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Medicare Advantage Over-The-Counter Benefit Card FAQ

How do Medicare Advantage OTC benefit cards work?

Medicare Advantage plans are offering supplemental benefits to their members, including allowances for eligible over the counter (OTC) items. Plan administrators load these benefits onto prepaid debit cards offering members a convenient way to pay for their eligible OTC products. *Good Neighbor Pharmacy* wants you to be aware of this market and the ways to accept these cards so you can capitalize on an opportunity to generate additional OTC sales.

Is there a resource to help me get started?

Whether you already accept Medicare OTC benefit cards or are looking for ways to get started, Cencora customers can access our execution guide with resources and tips to help start taking advantage of Medicare Advantage OTC cards. Simply fill out [this](#) form to get access.

Why should I accept Medicare Advantage OTC benefit cards?

If you're not accepting the benefit cards, you may be missing out on sales from your current patients who are spending their benefits elsewhere.

Hear more from your peers [here](#).

What are some of the most popular cards found in the market?

- Nations Benefits, OTC Network, S3, Soda Health

What is Cencora's relationship with the card vendors?

Cencora has no contractual relationship with any of these card vendors. The intention of this document is to inform pharmacy owners of the options and potential to accept these benefit cards in your pharmacy. We recommend owners perform their own due diligence as part of their evaluation.

Can I accept these cards directly through my point-of-sale system?

Integrations are being worked on by card vendors and POS vendors every day, please contact your POS vendor to inquire which cards can be accepted on their system.

If the cards are not integrated with my point-of-sale system, how can I enroll to accept them? ¹

- Prohealth offers a handheld terminal or mobile app to enable retailers to accept the S3 card.
 - *Good Neighbor Pharmacy* members have a rebate opportunity available, please visit the AB Solutions Portal > *Good Neighbor Pharmacy* > Resources > Marketing & In-store experience.
 - Non-*Good Neighbor Pharmacy* members can enroll [here](#)
- Nations Benefits offers a handheld terminal
 - To enroll contact independentretailer@nationsbenefits.com
 - Find More information here <https://www.benefitspos.com/>.

- OTC Network offers a handheld terminal
 - To enroll contact IndyOperations@incomm.com
 - Find more information here for [Independent Retailers - InComm Healthcare](#)

What is the difference between the different cards/should I accept them all?

We recommend you fully evaluate each of the card options and choose to accept whichever makes sense for your business. Some general considerations:

- Which card or cards are popular amongst my patients?
- Which card or cards are integrated with my POS?
- What are the transaction fees associated with each card?
- What is required of me to receive payment from the card vendor?

Does Good Neighbor Pharmacy offer any additional support to complement these programs?

Yes!

Prohealth, a financial services organization that enables retailers to accept the S3 card through a handheld device or mobile app, is offering *Good Neighbor Pharmacy* members a negotiated rebate program. There is a direct sign-up link to receive a card terminal, training, and support. If you're a *Good Neighbor Pharmacy* member and are interested in their rebate, sign up in the AB Solutions Portal.

Additionally, see below for how your team can help support you in the process of accepting Medicare Advantage OTC benefit cards in your store.

- **Business Coach** - discuss best practices, implementation, workflow, marketing strategy, and more with your business coach.
- **Merchandiser** - discuss products, shelf labeling, planograms, and other recommendations.
- **Ad manager** - develop patient marketing strategies, inclusive of digital and in-store marketing.

If my point-of-sale system is not currently integrated is there any action I can take to advocate for future integration?

Yes! Contact your vendor for the preferred route to make this request.

- Some POS vendors utilize an idea board; if applicable, please enter your request.
- Feel free to use this email template, if applicable, to reach out to your POS vendor.

Hi xx,

My name is xx and I'm the owner and PIC at xx pharmacy. I'm reaching out as many of my customers are asking to utilize their Medicare Advantage OTC cards and it has come to my attention that is not currently integrated with .

As an independent retailer, it is essential that I can capture these dollars from patients as reimbursement pressures continue to mount. As an important part of the fabric of my community, I also need to be able to offer convenience for my patients, especially those on Medicare plans.

I would like to partner with you in creating a solution for independent pharmacies to be able to take Medicare Advantage OTC benefit cards. Happy to set up time to talk about an integration for the future.

Thank you,
xx

Are *Good Neighbor Pharmacy* items available to be purchased with OTC benefits?

