



# Essentials+ over-the-counter benefit

Healthy choices designed with cost and ease in mind



**A turnkey over-the-counter (OTC) program, Optum® Personal Care Benefits Essentials+ integrates seamlessly into your health plan, making it easy to help keep members happy and healthy.**

Improve member retention by as much as 8.6%<sup>1</sup> with a program that gives them ready access to more OTC care and expert support. Essentials+ provides your members credits to spend on items that may help them stay healthy.

This program delivers a more comprehensive member experience with broader OTC product options while keeping costs low.

- Omni-channel purchase capabilities (mail, phone, app, website)
- Quarterly catalog
- 800+ CMS-approved<sup>2</sup> OTC products
- White-labeled online and offline member materials
- Robust reporting

Optum offers a spectrum of supplemental benefits to help solidify relationships with members and **reduce unnecessary health care spend.**



**93.2%**  
member satisfaction<sup>3</sup>

1. 2020 Study: Impact of OTC programs on health plan utilization and costs.  
2. CMS-approved products support Medicare and Medicaid plans.  
3. Customer NPS® results for their OptumRx benefit plan. 2022.

# The promise of an Optum Personal Care Benefits partnership



## Advancing benefit design through innovation

To deliver the best possible experience for you and your members, we review, test and innovate on everything from program design to digital tools.

- Intuitive, member-focused website
- Click-to-chat customer support feature
- 4.8 star rated mobile app
- Customizable reports



## More choices for better health

By providing access to both healthy food options and OTC products, you can support the many small decisions that impact a member's health today, tomorrow and beyond.



## Transparency by design

Flexible program tiers allow you to choose the exact program your members need at a price that fits your budget. You get all-inclusive pricing based on membership size, configuration and amount of credits.

- No hidden fees
- Customized member engagement



## Owned by you, delivered by us

We deliver every aspect of our thoughtfully white-labeled programs in a way that builds member trust while positioning you as an active partner in their health.

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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 daily.

–Ellen, health plan CEO

## Support member health



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# Optum

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FirstLine Benefits is now Optum® Personal Care Benefits.

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