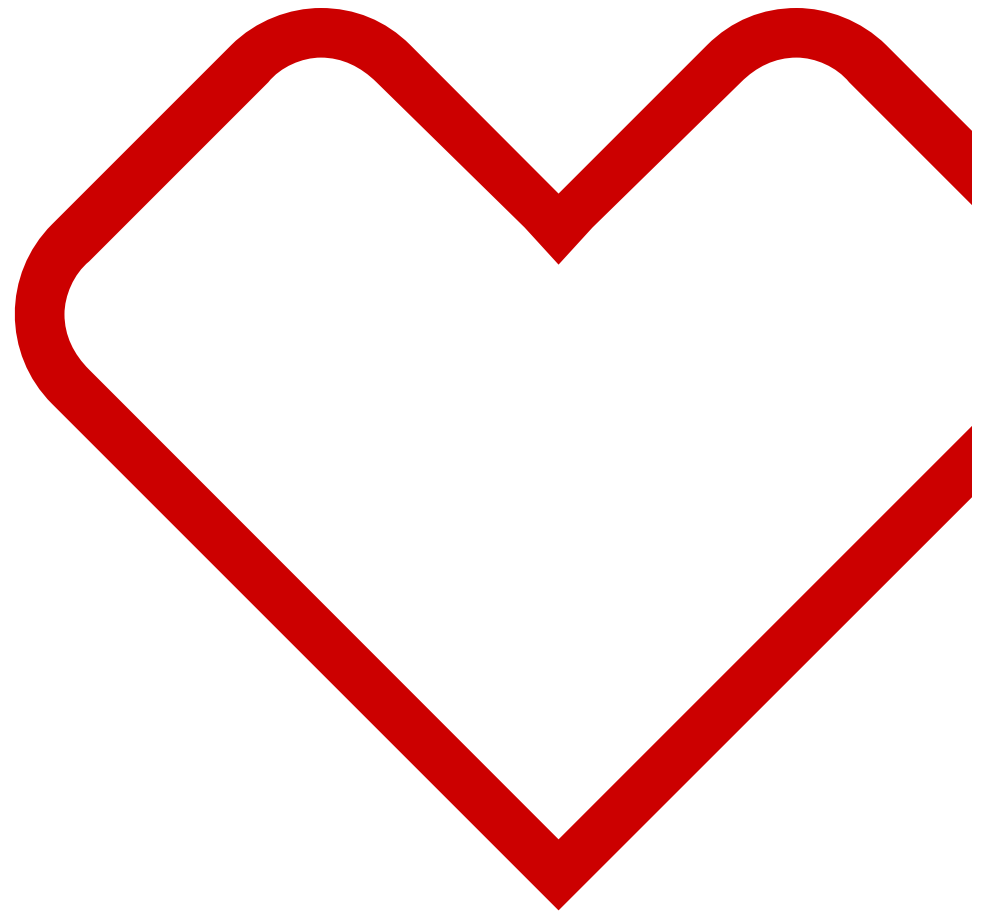


# CVS Caremark Digital Adoption Tool Kit

2016





# Digital Significantly Improves Member Experience and Client Economics



**40%**

Annual digital adoption growth<sup>1</sup>



**5.1MM**

Opt into email and SMS alerts<sup>2</sup>

**93%**

**Member satisfaction<sup>3</sup>**

**20%**

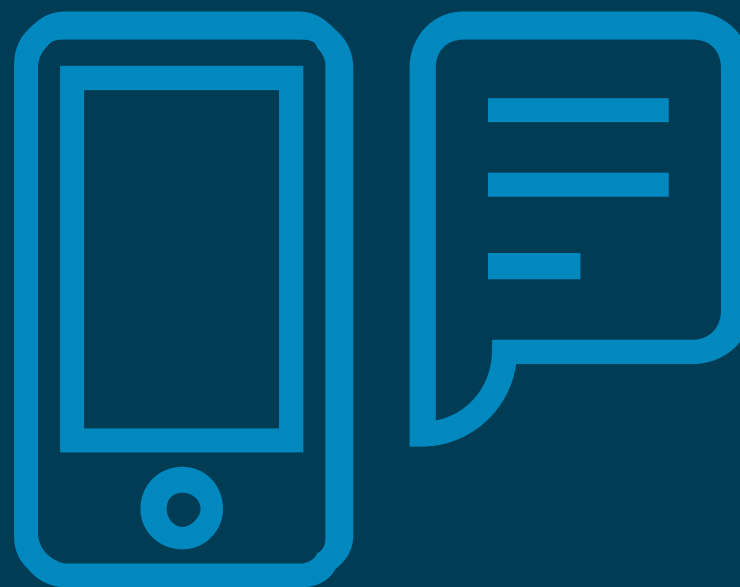
**Fewer calls<sup>4</sup>**

**Up to \$2.3M**

**Medical cost avoidance *annually***  
per 100,000 registered members with a chronic condition<sup>5</sup>

1. CVS Caremark Enterprise Data, 2015; year-over-year analysis of caremark.com registrations, mobile downloads, SMS and email alert signups. Higher registration rate with employer-sponsored emails based on average email registration of unregistered member population. CVS Health uses and shares data as allowed by applicable law, our agreements and our information firewall. 2. Caremark Messaging Platform/CMP reporting (2015); 7 million patients signed up for CMP alerts, and of those 5.1M prefer email and SMS. 3. CVS Caremark Market Probe Survey, 2015; Top 3-box scores with digital higher than Customer Care (88%) and slightly lower than IVR (94%). 