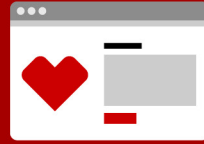# Digital Experience Executive Brief

The digital and virtual consumer experience

As consumer preferences increasingly turn toward greater simplicity, personalization and on-demand availability, CVS Health® is improving access and convenience through digital innovation. Through our digital tools and services, we're meeting customers where they are and putting care in the palm of their hand.

70%
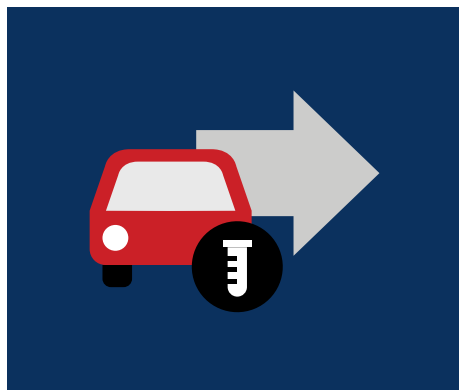of CVS Pharmacy® customers enrolled in text messaging program

40M
unique digital consumers across our enterprise

89%
of Specialty Pharmacy members have opted into digital programs

2B+
digital visits

COVID-19 digital solutions

Patients can schedule appointments, complete questionnaires, and check in for visits online. We also provided a universal electronic access to CVS Health vaccination records to the millions of adults we've vaccinated.

Virtual Care

Our virtual care offerings provide convenient and low-cost care, seamlessly integrating into individuals' health journey with simple scheduling, easy filling of prescriptions and directing consumers to in-person visits when appropriate.

In 2021, Aetna® launched **Virtual Primary Care** which is a first-of-its-kind health care solution that provides simple, affordable and convenient access to care for members from a team of providers that knows them and is accessible from just about anywhere.
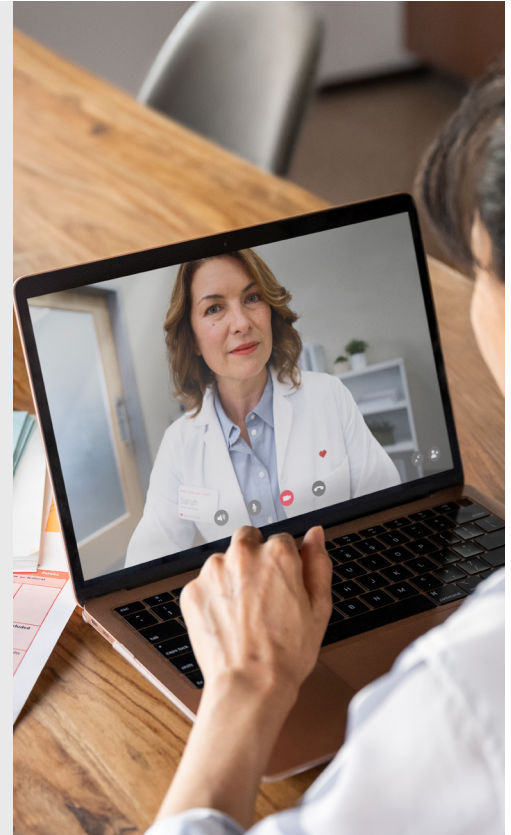
MinuteClinic expanded **Video Visit** service to patients in Montana, Alaska, and Nevada, bringing the offering to 49 states and the District of Columbia.

157K

MinuteClinic® Virtual Care visits

19M

virtual care visits across CVS® and Aetna, including 10M behavioral health sessions

Using digital capabilities to modernize our operations

In 2021, we announced a relationship with Microsoft focused on developing innovative solutions to help consumers improve their health, while giving our colleagues tools to better serve our millions of customers, members, clients and patients. This collaboration will help us accelerate an information-driven, personalized customer experience.

CVS Health Ventures

In 2021, we launched CVS Health Ventures with $100 million allocated for investments that will target high-potential, early-stage companies focused on tech-enabled innovation and disruption in digital health care.

- **Oshi Health:** a company focused on developing a virtual-first, integrated approach to gastrointestinal (GI) care
- **Workit Health:** one of the nation's leading providers of virtual substance use disorder treatment

Engaging consumers digitally

Our customers are more digitally engaged than ever, and we're focusing on meeting them where they are and providing a convenient shopping and savings experience.

- Leveraged the insights of our nearly **75 million** ExtraCare® members to enhance our rewards program to provide more flexibility in how members earn and spend their rewards. Coupled with an upgraded and easy-to-navigate CVS Pharmacy app experience, ExtraCare members now earn their **2% rewards** after every transaction.

- Enhanced our point-of-sale technology to enable customers to make a selection at each transaction on receiving a receipt for their purchase. Customers will have the option to **receive a digital receipt, a paper receipt, or decline a receipt** altogether. We began rolling this feature out in early 2022 and will expand chain-wide by year end.

- Began offering our Weekly Ad circular online and through our app in two-thirds of our markets and cut back on the newspaper and in-store printed circular options. These efforts resulted in a **70%** reduction in paper use.

7.3M

ExtraCare members are enrolled in digital receipts

Enhancing information security & privacy practices

We adapted to ever-changing external forces that affected our business, including regulatory changes and new cyber threats. We are making investments in smarter and more automated predictive systems to enhance security. We protected our COVID-19 response work, securing our remote workforce and our vaccine-related systems.

As we accelerated the digital evolution of health care, we further integrated data privacy and information security into the design and development of our systems, processes and products. We employ advanced analytics to monitor all our information systems and to detect and respond quickly to anomalies. Although ransomware continued to be a threat across the health care industry in 2021, CVS Health was not materially impacted by such attacks. We continue to find ways to deter threat actors from directly targeting our customers with phishing emails pretending to be from CVS Health.

With a recent security enhancement, more than 20 million fraudulent emails were blocked from directly reaching our customers.

We continued to build out our systems to improve the consumer experience and enhance security. We expanded our next-generation authentication capabilities to safeguard more consumers across additional channels, including the integration of voice-security technologies within our call centers.

Our commitment to privacy is at the core of our values. We focus our efforts on enabling quality, a consumer-centric experience and trust, while protecting the consumer and maintaining compliance. Under the leadership of our privacy office and chief privacy officer, we develop, monitor and assess CVS Health's compliance with global privacy regulatory requirements and risks. We provide annual trainings to all CVS Health colleagues on key privacy topics, including management of personal health information (PHI) and personally identifiable information (PII).