

CVS Pharmacy® Adherence Solution

Targeted member engagement with market-leading results, designed to help clients achieve quality objectives for diabetes, hypertension and cholesterol medications.



Flexible, scalable targeting

Target high-risk cohorts or provide broader support for your full-member population with our customizable programming.

Personalized, data-driven support

We use historical fill and engagement data to tailor our interventions throughout the duration of the program, maximizing reach and behavioral impact.

Comprehensive, multichannel outreach

Members are engaged during key moments of their medication journey by local CVS® pharmacists and technicians or through digital channels.



New starts to therapy now with new member onboarding outreach



Expanded outreach and smarter engagement for Rx pick-up and refill reminders



Longitudinal adherence coaching now with mid-therapy check-ins

#1

in Stars adherence performance for member support (among top 10 largest competitors)¹

73%

of enrolled, high-risk members maintained or achieved PDC \geq 80%² to help meet a large national health plan's adherence and quality objectives

Contact your dedicated representative today at business.cvs.com/contact-us to learn more about how the CVS Adherence Solution can support your member's health and your quality ratings.

PDC = Proportion of Days Covered.

1. Pharmacy Quality Solutions (PQS) 2025. Calculated based on contracted support to improve adherence (PDC) for the full member population of two national health plans.. 2. CVS Health® Enterprise Analytics, based on a large national health plan's 2024 program. Reflects members achieving adherence (PDC \geq 80%) after exposure to interventions targeting Medicare Part D measures of hypertension, cholesterol and diabetes.

Let's get started!

Program implementation is simple —
here's how to get started in as few as 40 days:

- 1 Share a list of members who fill their prescriptions at CVS Pharmacy® that you've identified as needing additional targeted support.
- 2 CVS® completes a list match to verify current patients and uses advanced analytics to determine appropriate interventions — channels, messaging and timing customized for each individual member — to maintain or improve adherence.
- 3 Once your program is running, you can adjust member targeting to align with your latest adherence strategies and monitor intervention activity on the reporting dashboard.

What you can expect



Continuous program optimization

CVS monitors member responsiveness and engagement to maximize adherence outcomes



Shared investment in program success

Outcomes-based pricing means we're mutually invested in your success



Market-leading adherence support

CVS has a proven track record reaching, engaging and influencing members to help you achieve your goals

Contact your dedicated representative or visit

<https://business.cvs.com> to learn more about how CVS Pharmacy can help you achieve your business goals.