4. CVS Caremark Enterprise Data and Digital Analytics (2015); comparative study of CVS Caremark member call behavior prior to, and after registering on Caremark.com. 5. CVS Health Enterprise Research and Analytic Development, July 2015; Study of CVS Caremark plan shows those registered on Caremark.com result in up to \$2.3M of medical cost avoidance annually per 100,000 registered plan with a chronic condition (Based on Pharmacy Care Economic Model of conditions requiring maintenance medications). Actual results may vary based on factors such as programs adopted by the plan. Client-specific modeling available upon request.

# How do you communicate your benefit plan information?



# How Can We Partner to Get More Members Online?



**Email**



**Video**



**Client Website and  
Communications**



**Wellness  
Programs**



**Direct mail**



**Mobile App  
Integration**



**Member-facing  
events**



**Supplemental  
materials**



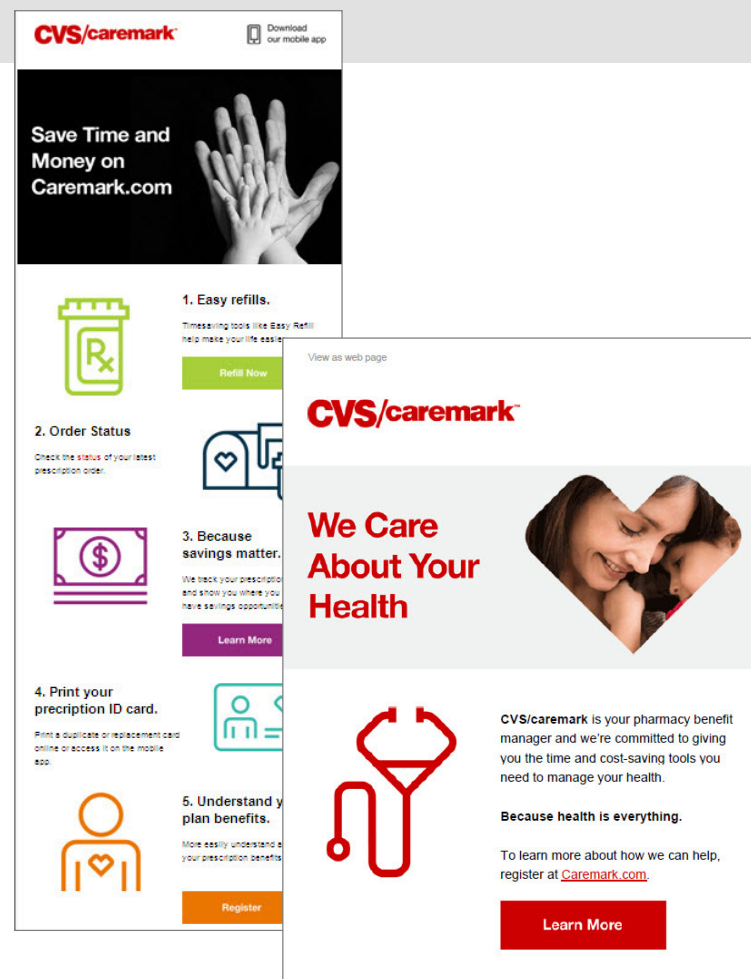
**Coffee  
sleeves**

# Driving Members Online, Starting with an Email

## Option 1: Eligibility file-led emails

**Client adds email addresses to eligibility file feed, and allows CVS Caremark to send emails promoting registration on caremark.com.**

