

Insights Innovation to Transform the Omnichannel Experience at CVS Health



Presenters



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Vice President, Dig Insights

Cara has been designing and executing quantitative research projects for the last 15 years across fields including healthcare, academia, and market research. She leads a client service insights team at Dig Insights.



Caron Merrill

Director of Retail Customer Insights at CVS Health

Caron is responsible for primary qualitative and quantitative ad hoc and tracking research for the retail & digital pharmacy business and research related to the in-store retail clinics (MinuteClinic).

Contents


1. Omnichannel at CVS Health
2. The Impact on Insights
3. How Insights at CVS Health is Evolving

CVS Health at a glance

CVS Retail Stores + Aetna Insurance company + Caremark PBM = CVS Health



#4
on Fortune 500 list




300K
Colleagues across all 50 states,
Washington, D.C. and Puerto Rico




~34M
traditional, voluntary, and consumer-
directed health insurance members
Source: Fortune 500 2021




~110M
PBM plan members




9,900+
retail locations in 49 states, the District
of Columbia and Puerto Rico




Nearly **85%**
of U.S. population
lives within 10 miles
of a CVS store



2.5B
prescriptions managed
or filled



4.5M
customers served by
CVS Pharmacy stores
daily



Over **73M**
active ExtraCare members




\$268.7B
revenues 2021



1,100
MinuteClinic locations



50M
patient visits to the
MinuteClinic

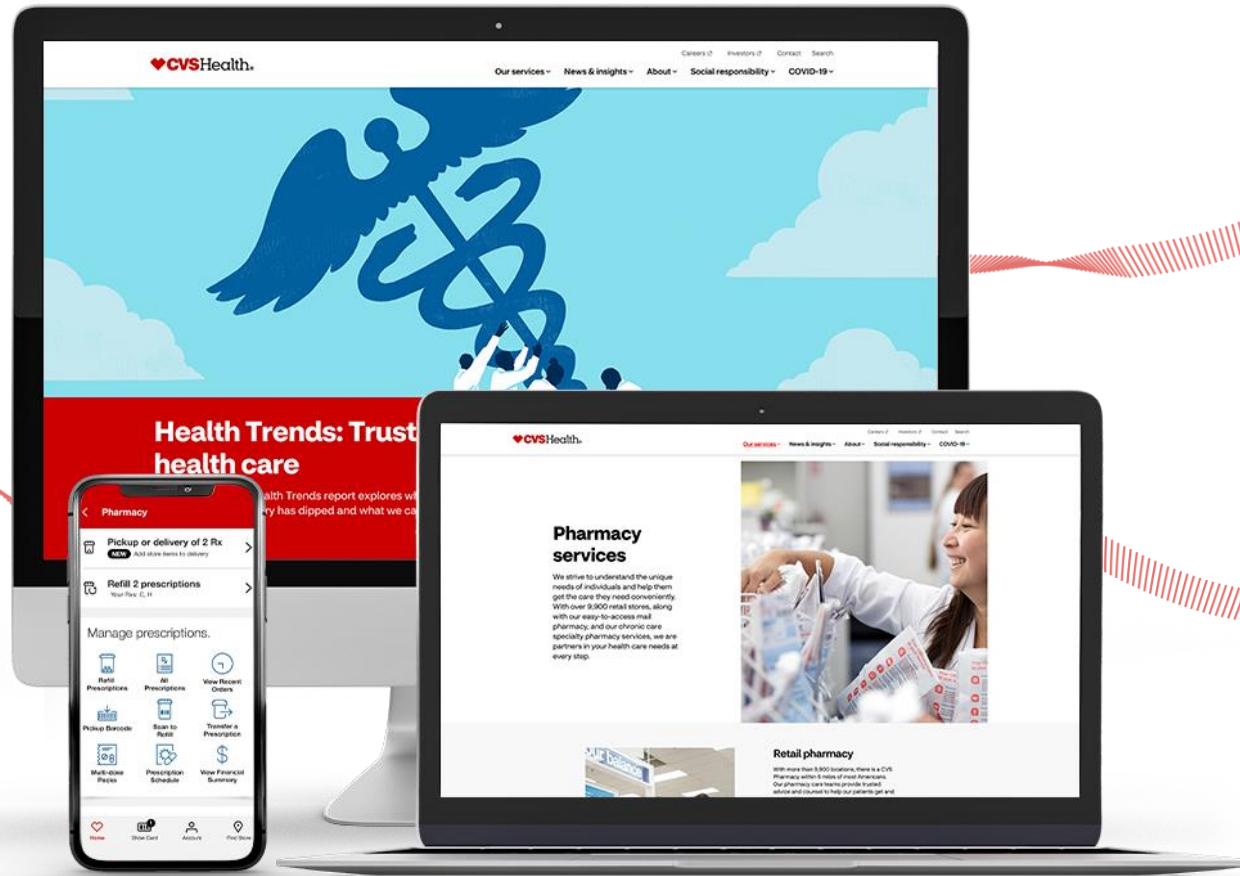


~44M
unique digital customers

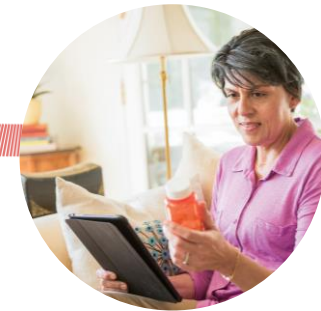
Omnichannel is a strategic imperative for CVS Health that impacts many parts of the enterprise ...



9,500
Retail Stores



Aetna Health insurance



Caremark PBM

... including how insights need to be gathered and shared

We need to be able to test large quantities of ideas quickly



New service delivery channels are emerging, which necessitates more testing



Sometimes we need to simply prioritize potential ones and eliminate the worst

And the pace of decision-making is even faster than ever before



New ideas are implemented quickly to succeed or fail fast



The competitive environment constantly changes as innovations are introduced

Just as consumer channels are blurring, the process for insights gathering is blurring

BEFORE

NOW



And that creates demand for new client / agency relationship

Increased need for speed
of delivery requires:



Fast data collection



Instant access to findings



Easy to understand metrics and clear visualization to
communicate results quickly



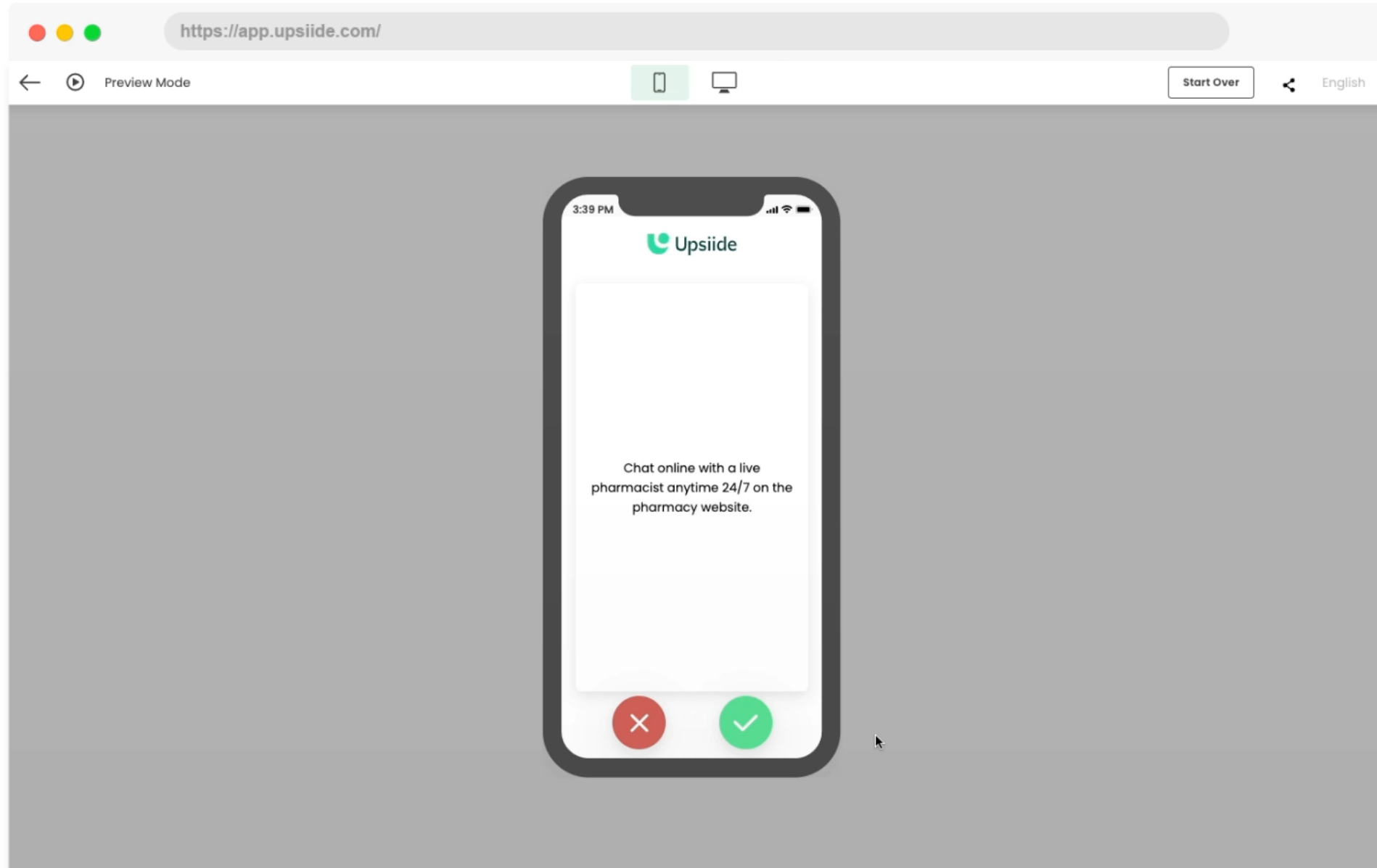
But at the same time needs **rigor** in terms of
sample quality and methodology to ensure
validity of results

