



**96.3%**  
Member Satisfaction Rate<sup>1</sup>

# FirstLine Essentials OTC Benefit

**Healthy choices designed with cost and ease in mind.**

Make healthy choices easy for your members with access to affordable over-the-counter care. A low-cost, high-value OTC program, FirstLine Essentials gives members exactly what they need—boosting their health and satisfaction.

- ✓ **Turnkey program delivery** makes it easy to offer an OTC benefit.
- ✓ **Transparent pricing** means you never have to worry about a single dollar.
- ✓ **White labeled marketing** puts your brand at the forefront.
- ✓ **Expert customer service** ensures your members stay satisfied.



**Start offering better health  
to your members.**

Email [FirstLineBenefits@Optum.com](mailto:FirstLineBenefits@Optum.com)

Visit [FirstLineBenefits.com](http://FirstLineBenefits.com)

<sup>1</sup> Customer NPS® results for their OptumRx benefit plan. 2019.

# We take care of every step.

## Account management

Each quarter dollars are automatically added to member accounts, so they can order what they need every three months.

## Product curation

Comprehensive 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 through our annual catalog. No cost to them—taxes, shipping and handling are all included.

## Reporting and metrics

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

**42%**

Better Retention Rate<sup>2</sup>

<sup>2</sup> 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

