

Formulary Optimization by CVS Pharmacy®

Proactive member and provider engagement centered on education for clinically appropriate, cost-effective medication alternatives — available through your members' plan benefit.



Targeted intervention

Focus on specific member populations and payer-identified therapeutic alternatives to maximize your formulary strategy.

With the right message

We educate on behalf of the health plan, sharing clinically appropriate, on-formulary alternatives available to patients through their plan benefit.

At the right time

Members and providers are engaged during key moments of the medication journey to minimize disruption to therapy.



Formulary updates



New starts to therapy
(in development)

+4%

lift in formulary compliance following intervention by CVS Pharmacy¹

96%

average member satisfaction rating for formulary-related outreach by CVS Pharmacy²

Contact your CVS representative or visit <https://business.cvs.com> to learn more about how CVS Pharmacy can support your formulary strategy with our enhanced solution.

1. Results from a Formulary Optimization campaign for a large national health plan, 2025. 2. Results from a Formulary Optimization campaign for a large national PBM, 2025. Satisfaction ranked on a scale of 1-5 stars, with 96% representing an average of 4.8 stars.

Let's get started!

Program implementation is simple — here's how to get started:

1

Share a list of members who fill their prescriptions at CVS Pharmacy®, along with targeted medications and their clinically appropriate, on-formulary alternatives.

2

CVS® completes a list match to verify current CVS Pharmacy patients. Members and/or their providers are engaged depending on the selected intervention.

3

Once your program is running, you can adjust member targeting and medication lists to align with your latest formulary strategy. Reporting will be shared by your CVS Pharmacy representative at regular intervals.*



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*Updated medications or alternatives may require time for review, implementation, and approval. Reporting frequency will be determined during program implementation.