And that creates demand for new client / agency relationship

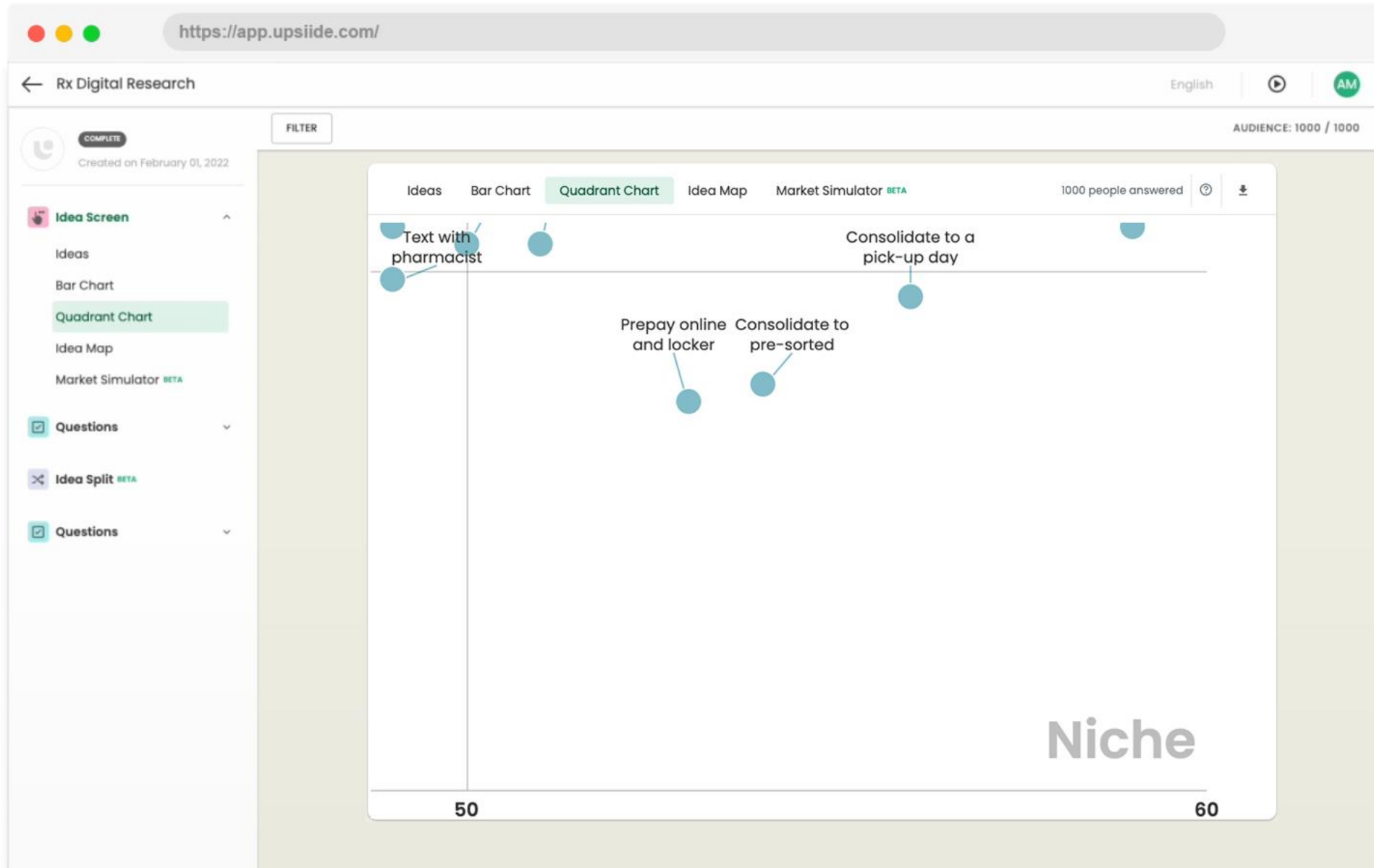
For CVS Health, we need to be able to:

- **Test multiple omnichannel benefits and features (26 in total) that are a combination of existing services and new ideas**
- **Sort ideas quickly into winners and losers and visualize the results simply**
- **Understand which benefits should be prioritized in marketing messaging**
- **Understand which services should be prioritized for research and development**

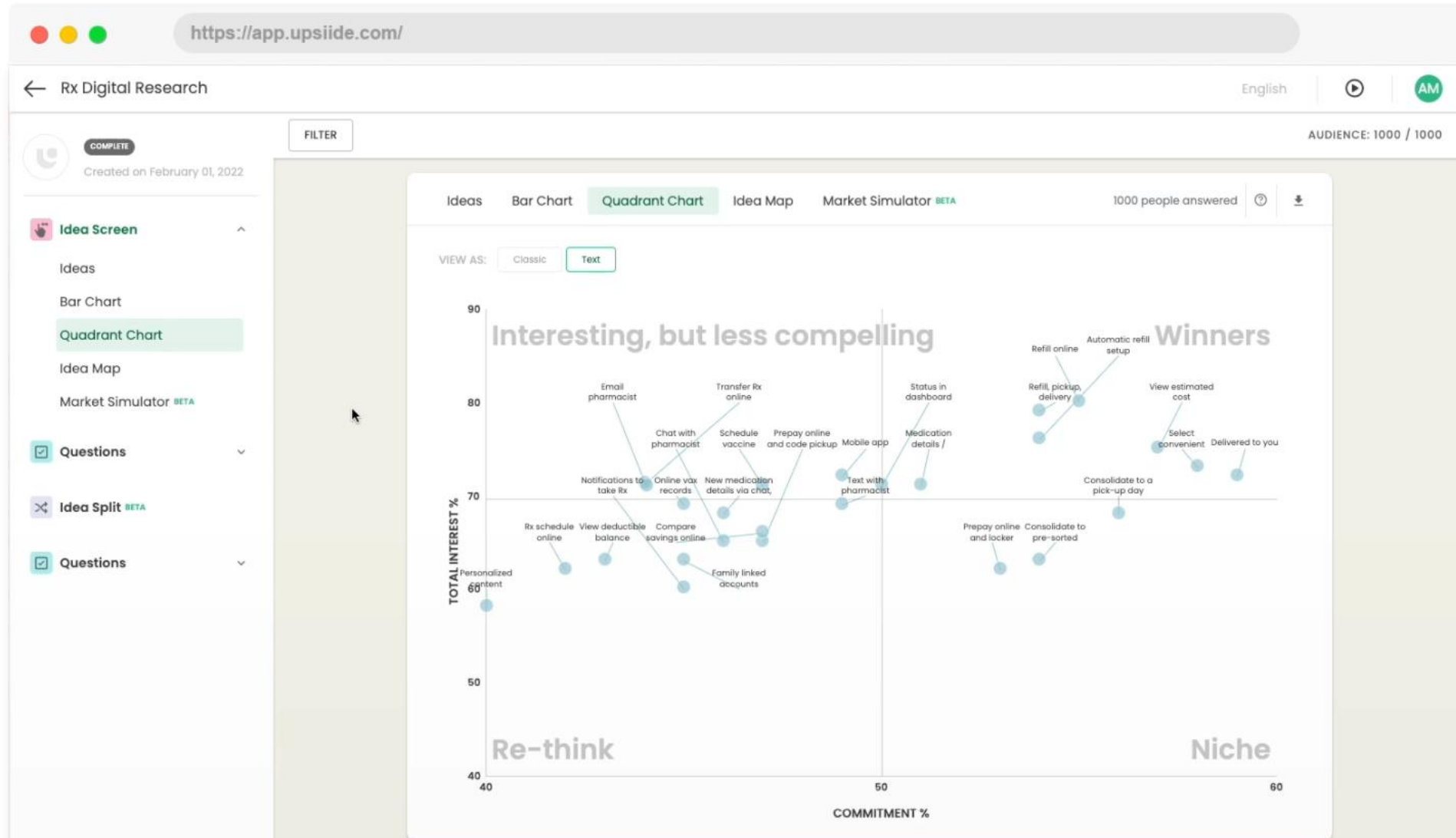
Upside makes that possible with fast data collection...



