



More healthy choices every day.

Flexible OTC and grocery programs keep members satisfied.

FirstLine Benefits™ OTC and grocery plans make it easy for you to give members access to over-the-counter care and healthy food, so they can make even more good decisions for their health.



Partners in care

Together we can help your members take charge of their wellness.

Advancing benefit design through innovation.

We review, test, and innovate to deliver the best possible experience for your members.

Owned by you, delivered by us.

Positioning you as an active partner in your members’ health, we thoughtfully white label their experience.

More choices for better health.

Providing access to both healthy grocery options and over-the-counter care, we can support your members’ overall health.

Transparency by design.

Transparency is woven into our programs and all-inclusive pricing, so you can choose the exact right program for your members and budget.

Grocery benefit for FirstLine Select+

Our top-tier OTC program now includes a benefit that allows your members to shop for healthy food in-store. There’s only one account to manage and the costs are all included in your program fee.



Choose from four programs that can be tailored to your health plan.

Essential OTC benefits for your members

Essentials

Meet basic needs with a low-touch, high-value OTC benefit.

Essentials+

Improve retention rates with more OTC products, regular updates and responsive support.

Robust programs for your members

Select

Invest in members with a high-touch experience and more OTC shopping options.

Select+

Offer the latest in health with robust over-the-counter care and grocery benefits.

	Essentials	Essentials+	Select	Select+
OTC Product Selection	250+	500+	1000s+	1000s+
Healthy Food Product Selection				1000s+
Catalog Mailed	Annually	Quarterly	Quarterly	Quarterly
Purchase Options for OTC	Mail Website App	Mail Website App Phone	Mail Website App Phone In Store	Mail Website App Phone In Store
Purchase Options for Food				In Store
Member Communications	Member Annual Mailing	Member Quarterly Mailing	Member Quarterly Mailing	Member Quarterly Mailing
Health Plan Sales Collateral	✓	✓	✓	✓
CMS Compliant	✓	✓	✓	✓
Home Delivery	✓	✓	✓	✓
Expert Member Support	✓	✓	✓	✓
Reporting and Metrics	✓	✓	✓	✓
Free Shipping on Orders \$30+ (applies to mail, phone, web, and app)	✓	✓	✓	✓
Customizable Credit Frequency and Expiration	✓	✓	✓	✓
Expansive Retail Network			✓	✓
In-Store Product Scanning with Mobile App			✓	✓
Prepaid Debit Card for all Purchases			✓	✓
Multi-Wallet Capabilities				✓

“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



Give members more choices for their health.

Email sales@firstlinebenefits.com

Visit FirstLineBenefits.com

