



# Select+ over-the-counter benefit

Healthy choices designed with cost and ease in mind



## An expansive over-the-counter (OTC) and grocery program, Optum® Personal Care Benefits Select+ fits seamlessly into your plan to help members take charge of their wellness.

Offer the latest choices in health to your members and help improve retention by as much as 8.6%<sup>1</sup> by giving them ready access to OTC care and nutritious food. Select+ provides your members credits to spend on items that may help them stay healthy.

Our top tier program with a prepaid debit card for online and in-store OTC purchases, Select+ also includes a healthy food benefit.

- Omni-channel purchase capabilities (mail, phone, app, website)
- In-store shopping at 65,000+ retailers, including Walmart, Walgreens, CVS, Rite Aid, Giant Eagle, Duane Reade and Schnucks
- Quarterly catalog
- 1,000+ CMS-approved<sup>2</sup> OTC products
- Prepaid debit card
- Healthy food purchases in store
- 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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