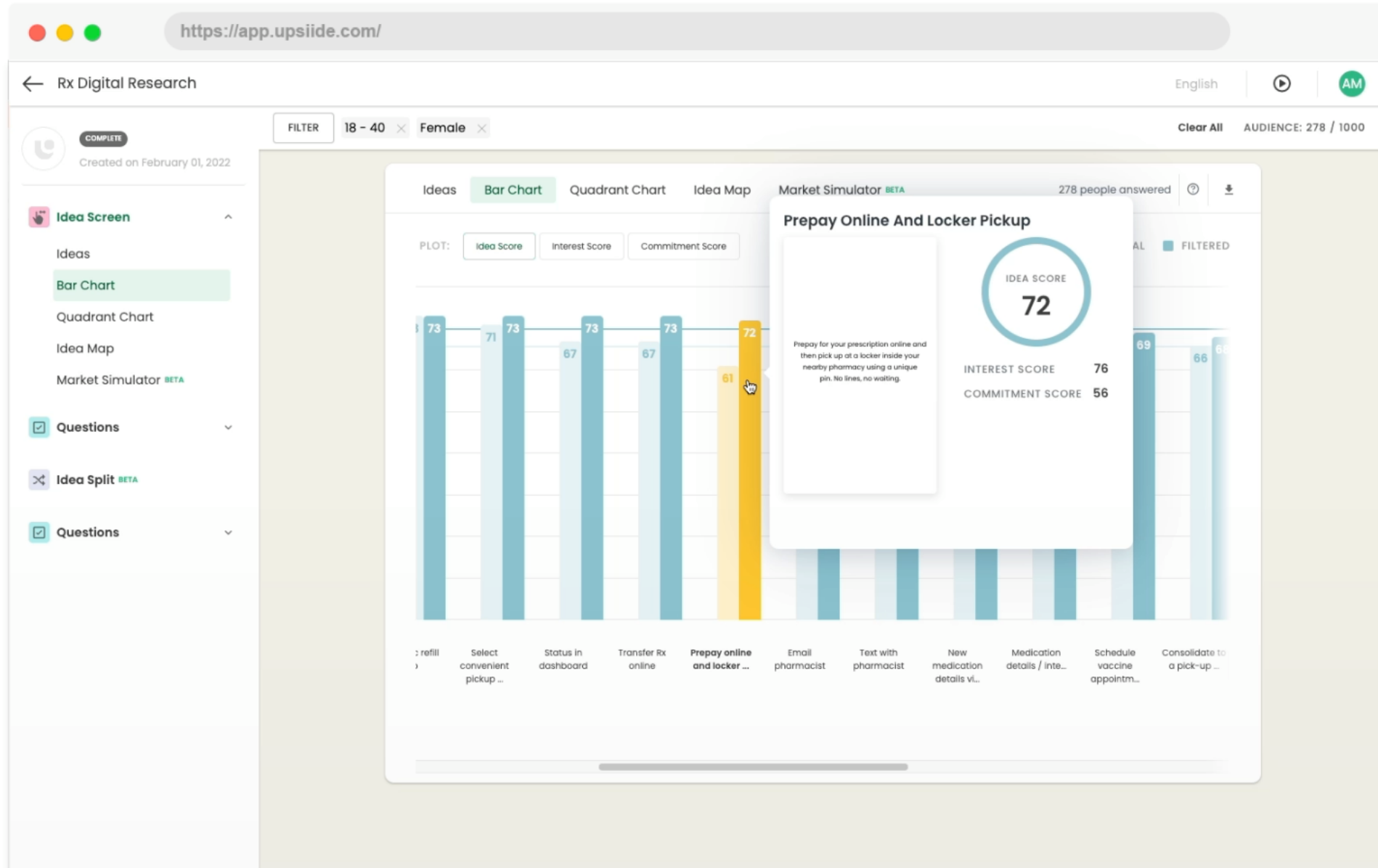
...real-time dashboard results...



