

HAP Medicare Advantage *Navigator program*



Michigan's home
for health insurance™



**More than a program—
a personal healthcare
partner for your clients**

What is a Medicare Advantage Navigator?

A HAP Medicare Advantage Navigator is a dedicated, Michigan-based care advocate assigned to Medicare Advantage members. Navigators provide personalized, concierge-style support that builds trust, improves satisfaction and drives long-term retention.

Navigator services include:

- Personalized health goal planning and tracking
- Proactive outreach and education
- Emotional support and advocacy
- Assistance with benefit navigation and issue resolution
- Invitations to community events
- Birthday calls and thank-you cards

Plans that include Navigator support:

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

Health Alliance Plan (HAP) has HMO, HMO C-SNP, HMO-POS, 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.

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.



Navigator outreach 1 – Welcome and establishing relationships

For new members, we begin with a personalized welcome call to thank them for choosing HAP. 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 Navigator team helps set annual healthcare goals for our members.

Navigator outreach 2 – Reinforcing Navigator relationship

The primary goals of the second Navigator outreach are to prioritize healthcare goals, encourage wellness visits, reconfirm PCP assignment and access to care and introduce the Healthy Living Rewards Program. Additionally, Navigators conduct a plan review and educate members on how to use the HAP Member Portal.

Navigator outreach 3 – Mid-year check-in

Our Navigators track each member's progress toward their health goals and promote awareness and usage of supplemental benefits. We also ensure they are getting the most out of their plan's value-added services.

Navigator outreach 4 – Pre-renewal readiness

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 HAP.

Navigator outreach 5 – Advanced goal setting

Members are thanked for renewing with HAP, guided in setting new health goals and asked to confirm satisfaction with their primary care provider. This final touchpoint strengthens the member-Navigator relationship for the year ahead.



Let's grow together

Help your clients stay healthier, happier and more loyal with the HAP Medicare Advantage Navigator program.