Digital Capabilities

Connecting members, patients and customers to our services anytime, anywhere.
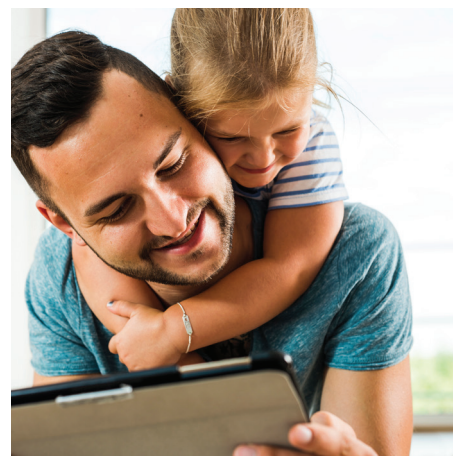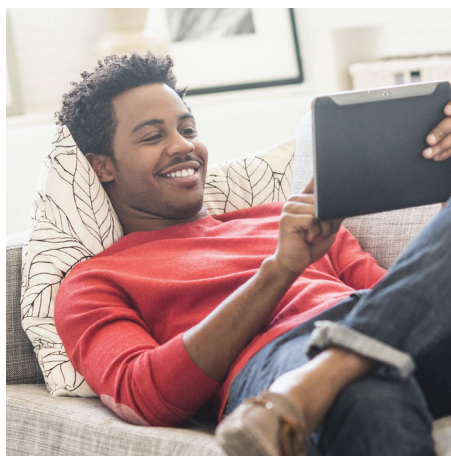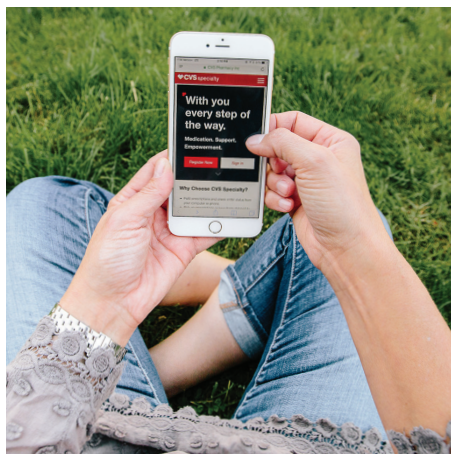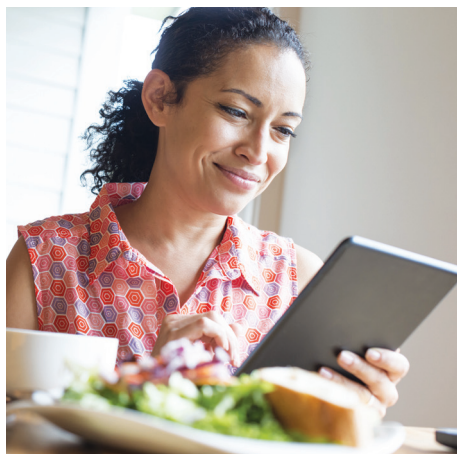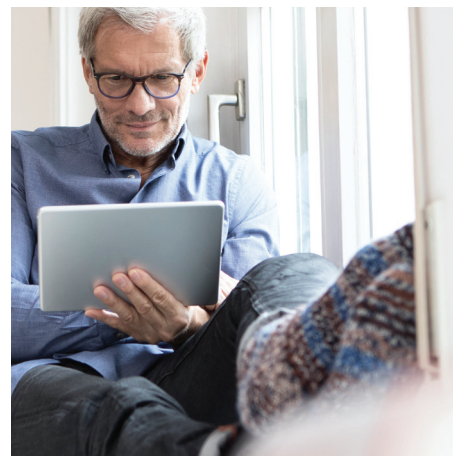
CVSHealth®

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Helping people save time, save money and stay healthy.

Here at CVS Health, we're reinventing pharmacy to help people on their path to better health. Our commitment to digital innovation is one way we're putting our purpose into action.

