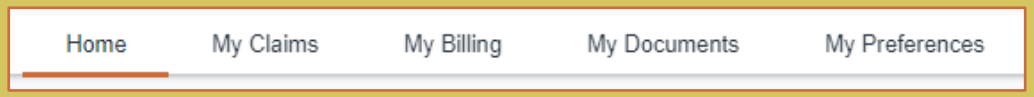
Getting Started

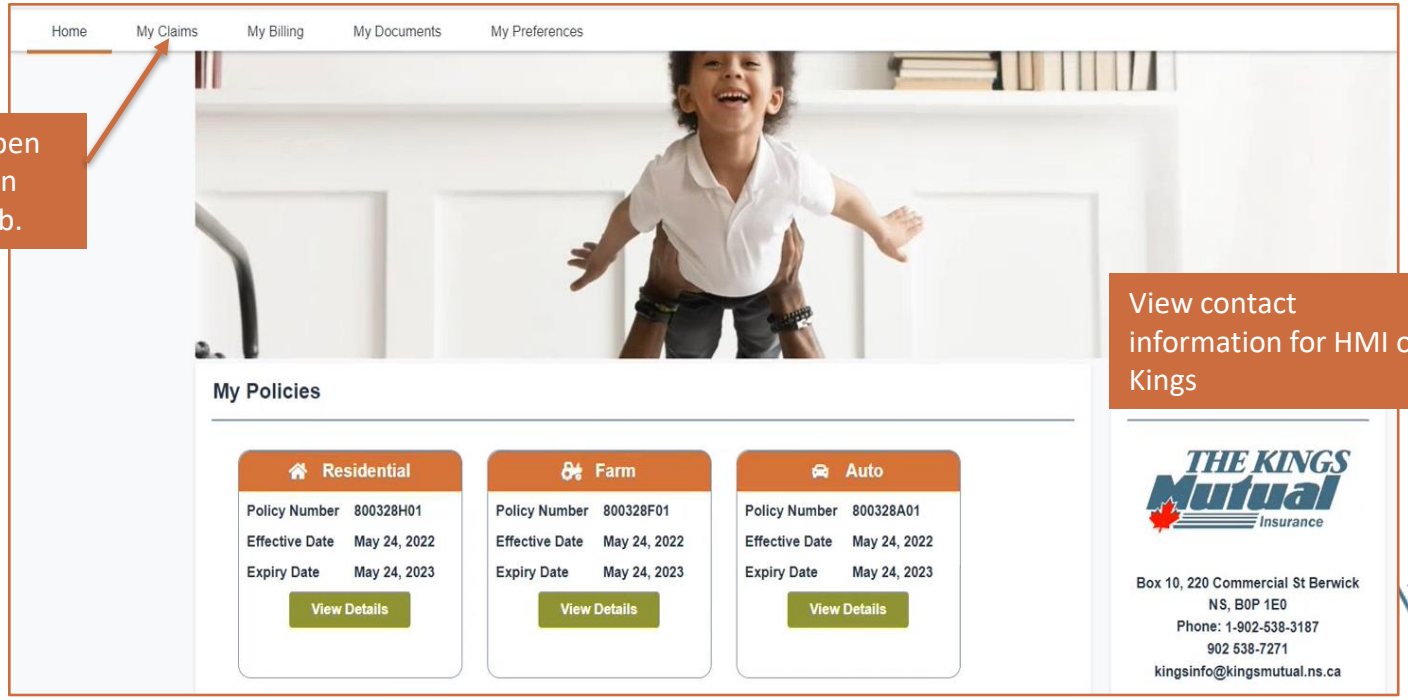


Your Homepage

After successfully logging in, you will be greeted by your homepage. From here, you can view all active policies, contact HMI / Kings, 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.

Navigate to your open claims by clicking on the “My Claims” tab.

