



Did you know farmers markets can become a part of the OTC Network®?

Drive health plan members to spend their benefit dollars at your farmers market on healthy foods.



The new OTC Network Healthy Foods Card allows health plan members to use benefit dollars to purchase eligible food products such as fruits, vegetables, eggs, milk and more.

The Healthy Foods Card solution—powered by the OTC Network—allows farmers markets to accept pre-loaded health plan cards for in-store healthy food and produce purchases.

Earn extra money on products you're already selling.

The average OTC Network cardholder transaction amount is \$50 per visit.

Florida OTC Network Programs

- 25,000 Members
- Annual Benefit Amount: \$14M

Health Plan Partners Include

- Aetna Coventry Medicare
- Anthem
- Bright Health
- Florida Health Care Plans
- Humana
- Solis Health Plans
- WellCare



Visit <https://totilpay.com/incomm/> to complete a new partner application. Contact **877-535-4707** to learn more.