Throughout all of our service brands, we offer members, patients and customers a suite of digital tools that make managing their health more accessible, more intuitive and more integrated across all our channels.

Moving forward, we'll continue to transform the future of health care by redefining convenience and improving the health outcomes of millions of people.

Our Digital Strategy

Digital tools are transforming the way consumers shop and manage their health care.

We're responding to these changing needs by differentiating the customer experience through three strategic pillars.

Build

Develop the ultra-convenient, fully integrated pharmacy experience only CVS Health can provide across our service brands (CVS Pharmacy, CVS MinuteClinic, CVS Caremark, CVS Specialty and Omnicare).

Personalize

Provide individualized customer interactions, leveraging data across all touch points to help members, patients and customers on their path to better health.

Innovate

Harness critical digital trends through rapid testing/learning/iteration and third-party collaboration at the CVS Health Digital Innovation Lab.
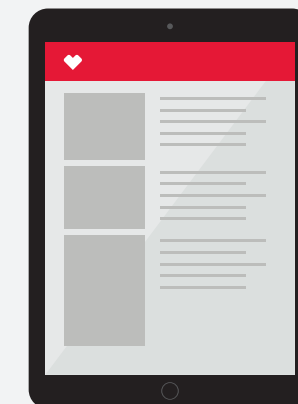
CVS Caremark.
Helping to achieve better outcomes for clients and members.

7.6M CVS Caremark members engaged with digital tools.*

Member Set Up

Early Registration
Allows members to register and gain access to pricing and locator tools before the start of their plan year.
WEB | APP

Quick Registration IVR
Offers a quick way for members to register for CVS Caremark digital access using a link from an interactive voice response (IVR) request or order status message.
WEB

ID Card
Instant way to print or view pharmacy ID information online, rather than waiting for it to arrive by mail.
WEB | APP

Digital Start Mail
Makes it easy for members to transfer to CVS Caremark Mail Service Pharmacy.
WEB | APP

Health Info

Check Order Status
Easy way for members to track orders online and receive expected delivery times.
WEB | SMS | APP

Print Rx History
Makes budgeting and tax prep easier by allowing members to print a list of prescription costs.
WEB

Plan Summary
Shows out-of-pocket maximum and deductible status to help members track their progress throughout the plan year.
WEB

Savings

Check Drug Cost Tool
Lets members search and compare drug costs covered under their fomulary plan, including those filled at multiple pharmacies and/or mail order precriptions.
WEB | APP

Prescription Savings Guide
Identifies ways members can save to help inform conversations with their doctor.
WEB

Rx Management

Refill Reminders
Sends prescription refill reminders via text or email.
WEB | SMS

Easy Refill
Offers members a simple way to refill by scanning the barcode on the prescription bottle.
APP

Guest Refill
Offers members a simple way to refill by entering their date of birth or prescription number.
WEB | APP

Refill by SMS
Makes it easy for members to confirm or deny prescription refills or renewals by replying "Yes" or "No" to a request sent via text message.
SMS

Auto Refills & Renewals
Automatically refills and ships a member's ongoing medication.
WEB | APP

*CVS Health Enterprise Analytics, Digital Tool Utilization Study, November 2016.

WEB = WEBSITE OR MOBILE WEB | **SMS** = TEXT MESSAGE | **APP** = CVS MOBILE APP

7

CVS Specialty.
Helping patients manage treatments on their schedule.

Patients benefit from digital innovations that make it easier to manage prescriptions for the treatment of rare and complex conditions.

