



**96.3%**

Member Satisfaction Rate<sup>1</sup>

# FirstLine Select OTC Benefit

**Enhancing member health has never been easier.**

Invest in your members by giving them flexible access to more over-the-counter care choices. An innovative OTC program, FirstLine Select integrates easily into your health plan to help protect member health today, and tomorrow.

- ✓ **Turnkey program delivery** seamlessly enhances your plan.
- ✓ **Member-centric experience** boosts customer satisfaction metrics.
- ✓ **White labeled marketing** puts your brand at the forefront.
- ✓ **In-Store, online and catalog shopping** gives members more choices for their health.



**Invest in your member's health.**

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

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

## 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.

## Retail relationships

Working closely with retail partners, we make it easy for members to shop locally, giving them access to thousands more products.

## 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 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