View contact information for HMI or Kings



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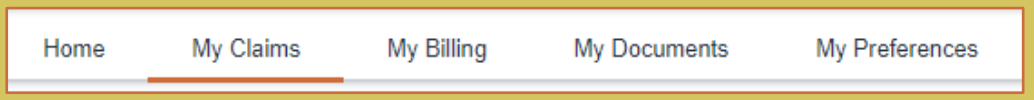
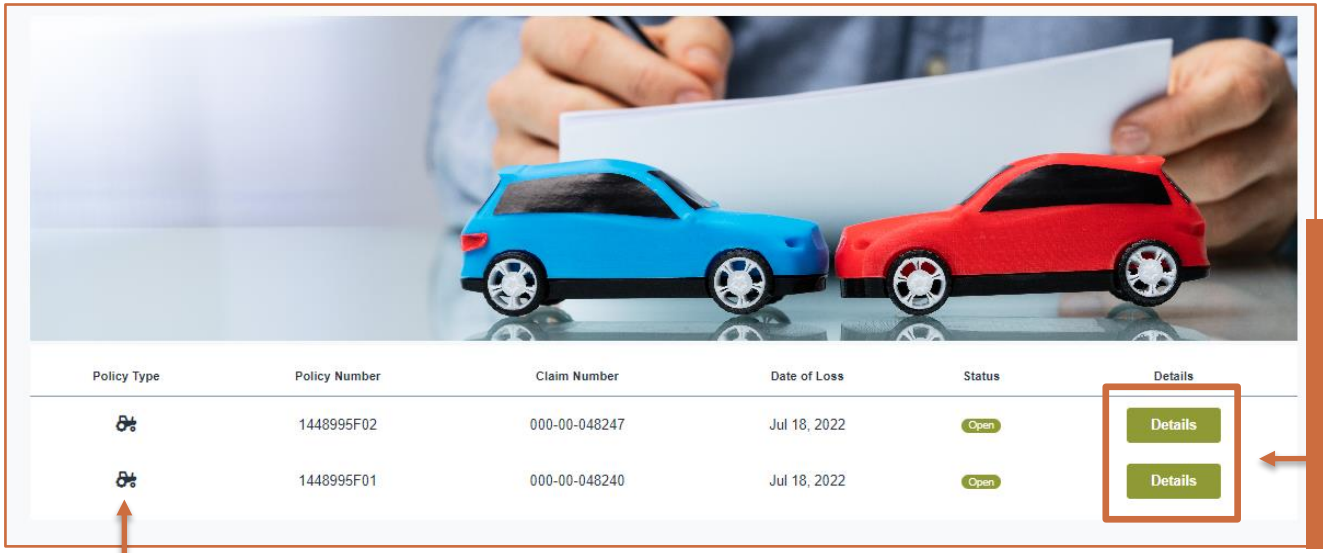
My Claims



My Claims Landing Page

The second tab on the homepage titles “My Claims” will bring you to the My Claims Landing Page. From here, you can view the details of claims associated with your active policies.



To view more details on the claim, as well as input payment information or add documentation, click the “Details” button associated with the Claim you wish to open.

Here, view any active claims associated with held policies. The type, policy number, claim number, date, and status are all available through this short-view.