Refills

Quick Pay & Refill
Simplified login gives patients quick access to features, such as payment and refill.
WEB | APP

Guest Refill & Checkout
Easier and faster way for patients of all ages to leverage their prior refill bottle or box to checkout.
WEB | APP

Messaging

Order Status Messaging
Keeps patients informed with refill reminders and order updates via text message and/or email.
WEB | SMS | APP

Specialty Med Reminders
Helps patients stay on track by allowing them to set reminders to take their medications as prescribed.
APP

Secure Messaging
Allows registered patients using the CVS Specialty app to message their CareTeam, who respond in real time or within 24 hours.
SMS | APP

Care Rep SMS
Quick way for patients to communicate with their Coram®* CareTeam via text message.
SMS

MyHealthTeams
Provides social networks for specific chronic condition communities where patients can connect, share and learn from others.
WEB | APP
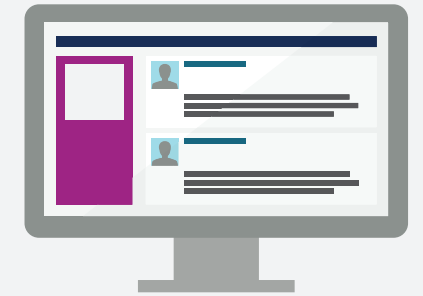
Prescription Management

Touch ID®
Allows patients to instantly access online account info via fingerprint recognition (for equipped iPhone® devices only).
APP

Online Payments
Makes life easier by allowing patients to pay online, manage payment options and receive reminder emails.
WEB | APP

In focus: MyHealthTeams

CVS Specialty believes in the power of connecting people living with chronic conditions. Through a collaboration with MyHealthTeams, we're making it easier for patients to connect, share and learn from others.

More than 850,000 people living with multiple sclerosis, rheumatoid arthritis, type 2 diabetes and other conditions have joined MyHealthTeams' social networks. Members benefit from emotional support and gain practical advice and insights on managing treatment. To learn more, visit MyHealthTeams.com/CVS.

iPhone is a registered trademark of an entity not affiliated with CVS Health.
*Coram CVS Specialty Infusion Services

Omnicare and Medicare Part D. Extending our patient service models.

Digital tools help patients and their CareTeams better manage the care they need throughout their health journey.

Omnicare

Empowering Facility Staff

Electronic Refills
Makes it easy for nurses to scan and submit medication refills and receive immediate confirmation or alerts about issues through Omniview®, a secure customer portal.
WEB | APP

Digital Order Tracking
Offers convenient, real-time access for staff to check the status of all medication orders and anticipated delivery, 24/7.
WEB | APP

Medication Costs
Allows nurses the ability to price out medications for residents prior to entering the facility.
WEB

Monthly Billing Activities
Provides an easy way to retrieve monthly invoices and complete a paperless review and payment.
WEB

Non-Covered Charges
Lets facilities and pharmacies interact in real time to resolve issues related to non-covered charges.
WEB

Supporting Residents & Caregivers

Online Enrollment
Provides residents with easy and secure online enrollment in Omnicare Pharmacy Services.
WEB

MyOmniview
Offers a convenient way for residents to manage their pharmacy services, such as viewing health records, monitoring spending and paying bills.
WEB

OmniPlanFinder
Helps ensure residents are enrolled in the most appropriate Medicare Part D plan through a collaboration with eHealth.
WEB

Medicare Part D

SilverScript® Responsive Design
Provides an optimal viewing and enrollment experience — easy reading and navigation with a minimum of resizing, panning and scrolling — across a wide range of devices.
WEB

Online EOB
Helps members stay organized and cut down on clutter with access to an online, paperless Explanation of Benefits (EOB).
WEB

SilverScript Premium Payment
Offers a secure online portal where members can make a one-time premium payment with a credit card and download a receipt for their records.
WEB

CVS Pharmacy and CVS MinuteClinic.

Helping patients manage their health anytime, anywhere.

Patients find it easier to manage their health and stay on track with their medications through a variety of digital tools and services.

