

Getting Started

[Home](#)[My Claims](#)[My Billing](#)[My Documents](#)[My Preferences](#)

Your Homepage

After successfully logging in, you will be greeted by your homepage. From here, you can view all active policies, contact HMI, or launch other activities. Throughout your time in Optim, your location will be indicated by a small orange bar under the tab you are viewing. In this example, the tab is highlighting your “Home” which displays the homepage.

View contact information for HMI


Here are the active policies associated with your account. You can see some information here, such as product, policy number, and important dates. Click “View Details” for more information.

The screenshot displays the user's homepage with a navigation bar at the top containing: Home (highlighted with an orange bar), Go Paperless, My Claims, My Billing, My Documents, My AGM, and FAQ. The main content area is divided into two sections: "My Policies" and "Contact Us".

My Policies

Product	Policy Number	Effective Date	Expiry Date	Action
Residential	159231H01	Jun 14, 2024	Jun 14, 2025	View Details
Residential	159231H02	Jul 18, 2024	Jul 18, 2025	View Details
+ Add Existing Policy				

Contact Us


General Inquiries
Phone: 1-800-265-8813
Need Help With A Claim?
claims@heartlandfarmmutual.com
Need Help With Your Billings?
billings@heartlandfarmmutual.com
Need Help With Optim?
optimsupport@heartlandfarmmutual.com

Need help? Contact us by phone [1-800-265-8813](tel:1-800-265-8813) or email at optimsupport@heartlandfarmmutual.com

My Policies

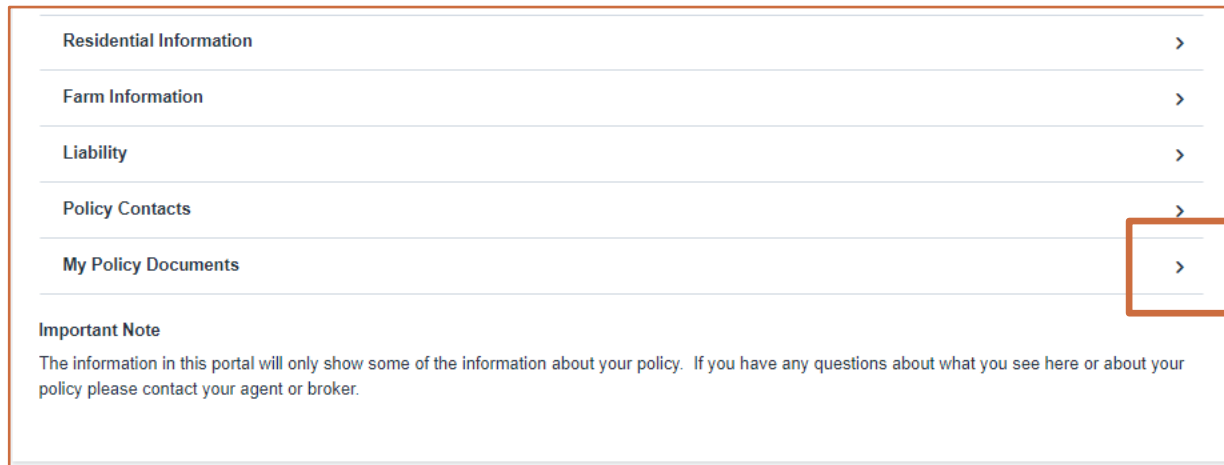
Policy Details

When “View Details” is selected on an active policy listed on the Homepage, the details of the policy will open. From this page, you can access your proof of insurance.

The screenshot displays the 'Policy Details' page for A.P. Insurance Brokers Inc. The page includes a 'Send Message' button, a 'Policy Holder' section with 'Portal Account', 'Effective Date' (May 24, 2022), 'Status' (Active), and 'Expiration Date' (May 24, 2023). It also shows payment information: 'Next Payment Due By' (-), 'Next Payment Amount' (CA\$0.00), 'Last Payment Date' (-), and 'Last Payment Amount' (-). A list of sections with chevrons is visible: 'Property Information', 'Schedule Items', 'Liability', 'Policy Contacts', and 'My Policy Documents'. An 'Important Note' at the bottom states: 'The information in this portal will only show some of the information associated with this policy please contact your agent or broker.' A callout box points to the chevron on 'My Policy Documents' with the text: 'Click the chevron here to open all documents associated with the selected policy.'

Adding New Documents to a Policy

Here, you can access all documents already associated with the policy – this includes your proof of insurance.



Residential Information >

Farm Information >

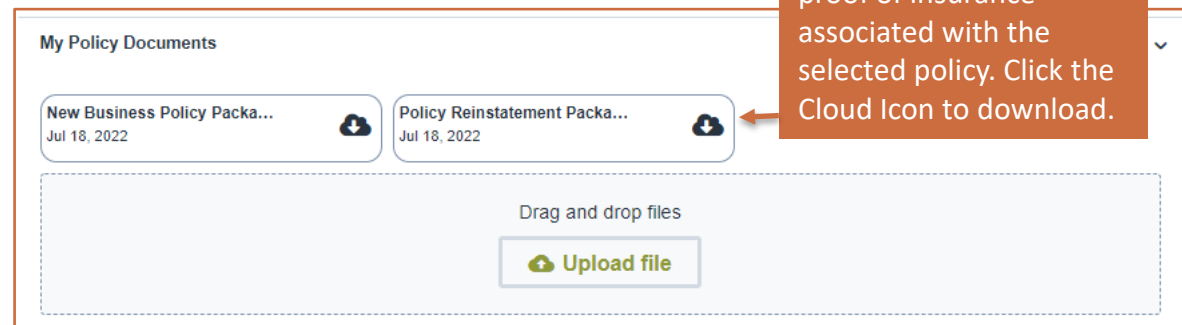
Liability >

Policy Contacts >

My Policy Documents >

Important Note
The information in this portal will only show some of the information about your policy. If you have any questions about what you see here or about your policy please contact your agent or broker.

Click the Chevron here on your selected policy page.



My Policy Documents

New Business Policy Packa...
Jul 18, 2022

Policy Reinstatement Packa...
Jul 18, 2022

Drag and drop files

[Upload file](#)

Here, you will find your proof of insurance associated with the selected policy. Click the Cloud Icon to download.