



2023 Company Fact Sheet

Company Overview

HAP is a subsidiary of Henry Ford Health, one of the nation's leading health care systems. HAP provides coverage to individuals, companies and organizations of all sizes, partnering with doctors, employers and community groups to improve the overall health of every community we serve. HAP's mission is to enhance the health and well-being of the lives we touch.

Company highlights:

- Founded in 1960
- Based in Detroit, Michigan
- 1,100 employees

Phone: (800) 422-4641

Website: hap.org

Chief executive:

Michael Genord, MD, MBA

President and CEO, Health Alliance Plan
President and CEO, HAP Empowered Health
Plan Executive Vice President, Henry Ford Health

Subsidiaries and business partnerships

HAP is federally qualified and licensed by the state of Michigan. HAP's Commercial/PPO, Medicare HMO/PPO and HAP Empowered Medicaid product lines are accredited by the National Committee for Quality Assurance. HAP is a corporation that comprises:

Health Alliance Plan – HAP is responsible for all health plan operations in Michigan and offers HMO, POS, Medicare Plans, including Medicare Advantage and Dual Special Needs Plan.

Alliance Health and Life Insurance

Company® – A subsidiary of HAP, is a fully insured experienced rated insurance company that offers EPA, EPO, PPO and Medicare Plans, including Medicare

Supplement. AHL members have access to statewide and national networks of providers through a leasing arrangement with a national network organization.

ASR Health Benefits – A full service, third-party administrator in Grand Rapids, Michigan. HAP and ASR Health Benefits offer competitive options for employers seeking to self-fund their health benefit costs. The HAP-ASR combined provider network offers a statewide network solution.

HAP Empowered Health Plans – A for-profit, licensed Health Maintenance Organization (HMO) based in southeastern Michigan and is a wholly owned subsidiary of HAP. HAP Midwest offers the same services, benefits, and conditions as traditional Medicaid and Medicare members (using the HAP Empowered name) including Medicaid and MMP Plans.

Customer Base

HAP's customer base can be broken down into four general types: Members, providers, agents and employers. HAP has approximately 430,000 members across all product lines (Medicare, Medicaid, commercial large and small group fully insured, self-funded, Individual and Network Lease).

The group business represents roughly 3,000 different employer groups. These are serviced by more than 31,000 physicians (approximately 12,000 personal care physicians and 19,000 specialists). HAP works with over 4,500 contracted producers/agents.

HAP contracts with nearly 213 hospitals throughout the region, including 23 major hospital networks and 700 ancillary providers such as nursing homes, mental health facilities, optical shops, laboratories, durable medical equipment providers, ambulance services and pharmacy chains.

Products

HAP is a full-service health insurance company with distinct product lines:

Employer group plans – HMO, PPO, EPO, Choice Network and consumer-driven health plans. Employer groups have access to fast, accurate and friendly service from knowledgeable local experts.

Individual plans – HMO, PPO and health savings account plans available to individuals and families not covered through an employer health plan.

Medicare – HMO and PPO Medicare Advantage plans, prescription drug plans and Medicare Supplement (Medigap) plans for individuals and employer-sponsored employees and retirees.

Medicaid – HAP Empowered Health Plan is an HMO for those eligible for both Medicare and Medicaid or traditional Medicaid. Programs include MICHild, Children's Special Health Care Services, the Healthy Michigan Plan and health care coverage for people impacted by the Flint Water Crisis.

Self-funded – Through ASR Health Benefits and Alliance Health and Life (AHL), HAP offers options for employers and health and welfare funds seeking to self-fund health benefit costs.

Global Emergency Services

HAP's program powered by Assist America offers members free global emergency services when traveling 100 miles or more from home, plus 24/7 identity theft protection to safeguard their identity and credit history.

Community stewardship

HAP is known for community giving and volunteerism. HAP employees volunteer for many community events each year. Our charitable giving and community outreach focuses on wellness, youth, education, diversity, community development and more.

Health and wellness programs

- **Preventive and wellness services** – HAP covers preventive services, including cancer screenings, physicals, flu shots and more, including incentive-based wellness programs to encourage healthy lifestyles.
- **Wellness programs** – Free or low-cost preventive services and health education for the workplace.
- **iStrive for Better Health** – Online health assessment and digital coaching.
- **Easy-to-understand educational tools** – To help members manage their plan benefits and overall health.

Pharmacy programs

HAP pharmacists ensure members have access to the highest quality medications at affordable rates while maintaining an evidence-based drug formulary and managing specialty drugs. HAP pharmacists counsel those with chronic conditions and their doctors to make taking multiple medications less confusing, safer and more affordable.

Care Management

HAP's care management team helps members reach their optimum state of health by matching chronically ill members with the support they need to return to health or manage their long-term health conditions. This multidisciplinary team partners with providers and health systems to offer comprehensive care coordination services to avoid gaps in care, improve communication, reduce avoidable readmissions and empower members to take better control of their own health.

Behavioral health

Specially trained social workers, psychologists and counselors provide integrated behavioral and medical disease management services to members with mental health and substance abuse conditions.