Our Innovation Story

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

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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

- 26,000 pharmacists and nurse practitioners
- 7,800 stores and 5 million customers per day
- 70+ million PBM members
- 21% market share
- 25.6 million visits on CVS.com per month
- Nearly 1,000 MinuteClinics in 31 states and DC with more than 25 million patient visits
- 26% market share
Health is everything.
Inconsistency
Tobacco facts

- **480,000** deaths from smoking in the United States annually.
- **$300 billion** annual estimated economic costs.
- **9 in 10** lung cancers are caused by smoking.
- **80%** of smokers start as kids.
- **42 million** American adults and **3 million** middle and high school students still smoke.

Smokers die approximately **14 years earlier** than non-smokers.
The right thing to do

CVSquitsforgood

September 3, 2014
Most effective combination

<table>
<thead>
<tr>
<th>ASSESSMENT</th>
<th>EDUCATION</th>
<th>MEDICATION</th>
<th>COACHING</th>
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<tbody>
<tr>
<td>To learn about an individual’s history of tobacco use and evaluate his or her readiness to quit</td>
<td>To give smokers and their supporters the information and tools they need to start their personal journey to smoking cessation</td>
<td>To help curb the desire to use tobacco</td>
<td>To help keep an individual motivated and prevent relapse</td>
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Smoking cessation

- 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 |
| Fewer than half of smokers report being advised to quit |

**BUT CHALLENGES STILL EXIST...**
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
Thank you