

## Superior HealthPlan Invests \$18 Million in Over-the-counter Items in 5 Years for Texas Members - Aug 5, 2025

*The extra benefits are in addition to regular Medicaid and CHIP coverage, helping support low-income individuals and families.*

AUSTIN, Texas, Aug. 5, 2025 /PRNewswire/ -- [Superior HealthPlan](#) ("Superior"), a leading managed care organization in Texas and a company of [Centene](#) (NYSE: CNC), announced today it invested \$18 million in over-the-counter (OTC) items, a [Value-added Service](#) (VAS), for members enrolled in either Medicaid or Children's Health Insurance Program (CHIP) from 2020 through 2024. Value-added Services are extra benefits that help provide additional support for low-income families and individuals across all 254 Texas counties.

"The extra benefits we provide our members are critical in supporting their overall health and well-being," said Mitch Wasden, CEO of Superior HealthPlan. "Over the years, we've learned how impactful these over-the-counter items can be to the families we serve, and we're proud to be able to help them fill this need."

As a Superior HealthPlan Value-added Service\*, STAR, CHIP, STAR Kids, STAR Health, and some STAR+PLUS members can receive either \$25 or \$30 for commonly used OTC items every quarter, per member. These include hundreds of items, such as:

- Digestive health products
- Eye, ear, and oral care products
- Household cleaning supplies
- Personal hygiene products
- Sun care supplies

Over-the-counter items are just one of the many VAS offerings from Superior. Some members, depending on the program, may also receive:

- **Extra vision benefits for Medicaid and CHIP members** including a \$150 retail allowance toward select prescription eyeglass frames, lenses, or contact lenses not covered by Medicaid. For members enrolled in CHIP, STAR+PLUS, and STAR Health, this allowance is once every year. For STAR and STAR Kids members, the allowance is once every 2 years.
- **Annual sports/school physicals for Medicaid and CHIP members 4 to 18 years old.** This Value-added Service is restricted to one physical per year with a maximum reimbursement of \$35. The sports physical must be provided by a contracted Superior provider.
- **Superior's award-winning Start Smart for Your Baby® program for pregnant women** offers educational materials and supplies for STAR, CHIP, STAR+PLUS, and STAR Kids members. Pregnant women can earn Value-added Services one time per pregnancy.

Value-added Services are updated annually, with new offerings planned for September 1, 2025. To see a list of available OTC items, visit [SuperiorHealthPlan.com/OTC](#).

\*Restrictions and limitations may apply.

### About Superior HealthPlan

For more than 25 years, [Superior HealthPlan](#) has offered high-quality health care to Texans, and is now a leading managed care company providing services to 2 million people. Committed to transforming the health of the communities we serve, one person at a time, Superior supports active local involvement in all 254 Texas counties with 3,500 employees throughout the state. Since 2020, Superior has contributed \$11.9 million in grants, sponsorships and employee giving, helping support low-income communities. Superior is a company of [Centene](#), a leading healthcare enterprise that is committed to helping people live healthier lives. For more information, visit [www.SuperiorHealthPlan.com](#).

SOURCE Superior HealthPlan

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