



96.3%

Member Satisfaction Rate¹

FirstLine Select+ OTC and Grocery Benefit

More benefits give your members more choices.

Offer the latest choices in health to your members by giving them ready access to over-the-counter care and nutritious food. An expansive OTC and grocery program, FirstLine Select+ fits seamlessly into your plan to help members take charge of their wellness.

- ✓ **Innovative program design** pushes your health plan to the next level.
- ✓ **OTC and grocery benefits** boost member satisfaction and overall health.
- ✓ **Turnkey program delivery** simplifies benefit administration.
- ✓ **White labeled marketing** puts your brand at the forefront.



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

Email FirstLineBenefits@Optum.com

Visit FirstLineBenefits.com

We take care of every step.

Account and card management

You choose whether dollars are automatically added to member accounts on a quarterly, monthly or annual basis. Members can use their Select+ card to shop at any time.

Product curation

Expansive product catalog features low-cost generic and brand-name OTC medicines and personal care products, as well as food kits packed with nonperishable options like rice, canned soup and nutritional drinks.

Ordering and delivery

Members can shop for OTC products and food kits 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.

Retail relationships

Working closely with retail partners, we make it easy for members to shop locally, giving them access to thousands of OTC and grocery items.

Member marketing and support

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

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

