

HealthTag[®] by CVS Pharmacy[®]

Deliver crucial health care messages to your members when they fill their prescriptions at CVS Pharmacy

As the #1 most reputable healthcare brand in the U.S.¹, we offer a familiar, trusted clinical setting to help educate and motivate members with messaging directly attached to their prescription bag.

Targeted, scalable support

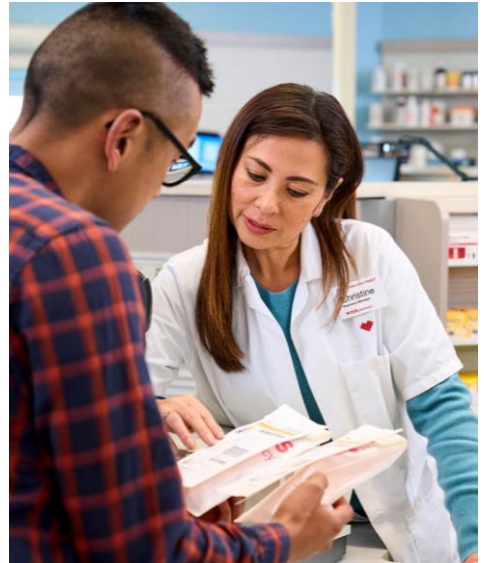
Target your full member population or specific cohorts to share relevant health care messages related to condition management, preventive services, plan benefits, and more.

Customizable messaging

Select from pre-drafted samples tied to quality measures or develop custom messaging – including translation to different languages – tailored to you and your members' needs. A QR code can help direct members to an online destination of your choosing.

Personalized, flexible delivery

Messaging is printed directly on our pharmacy labels, and our trusted pharmacists or techs can help reinforce actionable health behaviors at the pharmacy counter.



50M+

sponsored health care messages delivered since 2020

Up to 80%
reach rate²

Contact your dedicated representative or visit <https://business.cvs.com> to learn more about how CVS Pharmacy can help you reach and engage your members with HealthTag[®] during their most frequent health care interaction.¹

¹. <https://pro.morningconsult.com/analyst-reports/most-trusted-brands-2025> ². CVS Health Enterprise Analytics, 2025. Actual results may vary based on targeted member population, campaign duration, and other factors.

Let's get started!

Program implementation is simple —
here's how to get started in as few as 45 days*:

- 1 Select a standard message using the planning request form or submit custom messaging for review and approval.
- 2 Share a list of members who fill their prescriptions at CVS Pharmacy® that you've identified as needing targeted support.
- 3 CVS® completes a list match to verify current patients and performs campaign setup. HealthTag campaigns can run from 90 up to 365 days.

What you can expect



Configurable campaign design

From duration to member targeting to messaging and delivery, a HealthTag® campaign can be designed to fit your needs.



Robust reporting capabilities

Campaign, activity, and member-level reporting provide visibility to message delivery volume and engagement on a per-member basis.



Market-leading quality support

CVS has a proven track record reaching, engaging and influencing members to help you impact quality performance.

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*HealthTag® message delivery can begin in as few as 45 days once a contract is signed and data-sharing has been formalized. Custom messages require additional time for review, approval and implementation. 1. Valliant SN, Burbage SC, Pathak S, Urick BY. Pharmacists as accessible health care providers: quantifying the opportunity. J Manag Care Spec Pharm. 2022 Jan;28(1):85-90. doi: 10.18553/jmcp.2022.28.1.85. PMID: 34949110; PMCID: PMC8890748.