- Includes option to add client to all emails
- Email messaging is strictly around what members can do online with a caremark.com account – promoting registration and engagement
- Emails won't clog members' inboxes! These are executed 8 times/year

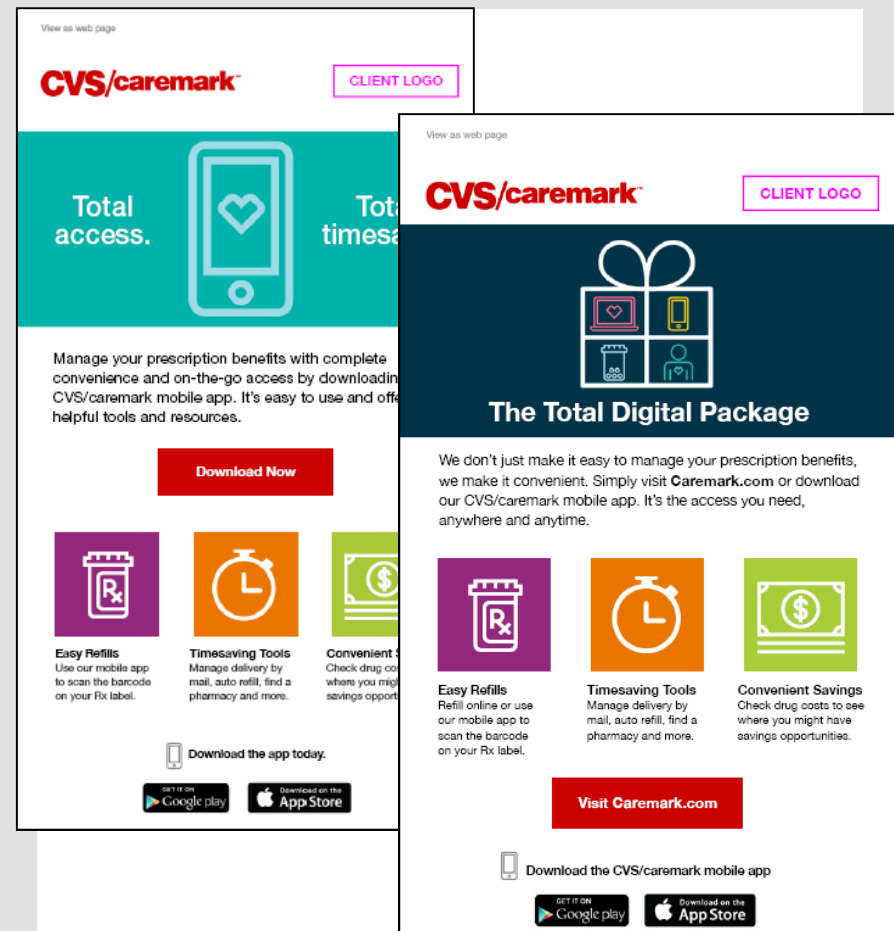


# Driving Members Online, Starting with an Email

## Option 2: Client-led emails

**CVS Caremark provides email templates for Client to use and send internally to members.**

- Includes option to add client logo to all emails
- Email messaging is strictly around what members can do online with a caremark.com account – promoting registration and engagement
- Note, this typically requires more effort from the client to execute, and misses the opportunity for analytics reporting

