



Healthy at Heart Program

Healthy at Heart Reduce Your CV Risk is a **free** educational program for HPM members and providers. The goal of this program is to educate patients and to promote heart-healthy living. This program is sponsored by Pfizer Pharmaceuticals.

How this Program Works:

- All members with heart disease are mailed invitations to enroll in the *Healthy at Heart* program by Health Plan of Michigan. This usually occurs in the first quarter of the year.
- HPM does not release any member names to the *Healthy at Heart* program. *Healthy at Heart* will only have a member name if the member enrolls in the program and provides the information on the enrollment form.
- Members enrolled in the *Healthy at Heart* program receive 12 mailings over the course of one year to support their efforts to manage their risk factors for heart disease.
- Member mailings include a series of newsletters with relevant health issues, tips, and more. Members and providers can also get additional support and access interactive tools on the *Healthy at Heart* website (www.healthyatheart.com).
- Providers are also mailed invitations to enroll in the *Healthy at Heart* program by HPM. A provider may have received an invitation to enroll in this program by more than one health plan. You only need to enroll in this program once to start receiving the materials and information.
- HPM does not share any provider information *with Healthy at Heart*. They will only have the provider information once the enrollment form is returned.

Benefits for Providers

- Enrolled health care providers will receive an awareness mailing that introduces the program.
- A series of professional newsletters follow to provide information on clinical updates, study data, revised guidelines, practice-related trends and tips.
- Additional useful materials include exam room posters and other clinical tools.

If you did not get an enrollment form in the mail, but would like to join this program, please call the HPM Disease Management department at 1-888-437-0606, ext. 1395.