Good Neighbor Pharmacy products are included on the approved product libraries for the S3, Nations Benefits, and The OTC Network catalogues. Be sure to mention your affiliation with *Good Neighbor Pharmacy* when enrolling to ensure access.

How can I determine which plans are associated with each of the cards?

This information is considered proprietary and is not provided by the card vendors. However, we encourage you to speak to your current Medicare Advantage patients to understand what cards they may have available to use. One recommendation is to ask to see the patient's card, then you can look for the logos associated with each of the card vendors on the physical card.

How can I market to my customers that I accept these benefits cards?

When enrolling, ask the card vendor what marketing collateral they can provide to market your acceptance of their card. Additionally, if you're a *Good Neighbor Pharmacy* member, we've developed print and digital collateral as well as in-store signage to help you ensure eligible patients know your pharmacy accepts Medicare Advantage OTC benefit cards. You can print signage in [Brand Central Station](#) by navigating to the "Medicare OTC Benefit Cards" library. For additional support, please contact your advertising manager.

What OTC items are eligible for purchase with these cards?

CMS has defined product categories for eligible health-related over the counter (OTC) items. This may include items like cold and allergy medicine, vitamins, first aid essentials, and pain relievers. *Good Neighbor Pharmacy's* eligible private label items were submitted to be included on S3, Nations Benefits, and the OTC Network's product libraries.

Is there a fee for utilizing these cards?

There may be transaction fees related to accepting these cards; review those details with each individual card vendor to ensure that you are aware of all fees.

How do I receive payment from the companies?

This should be part of your evaluation for each card vendor.

I've received my handheld terminal, where can I find my OTC catalog and pricing information for vendor submittal?

For customers enrolled in the front-end solution zone pricing, ABC Order has a self-service reporting function that will meet your needs. See a reference guide below in the appendix. Once you have downloaded this report, you'll need to put it in the proper vendor format and enter tax information. For additional questions, contact the reporting help desk at customersystemssupport@amerisourcebergen.com or call 888-711-5469. Your business coach or sales executive will also be able to help you set your pricing strategy and walk you through next steps.

¹These links are being provided as a convenience and for informational purposes only; they do not constitute an endorsement or an approval by Cencora of any of the products, services or opinions of the corporation or organization or individual.

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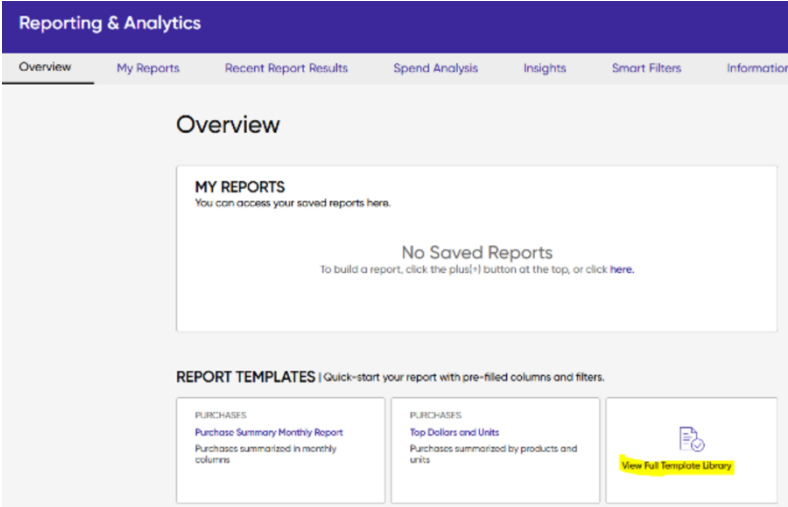
APPENDIX

ABC Order self-service reports reference guide

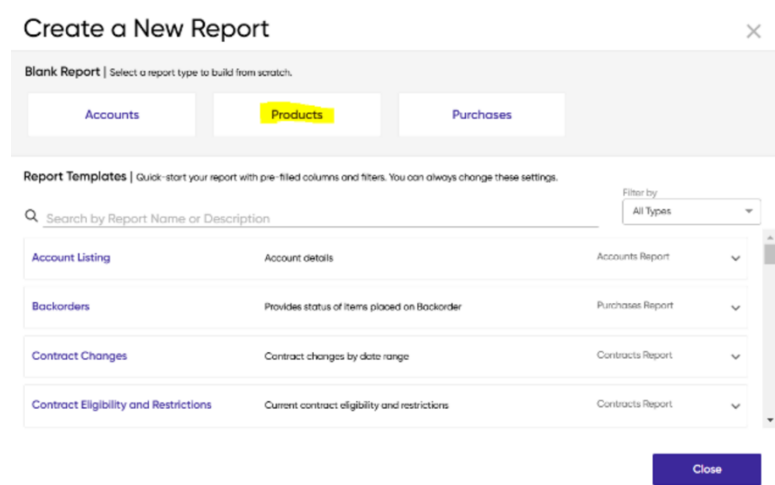
1. Once logged in to ABC Order, Click on Reports from the Navigational Bar.




