



96.3%
Member Satisfaction Rate¹

FirstLine Essentials+ OTC Benefit

Better health for your members at your fingertips.

Retain more members by giving them ready access to over-the-counter care and expert support. A turnkey OTC program, FirstLine Essentials+ integrates seamlessly into your health plan, making it easy to keep members happy and healthy.

- ✓ **Turnkey program delivery** makes it easy to offer an OTC benefit.
- ✓ **Member-centric experience** boosts customer satisfaction metrics.
- ✓ **White labeled marketing** puts your brand at the forefront.
- ✓ **Responsive customer service** ensures members use their benefit.



**Start boosting your
member satisfaction.**

Email FirstLineBenefits@Optum.com

Visit FirstLineBenefits.com

¹ Customer NPS® results for their OptumRx benefit plan. 2019.

We take care of every step.

Account management

You choose whether dollars are automatically added to member accounts on a quarterly or annual basis, so they can order what they need when they need it.

Product curation

Expansive product catalog features low-cost generic and brand-name OTC medicines and personal care products.

Member marketing and support

From white labeled benefit education materials to ongoing account support, we handle every phase of the member experience.

Ordering and delivery

Members can shop from the comfort of their home on the website, in the app, or by mail or phone through our quarterly catalog. No cost to them—taxes, shipping and handling are all included.

Customized reporting

We provide regular insights on how your members are using their benefit, so you can make adjustments and optimize engagement.

42%

Better Retention Rate²

² Among those who use it. OptumRx retention analysis comparing average retention of members who utilized Over-the-Counter Essentials versus those that did not in 2016–2018. 2019.

“The OTC benefit allows our members to keep their costs low and have items shipped to their home without worries. It puts us in a position to lift the burden our members face on a daily basis.”

– Ellen
Health Plan CEO

