You are reaching new heights, but don’t forget to take care of your health.

To Get Started:

• Complete a well-care visit with your doctor by December 31, 2012.

• Once completed, HAP will get a bill from your doctor and you will be entered into our drawing to win a $350 or $100 gift certificate.

• Each month, HAP will select one $350 grand prize gift certificate and five $100 gift certificates. Winners can redeem their awards online or by mail. Gift certificates are good towards hundreds of national retailers, restaurants, travel and entertainment options.

Don’t forget to schedule your appointment today! Reaching New Heights program winners will be notified by phone and/or follow up letter.

* There will be a total of one monthly grand prize drawing for a $350 gift certificate and five monthly drawings for $100 gift certificates. Winners will be randomly selected from January 2012 to January 31, 2013. Non-winning entries from each drawing will roll over to the successive drawing. Winning entries will not be rolled over to successive drawings after their entry is drawn. If you have already received a well-care visit this year, you have been automatically entered into our drawing. The odds of winning depend on the total number of claims received. No purchase or contribution required. Reward program may be suspended/end without written notification. This program is sponsored by Health Alliance Plan, located at 2850 W. Grand Blvd., Detroit, MI 48202-9912. Certificate vendors are not sponsors of this promotion and are not liable for any actual or alleged claims related to this offer. If you have any questions about HAP’s Reaching New Heights Program, please call HAP Client Services at (313) 872-8100 or toll-free at (800) 422-4641.

hap.org
Dear HAP Member:

We know you’re busy, and that you’re on your way to new heights! Take the time to see your doctor at least once every year for a well-care visit to ensure that you stay healthy. During this visit, your doctor will perform:

- A health and developmental history
- A physical exam
- Health education/what to expect as you get older

Your doctor will also assess your Body Mass Index (BMI). BMI is a tool used to determine approximate body fat. This is done by measuring your height and weight. The BMI will then be plotted on a chart specific to your age and sex. This chart provides percentile rankings that let your doctor compare you to others of the same sex and age. This is helpful because healthy weight ranges change with each year of your life. As a result, you will likely be asked about your daily nutrition and physical activity.

Well-care visits are a key time for patient-to-doctor communication. Make the most of these visits by writing down important questions and concerns and take them with you to discuss during the appointment.

If you complete a well-care visit by December 31, 2012, your name will automatically be entered into a drawing to win one of our featured prizes. Please see the reverse side of this letter for additional entry information.

If you have any questions about your coverage call Client Services. Our Specialists are here to help you Monday through Friday from 7 a.m. to 7 p.m. and Saturday from 8 a.m. to noon at (313) 872-8100, or toll-free at (800) 422-4641. You can also visit us at hap.org. If you are hearing impaired please use our TDD line at (800) 649-3777.

In good health,

Bala Pai

Bala Pai, MD
Senior Medical Director
Health Alliance Plan

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