Health Alliance Plan®
by Henry Ford Health



Health Alliance Plan Navigator Program

Personalized support that helps your clients get more from their plan

For agent use only

What is a Navigator?

The Navigator Program connects members enrolled in select Medicare Advantage plans with a dedicated, Michigan-based Navigator. Navigators provide personalized guidance, help members understand their benefits and connect them with resources throughout the year, which helps drive trust and long-term retention.



How Navigators support members:

- Personalized health goal planning and tracking
- Proactive outreach and education
- Offer guidance and advocacy with care
- Help members understand benefits and resolve issues
- Invitations to community events
- Birthday calls and thank-you cards

Plans that include Navigator support:

- HAP Medicare Prime (PPO)
- HAP Member Assist (PPO)
- HAP Medicare Complete Duals (HMO D-SNP)
- HAP Medicare Superior (HMO)
- Henry Ford Health Select (HMO)
- HAP Medicare Diabetes and Heart (C-SNP)

Navigator outreach: a relationship-driven experience

Our Navigator model is built on a multi-touchpoint outreach cadence throughout the year in which each interaction is designed to keep members engaged, informed and supported.



1 Welcome and build the relationship

For new members, we begin with a personalized welcome call to thank them for choosing Health Alliance Plan. For both new and existing members, the intention of the first Navigator outreach is to confirm primary care provider (PCP) assignment and preferred communication method. While introducing the Navigator Program, our team helps members set personalized health goals for the year ahead.

2 Put the plan into action

The goal of the second Navigator outreach is to prioritize health goals, encourage wellness visits, and confirm PCP assignment and access to care. The Navigator also reviews the plan, introduces the Healthy Living Rewards Program and explains how to use the Health Alliance Plan Member Portal.

3 Mid-year check-in

Our Navigators track each member's progress toward their health goals and promote awareness and usage of supplemental benefits. They also ensure that members make the most of available services offered through their coverage.

4 Prepare for renewal

Ahead of renewal season, Navigators check in with members to review their current benefits, discuss wellness progress, answer general renewal questions and reinforce the value of their membership.

5 Set goals for the year ahead

After renewal, the Navigator thanks the member, helps set new health goals and confirms satisfaction with the member's primary care provider. This final touchpoint strengthens member-Navigator relationship for the year ahead.

Let's grow together

Help your clients stay healthier, happier and more loyal with the Health Alliance Plan Navigator program.

Health Alliance Plan of Michigan has HMO, HMO C-SNP, HMO-POS and PPO plans with Medicare contracts. HAP Medicare Complete Duals (HMO D-SNP) and HAP Medicare Complete Assist (PPO D-SNP) are Medicare health plans with a Medicare contract and a contract with the Michigan Medicaid Program. Enrollment depends on contract renewals.

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