

partnership team leverages relationships to build brand awareness and membership for all lines of business, while helping to improve the lives we touch.

Key Initiatives:

- Establish and manage relationships with human service agencies and non-profit organizations that support community health and well-being.
- Develop and present member engagement activities to aid in retention for all lines of business.
- Partner with HFH, other contracted providers and enrolled employer groups to present community events and member engagement activities.
- Coordinate Medicaid and MMP Consumer Advisory Councils to gather member feedback and meet contractual obligations.
- Collaborate with HAP HCM and Quality teams to produce and execute “Clinic Days” to close gaps in care for HAP Empowered members.
- Identify, promote, and coordinate HAP employee volunteer opportunities.
- Manage high-profile corporate initiatives such as the AHA Heart Walk, the HAP Crim Festival of Races and “Game on Cancer”.

Wellness & Prevention

Self-Management Tools are available to all members through the member portal and support the “Keeping Members Healthy” area of focus. The self-management tools provide support in, at a minimum, the following areas:

- Healthy weight (BMI) Maintenance
- Smoking and tobacco use cessation
- Encouraging physical activity
- Healthy eating
- Managing stress
- Avoiding at-risk drinking
- Identifying depressive symptoms

Clinical Practice Guidelines

HAP Empowered adopts and supports clinical practice or care guidelines for the treatment of a variety of medical and behavioral conditions. Care Guidelines help caregivers provide the right care at the right time using the most current evidence to result in the best outcomes. HAP’s clinical and medical policy team continue to evaluate scientific data, published evidence, and directives from trustworthy health care organizations to promote and establish clinical guidelines. HAP Empowered partners with the Michigan Quality Improvement Consortium (MQIC) to research, develop and approve the guidelines. HAP Empowered is a key member of this group which is focused on the health of Michiganders. This group is led by doctors and other clinicians from different health plans. They look at current scientific information to write guidelines. This is done to help primary care doctors in Michigan give most up to date care to their patients. MQIC reviews and updates published guidelines every two years. These guidelines are available on the HAP Empowered web site: <https://www.hap.org/providers/provider-resources/guidelines> Upon request, HAP Empowered MI Health Link will disseminate a listing to MDHHS and a description of all clinical guidelines adopted, endorsed and utilized on behalf of HAP.

Communication of Clinical Practice Guidelines

- Clinical Practice Guidelines are available statewide to MI physicians
- HAP Empowered maintains posting of all guidelines on HAP website(s) (updated MQIC guidelines, new and modified on www.hap.org with link to www.mqic.org)