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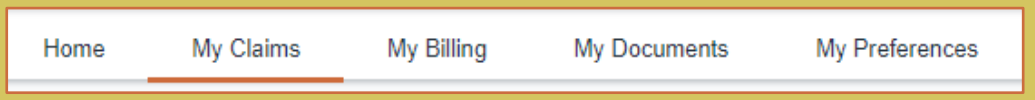
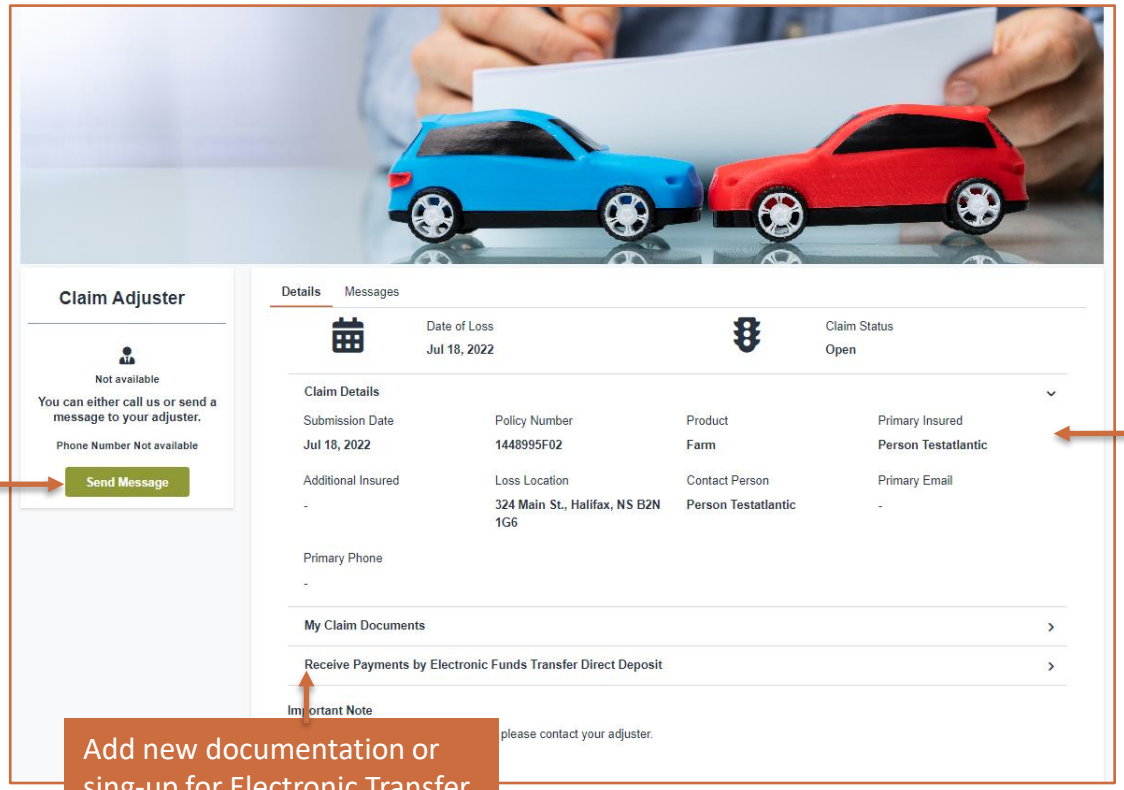
My Claims



Claim Details Page

On this page, you can send a message to your Claim Adjuster, add documentation, view details, or sign-up for Electronic Transfer / Direct Deposit.

Use this button to send a message to your Claim Adjuster.



View available information on this claim here.

Add new documentation or sing-up for Electronic Transfer / Direct Deposit here.

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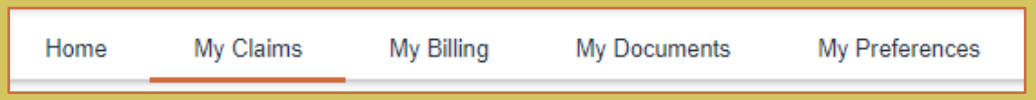
HEARTLAND Mutual Insurance

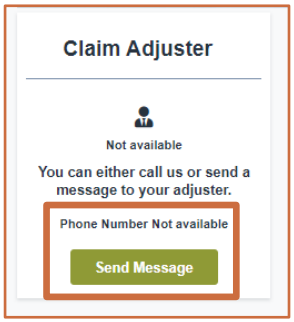
My Claims



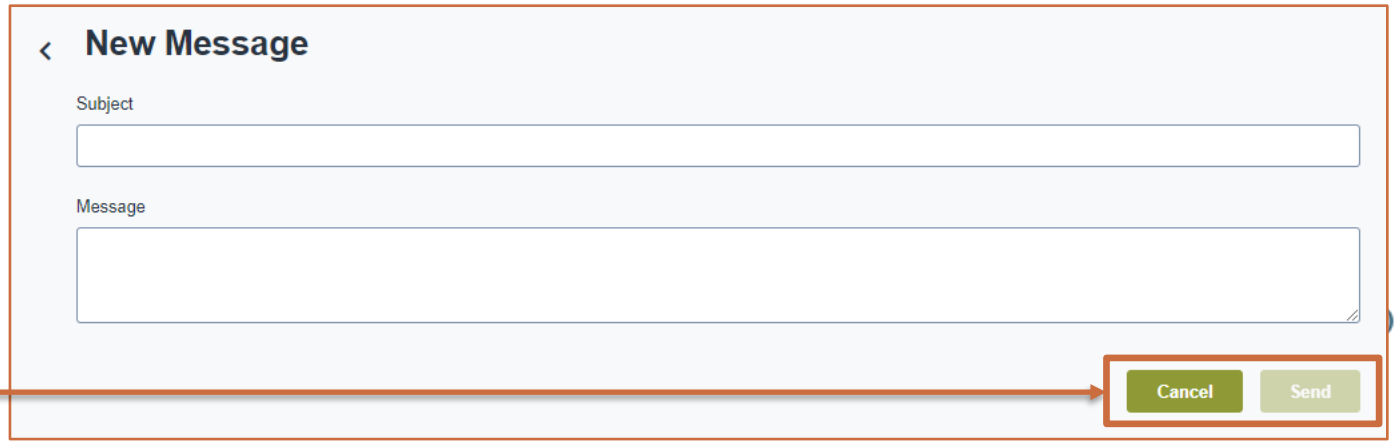
Sending Messages to your Adjuster

You can send a message to your Claim Adjuster by selecting the “Send Message” button located to the left of the Claim Details on the Claim Details screen.

