

Q Who qualifies to receive the \$10 Target gift card from their health plans?

- A** Basic and Medicare health subscribers and dependents eligible to be subscribers themselves, who complete their Health Demographic Profile for the first time between September 24, 2022 and December 3, 2022 qualify to receive a \$10 Target gift card from their health plan. One gift card per member. If you completed your profile before September 24, 2022, you won't receive a gift card.

Association plan (PORAC, CAHP and CCPOA) members are not eligible to receive a gift card. Only new profiles are eligible for the gift card.

Q Why is my health plan providing gift cards to complete the Health Demographic Profile?

- A** We've partnered with our health plans to provide a gift card to encourage members to complete their profile.

Q Why do you need my information? Why is it important?

- A** We need demographic data from our membership to understand where health disparities exist. Your response will help us identify health care related disparities and improve health outcomes for all members. The health demographic information of our membership is important because we want to ensure that care is equitable and individualized for all members, regardless of race, ethnicity, preferred language, sexual orientation, or gender identity.

Q I completed my profile before September 24, 2022. Will I get a gift card?

- A** No. Thank you for completing your profile already. Only those members who complete their Health Demographic Profile for the first time between September 24 and December 3, 2022 are eligible for the gift card.

Q When will I get my gift card?

- A** You'll receive your gift card from your health plan within 4-6 weeks of completing your profile. If you do not receive your gift card within 6 weeks, please contact your health plan for more information.

Q How will I get my gift card?

- A** Your health plan will send the gift card via email. If your plan does not have your email address, they will mail you the gift card.

Q Will this impact my premium?

- A** No, the 2022 and 2023 premiums were already set; therefore, plans will be using their own funds to cover the costs of the gift card for this initiative period. If you'd like more information on how premiums are set, please visit the [How CalPERS Sets Health Premiums](#) webpage.

Q Why are non-health members and dependents excluded?

- A** The Health Demographic Profile is available for subscribers, and dependents eligible to be a subscriber themselves, who are enrolled in a CalPERS health plan. CalPERS is working on future functionality to be able to capture information for dependents.

Q How do I participate?

- A** You can complete your profile by logging into your [myCalPERS](#) account or through a secure [form](#) provided by CalPERS. Through the form, you'll be able to use the last four digits of your social security number and your birth date to complete the profile. We'll email a link to this secure form to members who have not completed their profile.

Q I'm a health member who lives out of state, am I still eligible for the gift card?

- A** Yes, if you complete your profile for the first time between September 24 and December 3, 2022, you are eligible to receive the gift card.

Q How can CalPERS do this?

- A** We worked closely with our legal office to evaluate and implement this initiative to ensure it follows CalPERS policy, state policy, and government codes.

Q Is this a gift from public funds?

- A** No, the health plans are covering the cost of the gift cards.