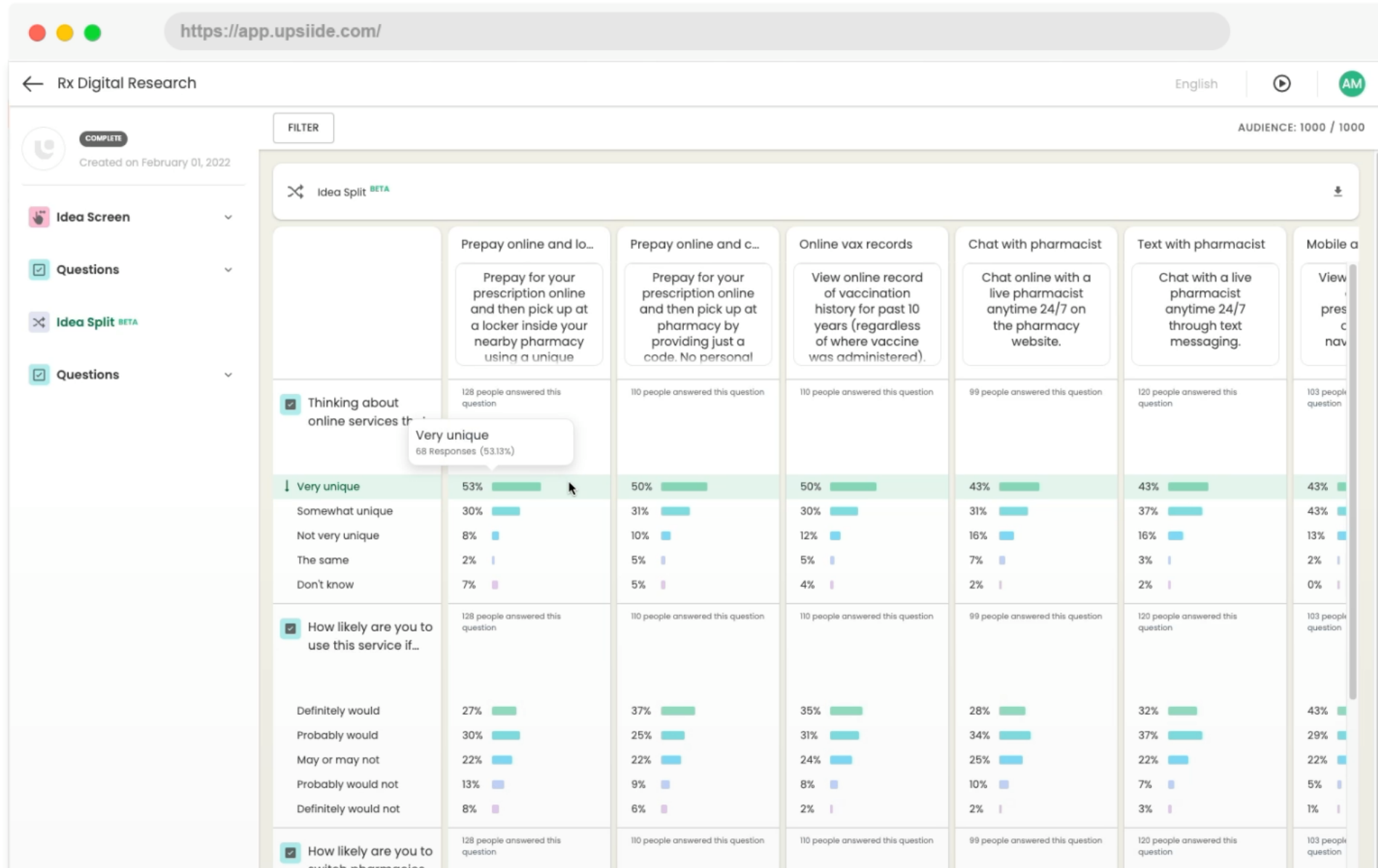
...intuitive visualizations...



...straightforward metrics...



...and analytical rigor



How did this help CVS Health?

1. The Commitment Score is the tie breaker
 - The simplicity of it allowed us to push our priorities in a way that traditional research hasn't been able to
2. Provided foundation for next phase of research to finalize innovation
3. Utilized by our product innovation team, as well as our marketing strategy team to develop messaging and prioritize technology investments
4. Mobilized our marketing communications more quickly than traditionally we've been able to



Questions?



Where to find us



Booth #603



diginights.com

upsiide.com