



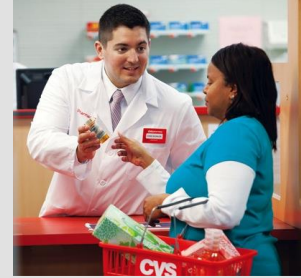
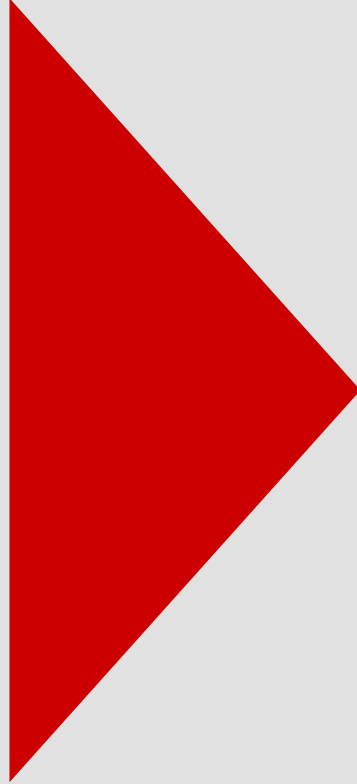
Our Innovation Story

**Jeff Garbe, R.Ph. Director, Community
Relations & Corporate Philanthropy
CVS Health**

August 2015



Our journey





Our purpose



WE ARE
A pharmacy innovation company

OUR STRATEGY
Reinventing pharmacy

OUR PURPOSE
Helping people on their
path to better health

OUR VALUES
Innovation
Collaboration
Caring
Integrity
Accountability

Where we are today





CVS/pharmacy[®] **CVS/minute clinic[™]** **CVS/caremark[™]** **CVS/specialty[™]**



Health is everything.

Inconsistency

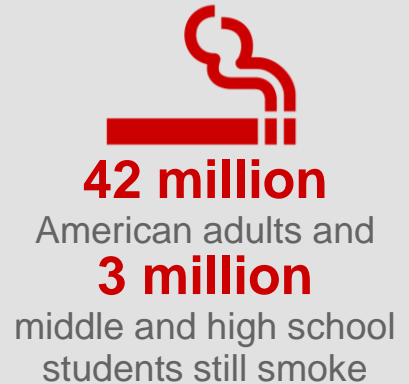
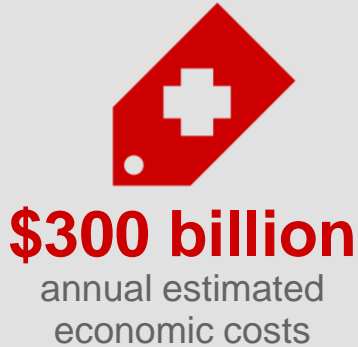


Tobacco facts



deaths

from smoking in the
United States annually



The right thing to do



September 3, 2014

CVSquitsfor good



Most effective combination

ASSESSMENT

To learn about an individual's history of tobacco use and evaluate his or her readiness to quit



EDUCATION

To give smokers and their supporters the information and tools they need to start their personal journey to smoking cessation



MEDICATION

To help curb the desire to use tobacco



COACHING

To help keep an individual motivated and prevent relapse



Smoking cessation



**We quit tobacco.
Let us help you quit, too.**

Ask a pharmacist or nurse practitioner, they're trained to help you quit.

Let's Quit Together.

Assessments • Personalized Plans • Stop Smoking Aids • Coaching & Support

Never Quit Quitting.
We have the products and counseling you need.

NICOTINE TRANSFERMAL SYSTEM
PATCHES
400 mg

FREE
400 mg Nicotine Transdermal System

CVS.com/MyBooks&M

- Brochures, “Last Pack” quit-kit
- Toll-free quit line operated by American Cancer Society
- Start to Stop™ offered through MinuteClinic

Benefits of quitting



Long-term smokers who quit by age 40 can gain back nine of the 10 years they would have lost to smoking



By reducing the risk of chronic disease, quitting smoking may result in reduced medical costs



Advice from a health care provider increases quit attempts and use of effective medication treatment – leading to double or triple the rate of smoking cessation

BUT CHALLENGES STILL EXIST...

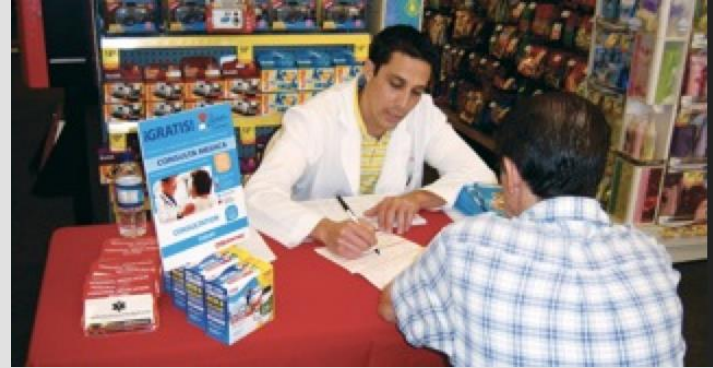
Fewer than half of smokers report being advised to quit



Proven Results

- Visits to MinuteClinic for smoking cessation counseling were up over 60%
- Counseled more than 67,000 patients filling a first prescription for a smoking cessation drug or prescription Nicotine Replacement Therapy (NRT)
- Consulted with thousands more smokers seeking advice about over-the-counter NRT products

Reinventing pharmacy





Thank you