CVS Pharmacy

Manage Account

Scan Driver's License
Fast way for CVS Pharmacy app users to create a digital account by scanning the barcode on their driver's license.
APP

Photo Rx Transfer
New patients can easily transfer to CVS Pharmacy by taking a photo of their prescriptions using their mobile device.
APP

Submit Insurance by Photo
Lets patients submit an image of their insurance card and update their profile using the CVS Pharmacy app.
APP

Caregiver Access
Offers patients an easier way to manage their family's health via CVS.com® or the CVS Pharmacy app.
WEB | APP

Rx Management

ScriptSync®
Coordinates eligible prescriptions so they're ready for pick up on the same day each month.
WEB

Prescription Status Messaging
Provides real-time text alerts about prescription orders, such as status updates, issues, etc.
SMS

In-Store Rx Reminders
Informs CVS Pharmacy app users that prescriptions are available for pick up or refill when they enter the store.
APP

Rx Push Notifications
Provides prescription status updates to CVS Pharmacy app users who opt in.
APP

Scan to Refill
Offers simple way to refill by scanning the barcode on a current prescription bottle.
APP

Refill by SMS
Helps patients manage their health by refilling prescriptions via a link within a text message.
SMS

Drug Management Tools
- **Drug Info Center:** Helps patients better understand their drug therapy by using online tools and resources.
- **Pill ID:** Helps patients identify or verify pills based on shape, color or imprint.
- **Drug Interactions:** Helps patients understand drug interactions between medications, supplements and vitamins.
WEB | APP

View Rx Costs
Makes budgeting and tax prep easier with a customizable view of prescription costs for patients and their families.
WEB

Fast & Private Checkout

Mobile Prescription Pick Up
Easy, private and secure way for patients to pick up their prescriptions with the CVS Pharmacy app.
APP

CVS Pay
Fast, easy and secure way for patients to pay at checkout with the CVS Pharmacy app.
APP

CVS MinuteClinic

View Wait Times & Get in Line
Saves time by allowing patients to view wait times and get in line before they arrive.*

*Restrictions apply. Visit MinuteClinic.com for details.
WEB | SMS | APP

Scheduler
Allows patients to get the care they need, when they need it by scheduling a visit for a future date.
WEB | APP

Text When Next
Eliminates wait times by sending a text message to a patient when they are next in line.
SMS

Front Store.
Making shopping fast, easy and personalized.

ExtraCare® customers benefit from digital tools that offer a real-time, personalized shopping experience from start to finish in store and on the go.

Account Set Up

Digital ExtraCare
Easily links ExtraCare card to shop for products and view and redeem ExtraBucks® Rewards.
WEB | APP

Savings

Digital Circular
Offers customers a convenient way to view all of the available deals in store and online.
WEB | APP

App-Only Deals
Offers exclusive coupons to customers who link their ExtraCare card to the CVS Pharmacy app.
APP

Send to Card® Coupons
Instantly sends coupons and ExtraBucks Rewards right to an ExtraCare card.
WEB | APP

Paperless Offers
Eliminates printed coupons for customers who choose to manage deals within the CVS Pharmacy app.
APP

Personalized Shopping

Shop Online
Easy way to shop for products and benefit from exclusive offers and innovative site features.
WEB | APP

Push Notifications
Sends notifications about ExtraCare savings and more for CVS Pharmacy app users who opt in.
APP

In-Store Reminders
Sends ExtraCare deals to CVS Pharmacy app users when they enter the store.
APP

Easy Reorder
Makes it easy for on-the-go customers to reorder frequently purchased items.
WEB | APP

Online Photo
Convenient way to order photos and create personalized gifts to pick up in store or ship directly to home.
WEB | APP

Ship & Save
Allows customers to schedule automatic reorders of eligible items, at up to a 20% discount with free shipping.
WEB

Easy Checkout

CVS Pay™
Fast, easy and secure way to pay and get ExtraCare savings in one quick scan at checkout.
APP

Curbside Pickup
Delivers online orders within one hour to a customer's car outside of the CVS Pharmacy.
WEB | APP

Digital Receipts
Eliminates paper receipts for customers who choose to receive them via email.
WEB

Health is everything.™

♥ CVS Health.®