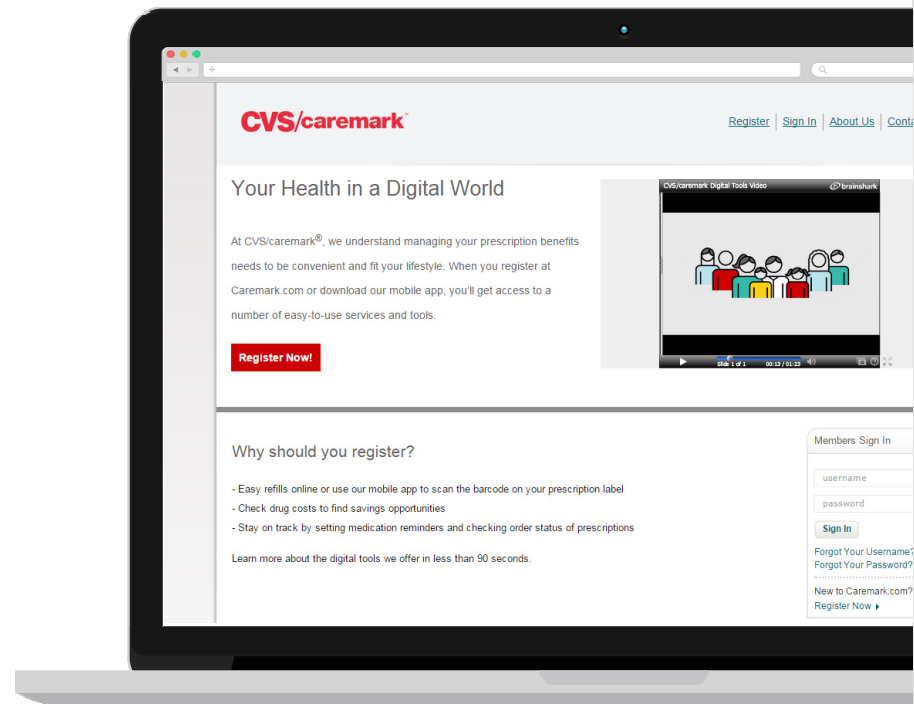




# Use Video to Educate Members on the Value of Digital

## Video highlights Caremark.com and mobile app features and functionality

- Created to engage members and educate them on the benefits of managing their health with digital

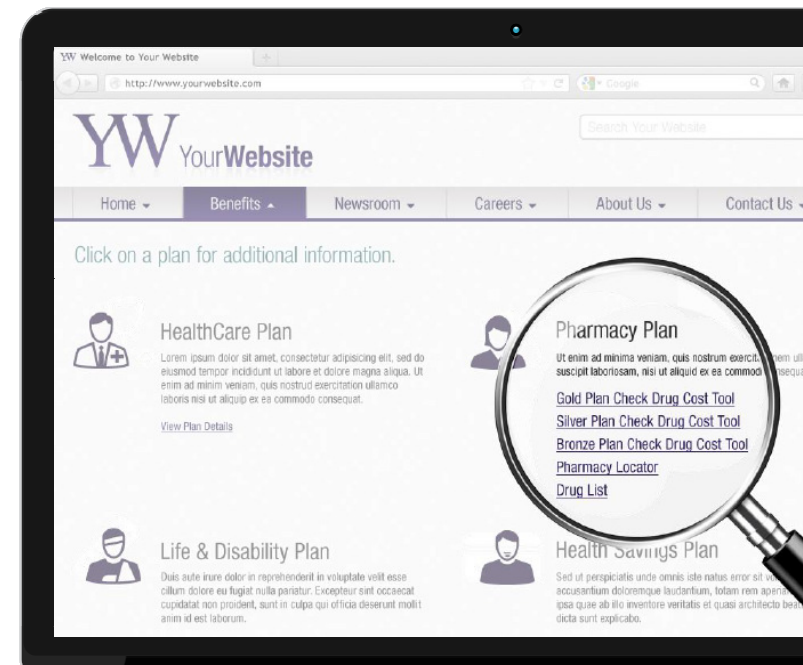




# Enhance Benefits Communications with Content from CVS Caremark

## Increase member access to accurate, up-to-date Rx benefit information

- Web banners
- Embed tools or insert direct links to features:
  - Pharmacy Locator
  - Check Drug Cost
  - Refill Mail Rx
  - And more
- Content to upload to benefits website or incorporate into printed materials







# Supporting User Experience with Flexible Web Options

## CO-BRANDING

- Provides consistency with Client branding
- Maintains a separate site experience
- No development needed on Client side

## SINGLE SIGN ON AND EMBEDDED TOOL LINKS

- Reduce steps for members to authenticate
- Provides quick links to core tools
- Maintains a separate site experience
- Minimal configuration on Client side

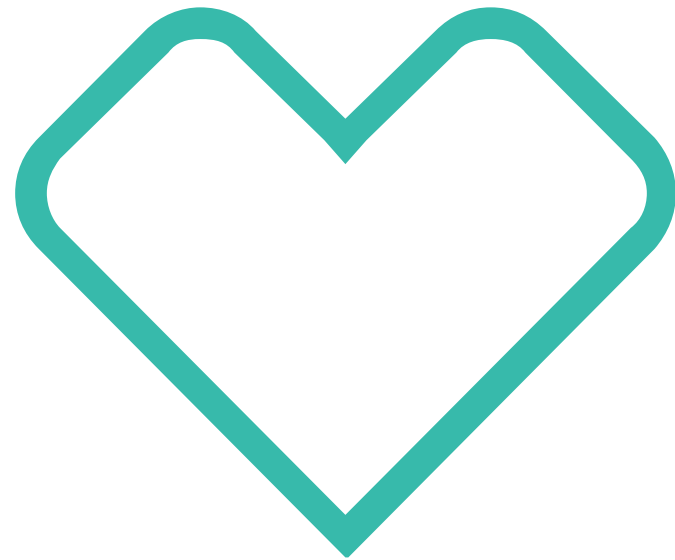
## PHARMACY EXPERIENCE INTEGRATION

- Fully integrated experience using Client style sheets, nomenclature
- Tools appear as a part of Client site
- Can be utilized in multiple channels, portal, mobile and tablet
- Minimal development on client side