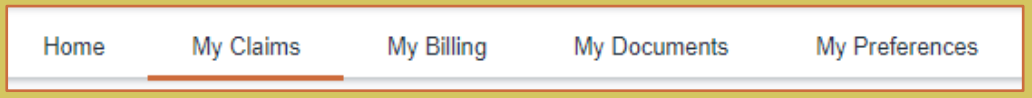
To send a message to the Claim Adjuster associated with this policy, click “Send Message” and fill out the pop-up fields or call the number listed.



Fill in the subject and content of the message in these fields. Click “Send” to complete the action, or “Cancel” to return to the Claim Details page.

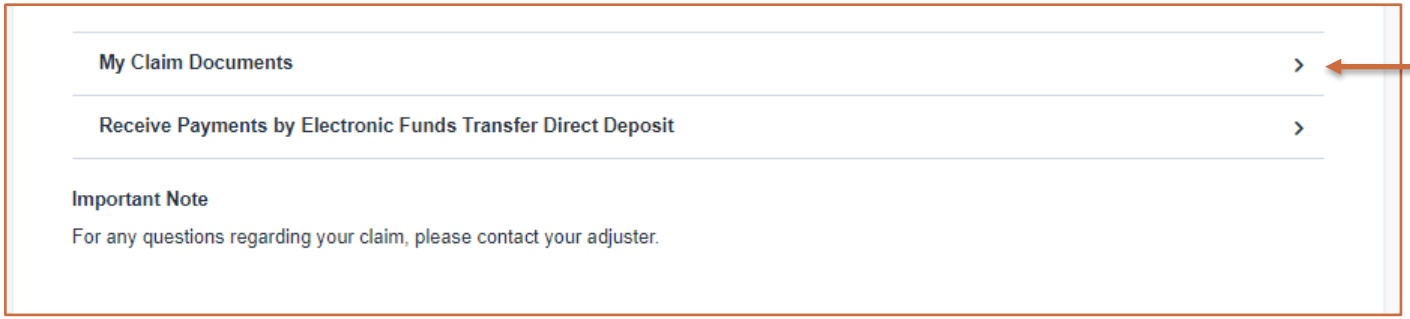


My Claims

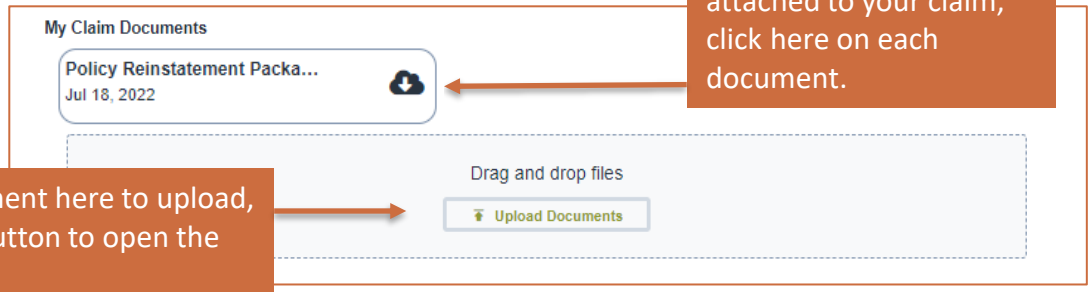


Adding New Documents to a Claim

To add additional documentation to a selected claim, click the chevron to the right of “My Claim Documents.” Here, you can see all documents already associated with the claim. You can drag and drop files from your desktop or use the file selector to upload additional files.



Click the Chevron here on your selected policy page. Before uploading a document, insure the policy selected is correct.



If you wish to download documents already attached to your claim, click here on each document.

Drag and Drop your document here to upload, or use the “Upload File” button to open the file selector.

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