2. Click on View Full Template Library




3. Click on Products



4. Enter Report Name and Description then Select Show Usage Products Only and select Account(s)

< Enter Report Name 

Enter a description for this report 

Report Type

Select a report type

Accounts Products Purchases

Product Usage

Show product usage from a specified date, or show all products

Show usage products only Show all products

Accounts

Select one account for this product report

0 Selected Accounts | 0 Smart Filters [IMPORT SMART FILTER](#)

Add accounts to your list from below

Add an Account

5. On the Column Layout section, Click the Deselect All Column Layout

Add, remove, and order your report columns

Search

Default Columns ^ **Deselect All**

ABC #

Product Description

NDC

Supplier Name

Primary Ingredient HIC4 Code

Primary Ingredient HIC4 Desc

ABC Selling UoM

Preview

8 columns selected

HIC4 ABC Selling UoM Route Desc

Drag and drop column cards in the Preview section to reorder them in your report

6. Now select Product Description, UPC Barcode, Retail Price and Product Category Description and Click on Run Report.

Column Layout

Add, remove, and order your report columns

Search

Default Columns ^ **Select All**

ABC #

Product Description

NDC

Supplier Name

Primary Ingredient HIC4 Code

Primary Ingredient HIC4 Desc

ABC Selling UoM

Preview

4 columns selected

Product Description UPC Barcode Retail Price Product Category Description

[Save](#) [Run Report](#)

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7. Once Report runs, it can be exported to Excel

Products 1001938485

Enter a description for this report

RUN DATE: 12/24/2024 09:53 AM ET

RUN ID: 1001938485

OF RECORDS: 23480

VIEW REPORT SETTINGS

Product Description	UPC Barcode	Retail Price	Product Category Desc
12 HOUR NASAL DECOG 0.05% SPY 30 ML	30904678303	4.09	OVER THE COUNTER
12 CAREX PLANOGRAM DS	023601056030	3,030.19	MEDICAL SUPPLIES
2 BLACK EPOXY DISHED WORK SURFACE DS	038779882213	1,402.29	MEDICAL SUPPLIES
2 RXPRT EPOXY WRK SURFC 115 V/ 60 HZ DS	038779631316	14,329.89	MEDICAL SUPPLIES
2 XPERT EASY - ORDER DS	038779933014	11,997.29	MEDICAL SUPPLIES
2 XPERT FILTERD BALANCE SYS115V/ 60HZ DS	038779933410	11,337.39	MEDICAL SUPPLIES
2 XPERT TXE EQUIP ENCL 115V/ 60HZ DS	038779705717	9,002.19	MEDICAL SUPPLIES
2 XPERT TXE EQUIP ENCL ANLG A/F MNTR DS	03877976479	9,928.29	MEDICAL SUPPLIES
2 RXPRT DBUFILT BALSYS EPXY WRKSURF DS	038779676317	20,092.59	MEDICAL SUPPLIES
21ST (4X54) VITAMIN POG (381 PCI) DL DS	740983222003	1,281.69	HEALTH & BEAUTY
3 BLACK EPOXY DISHED WRK SURF DS	038779879312	1,946.49	MEDICAL SUPPLIES
3 DUCTLESS FUME HOOD PURAIR BASIC DS	038779691211	4,437.49	MEDICAL SUPPLIES
3 DUCTLS FUMEHOOD XTAL STLEG P/A BSC DS	038779687214	4,745.29	MEDICAL SUPPLIES
3 PURIFIER HORIZNTL CLIMBNCH UV LIGHT DS	038779780816	11,780.39	MEDICAL SUPPLIES
3 PURIFIER HORIZONTAL CLEAN BENCH DS	03877967819	14,962.59	MEDICAL SUPPLIES
3 TRI SCIP RAMP STAND CASTERS DS	038779754815	2,533.79	MEDICAL SUPPLIES

ALX

CSV

TXT (Comma)

TXT (Pipe)

TXT (Semi-Colon)

TXT (Tab)

TXT (Tab)

Export Report