

# Creating an Account

To start using Optim, you must already have an active policy with HMI. Please have the policy number and associated address ready while making an account.

The image shows a two-step process for creating an account on the Heartland Mutual Insurance website. The first step is on the login/register page, where a user can click the "Register" button if they don't have an account. The second step is the "Sign Up" form, which requires the user to enter their first and last names, email address, phone number, and password (with a confirmation field). A "Sign Up" button is located at the bottom right of the form.

**1** To begin creating a new account, select the "Register" button.

**2** Next, fill your details into this screen. A valid email address, phone number, and password is required to create an account.

**3** Lastly, select "Sign Up". This will open fields to input your active policy details and address information. Once submitting, close the page and try your new credentials!

# Signing In

## Signing In with Two Factor Identification

Once you have created an account, or have received active Optim credentials from HMI or your Broker, input your Username and Password into the outlined fields. All Optim sign-ins require two-factor identification. You will be asked how you would like to verify your account. Once selected, input the verification code you have received via text or email into the appropriate box.

1

Input your Username and Password, then click "Login".

HEARTLAND Mutual Insurance

Username:

Password:

Forgot your password?

Login

Don't have an account?  
Register

2

Select the method you would like to receive your code, then select "Send Code".

HEARTLAND Mutual Insurance

Choose a verification method:

Text Me ()

Email Me (portaldemo)

Send Code

3

Enter your code and select verify to complete your login.

HEARTLAND Mutual Insurance

We sent you 6 digit number at your registered email

123456

Verify

Did not get the code? Resend it

# Getting Started

## 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.

Home My Claims My Billing My Documents My Preferences

Navigate to your open claims, billing information, attached documents, or system preferences by clicking the appropriate tab.


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.

**My Policies**

Residential	Farm	Auto
Policy Number 800328H01	Policy Number 800328F01	Policy Number 800328A01
Effective Date May 24, 2022	Effective Date May 24, 2022	Effective Date May 24, 2022
Expiry Date May 24, 2023	Expiry Date May 24, 2023	Expiry Date May 24, 2023
<a href="#">View Details</a>	<a href="#">View Details</a>	<a href="#">View Details</a>

**Contact Us**

 **HEARTLAND**  
Mutual Insurance

**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