



Essentials over-the-counter benefit

Healthy choices designed with cost and ease in mind



Help boost member health and satisfaction with a low-cost, high-value over-the-counter (OTC) program that gives them exactly what they need.

With Optum® Personal Care Benefits Essentials, you can make healthy choices easy for your members while improving retention by as much as 8.6%.¹ The program seamlessly integrates into your plan, providing members credits to spend on affordable OTC care that may help them stay healthy.

This OTC program meets basic needs to deliver high member satisfaction at our lowest cost.

- Omni-channel purchase capabilities (mail, phone, app, website)
- Annual catalog
- 400+ CMS-approved² 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 satisfaction³

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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FirstLine Benefits is now Optum® Personal Care Benefits.

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