



## Regulatory Updates

January 31, 2020

**Healthy Adult Opportunity  
Fact Sheet**

January 21, 2020

**CMS finalizes decision  
to cover Acupuncture for  
Chronic Low Back Pain  
for Medicare beneficiaries**



## Important Dates

**February:**

Expansion Applications due

**June 1:**

Deadline for bid and  
formulary submission

**October 15–December 7:**

2021 Open Enrollment



## Exciting Benefit News!

Healthy Food Program will be available to members in 2021. Contact us at [FirstLineMedicalOTC@optum.com](mailto:FirstLineMedicalOTC@optum.com) or visit [FirstLineMedical.com](http://FirstLineMedical.com).

## What is FirstLine Medical®?

FirstLine Medical, powered by OptumRx®, offers several OTC program solutions for the Medicare Advantage and Special Needs populations. With 15 years of experience and an industry leading NPS, we can customize OTC solutions to fit the needs of your health plan and your members.

## Innovating for the Future

Exciting enhancements are under way for 2020. A quick snapshot of these evolving benefit options are summarized below.

- Digital benefit reminders to help promote important information relevant to the Quality and STARS initiatives
- Quick start, troubleshooting guide and instructional videos on how to use products members purchase
- Mobile app — launching by end of 2020
- Planned optimization for delivery, healthy food programs, as well as improvements in technology are all under way for 2021 and 2022.

## FirstLine Team on the Move!

The Minnesota-based FirstLine team in action, serving at Provision Community Restaurant in Minneapolis. Provision, a first of its kind in Minneapolis, offers



meals made from scratch for individuals who only pay what they can afford, not what the market demands.



## Healthy Recipe: Avocado Corn Salsa

Makes 4 half-cup servings

### Nutrition Information Per Serving

Calories	88
Total Carbohydrate	10 g
Fiber	4 g
Protein	3 g
Fat	6 g
Saturated Fat	0.5 g
Cholesterol	0 mg
Sodium	5 mg

### Ingredients

- 1 cup avocado, diced
- 1 medium tomato, chopped
- 1/2 cup frozen corn, thawed
- 1/4 cup onions, chopped
- 3 tbsp. cilantro, chopped
- Salt and pepper, to taste

### Preparation

1. Combine all ingredients.
2. Serve immediately with baked chips, raw vegetables or as a topping for an omelet.

# What's Trending in Supplemental Benefits?

## Value-Based Insurance Design (VBID) Model updates

- Take a look at additional CMS categories for supplemental benefits in 2020:

VBID Intervention	Description
<b>Value-Based Insurance Design by Condition, Socioeconomic Status, or both</b>	Non-uniform benefit design to provide reduced cost-sharing or additional supplemental benefits for enrollees based on condition and/or certain socioeconomic (i.e. low-income subsidy eligibility or dual-eligible) status.
<b>Medicare Advantage and Part D Rewards and Incentives Programs</b>	Meaningful and focused Medicare Advantage and Part D Rewards and Incentives programs.
<b>Telehealth Networks</b>	Increased access to telehealth services by allowing plans to propose using access to telehealth services instead of in-person visits, as long as an in-person option remains, to meet certain requirements for the provider network.
<b>Wellness and Health Care Planning</b>	Timely, coordinated approaches to wellness and health care planning, including advance care planning. This is a required component for all VBID participating MA plans.

- Eligible Medicare Advantage health plans in all 50 states and territories may apply for the health plan innovations being tested under the VBID model.



## New Year's Resolution Fun Fact

Almost 30 percent of people never make New Year's resolutions because they know they won't be able to keep them. But people who make New Year's resolution are ten times more likely to achieve their goals than the ones who don't.

\*Customer NPS® results for the FirstLine Medical® 2019 benefit plan year.

FirstLine Medical is a DBA of OptumRx® and is the supplier of all products within this mailing.

© 2019–2020 by FirstLine Medical. All rights reserved. This document or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of FirstLine Medical.



## Member Experience Spotlights

“I think everything is perfect and the customer service person was patient, knowledgeable and very professional. Thank you very much for everything.”

— Virginia, NJ  
a Health Products Benefit® member

“There's not a thing you could've done better! You do a wonderful job and I surely appreciate it. Have a beautiful day.”

— Karen, FL  
a Health Products Card™ member

“I believe that your work is excellent in all aspects. Thank you very much for the work that you always give to me, you always give us what we need. A conversation with you guys is always a great help. Thank you very much for everything!”

— Victor, NJ  
a Health Products Benefit member

## Net Promoter Score® (NPS)\*

Customer experience is shaped by every interaction and when we focus on improving those interactions, we can create a new kind of customer experience.

