

Angel Flight Marketing Services

CVS Caremark Independent Retail Pharmacy Network Outreach

Direct Mail, Call Center Services, Analytics & Reporting, Database Management

Client: CVS Health

Situation

CVS Health the largest pharmacy health care provider in the United States. It is best known through its CVS/pharmacy division, more than 9,500 retail drug stores in 49 states, the District of Columbia, Puerto Rico and Brazil. It began in 1963 as Consumer Value Stores (CVS) selling health and beauty products. CVS added its first retail pharmacy department in 1967.

Goal

Identify members of CVS Caremark Retail Pharmacy Network who are independent pharmacy owners. Create a fulfillment network to provide information per independent pharmacy request. Develop a communication platform to host conferencing of PBM programs with independent pharmacy owners.

Strategy

Angel Flight Market Services (AFMS) assisted CVS Health in managing outreach and communication to over 126,000 members of the CVS Caremark's Retail Pharmacy Network and CVS/ Pharmacy suppliers throughout 49 states, the District of Columbia and Puerto Rico. This was accomplished with a marketing campaign supported by direct mail and live customer contact from AFMS outbound call center.

Solution

AFMS produced two detailed service reports to assist CVS Health to create communication processes to enhance its communication channel network in two major segments by: (1) verifying the identification of independent pharmacy owners and (2) a verifying the identification of independent pharmacy owners who had an interest in assisting CVS Caremark with additional PBM opportunities. Developed a database documenting POS information sent to independent pharmacy owners. Created a live webinar to highlight the features and benefits of CVS Caremark's PBM programs via live web interaction with independent pharmacy owners.



Results

AFMS served as the communication liaison voice between independent pharmacy owners by collecting and documenting detailed information relating to retail concerns throughout the country. This information was sourced into regional and state geographies. These findings were shared directly with CVS Health's Manager of Supplier Diversity and Procurement during weekly recap meeting and monthly operational reporting:

- Contracting opportunities
- Marketing support
- PBM inquires
- Diverse Certification
- Communicated Independent Retail Pharmacies questions and concerns to CVS Health