# Wellness Programs

## **Enhance existing wellness program by encouraging caremark.com registration!**

- Example: Client offers members a “Working on Wellness” program, providing points for taking for certain actions taken to better their health. Add a line item that allocates points to members when they register for caremark.com



Note: Any monetary incentive reward/prize will need to be funded by the Client.



# Reach Members at Home with Direct Mail

Now you can manage your prescription benefits in a way that totally fits with your on-the-go lifestyle – by using the CVS/caremark mobile app. It's easy to use, completely convenient and offers helpful tools and resources.

**Easy Refills**  
Use our mobile app to scan the barcode on your Rx label.

**Timesaving Tools**  
Manage delivery by mail, auto refill, find a pharmacy and more.

**Convenient Savings**  
Check drug costs to see where you might have savings opportunities.

Download the CVS/caremark mobile app.

GET IT ON Google play | GET IT ON the App Store

CLIENT LOGO

**CVS/caremark**

Your privacy is important to us. Our employees are trained regarding the appropriate way to handle your private health information.  
6527-35424c 090215

## Mailings highlight:

- Benefits of managing health online
- Cost transparency and savings opportunities
- Information on CVS Caremark Mail Service Pharmacy
- Helpful new features and functionality

# Integrate the CVS Caremark Mobile App

**Pre-load the CVS Caremark app on company-issued mobile devices**





# Promote Digital Through Member-Facing Events



## Incorporate CVS Caremark into benefit fairs or webinars:

- Emails
- Live or video demos of new features and functionality
- Copy for emails, newsletters
- Table tents, posters, brochures, fliers



# Provide Accurate, Up-to-Date Information to Members On Demand




## Have printed materials, such as flyers or brochures, on hand

- Keep copies in human resources office to help answer member questions
- Include with benefit folders or open enrollment packets
- Customize materials with the client's company logo



**CVS/caremark**


Get more time by going online

We want to help save you time when you manage your prescription benefits, so we've made it simple. Visit [Caremark.com](http://Caremark.com) or download our CVS/caremark mobile app.

 <b>Easy Refills</b> Refill online or use our mobile app to scan the barcode on your Rx label.	 <b>Timesaving Tools</b> Manage delivery by mail, auto refill, find a pharmacy and more.	 <b>Convenient Savings</b> Check drug costs to see where you might have savings opportunities.
--	--	--

Visit [Caremark.com](http://Caremark.com) or download the CVS/caremark mobile app



Your privacy is important to us. Our employees are trained regarding the appropriate way to handle your private health information.  
0027-3540/4 000115

# Coffee Sleeves



**Stock cafeterias and/or  
coffee stations with  
CVS Caremark coffee  
sleeves!**

Note: Must be funded by Client or Sales Partner

# Appendix





# CVS Caremark™ Email Communications Focus on Clients' Plan Design and Digital Engagement

## MESSAGES PROVIDE

- Timely, targeted communications on **plan benefits, prescription management** and **savings opportunities**
- **1-click to access tools** that allow members to access information, services and clinical expertise anywhere, any time
- **Adherence support and self service** digital pharmacy tools that can help members save time and money
- Potential to increase member satisfaction by aligning to members' needs and expectations for digital access

## MESSAGES ARE NOT

- Marketing, advertising or promotional messages unrelated to the prescription plan
- Retail or CVS.com product offers or promotions\*
- ExtraCare®\* savings offers or coupons
- Promotions for MinuteClinic\* services
- Promotions for photo services

**Email addresses reside in a secure database and are never shared or sold.**

\*Unless plan design benefit includes MinuteClinic Saving Strategy or ExtraCare Health Card products. ExtraCare Health program availability subject to Legal and Tax approval. Client adopts the ExtraCare Health Card as part of its plan benefit. Clients must meet Underwriting criteria to implement the ExtraCare Health Card. CVS Health uses and shares data as allowed by applicable law, our agreements and our information firewall.