

The Rx Report

Community pharmacy reimaged



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Fall
2025

Overview

Community pharmacy in the United States is at an inflection point.

The industry is rapidly changing. Pharmacy reimbursement pressures continue. And patients increasingly worry about maintaining access to convenient, affordable community-based pharmacy care. At the same time, as chronic conditions rise and patients increasingly expect accessible, convenient care, the demand for community pharmacy continues to grow.

Because community pharmacy is one of the most accessible and trusted health care provider settings, patients increasingly expect to receive expanded care and services at their local pharmacies.

The opportunity for community pharmacy is clear. It's why the industry must evolve to address market challenges and keep pace with patient demand. Meeting this need requires new ways of doing business and smart public policies that enable an expanded role for community pharmacy to meet growing health care needs in the most convenient and affordable way.

As one of the most trusted health care brands, with more than 9,000 community health destinations nationwide, CVS Pharmacy® is helping to reimagine the industry and create the future of pharmacy *today*.

The 2025 Rx Report details the findings from a new CVS Health® survey of more than 2,200 consumers and more than 1,060 pharmacists and pharmacy technicians on the latest trends in community pharmacy, emphasizing opportunities for expanding the role it plays in health care.

With
9,000+
locations
nationwide,
CVS Pharmacy
is creating
**the future of
pharmacy today.**



Being a community destination is key

About eight-in-ten American adults report having visited a pharmacy in the past year, and nearly half (42%) prioritize personalized, convenient care at their pharmacy.¹ This finding underscores the need for a pharmacy experience that meets patients' unique health and wellness needs – when, where and how they want to receive care. In addition, nearly all pharmacy professionals (97%) recognize the importance of in-person interactions with their patients. Moreover, 80% of patients prefer face-to-face engagements over digital alternatives, with nearly half (48%) reporting they would consider switching pharmacies if they were limited to digital-only options,¹ which is consistent with data reported in last year's Rx Report.²

Nearly half of patients

42%

prioritize personalized, convenient care at their pharmacy



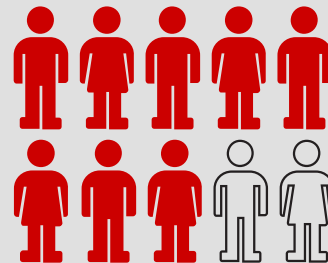
Further, there continues to be heightened concern over the growing number of illegitimate online pharmacies and the safety and quality of medications received online.³

Being a community health destination is a priority for CVS Pharmacy®. It means providing accessible care in the right locations, at the right times. While many community pharmacies have closed locations over the past few years, CVS Pharmacy has continued to strategically realign its footprint and has also opened new pharmacies.

About

eight-in-ten

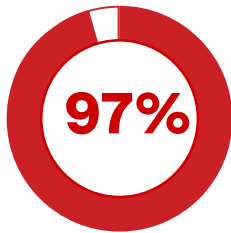
American adults report having visited a pharmacy in the past year



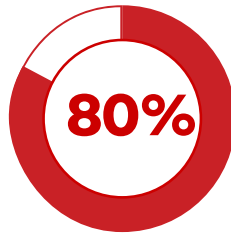
1. This research was conducted by Morning Consult on behalf of CVS Health. Morning Consult surveyed 2,207 U.S. consumers aged 18+, 72 pharmacy technicians and 996 pharmacists from across retail, independent, mail-order and online pharmacies, along with those in doctor's offices, clinics, hospitals and long-term care facilities. The survey was fielded from June 24-July 1, 2025.

2. This research was conducted by Morning Consult on behalf of CVS Health. Morning Consult surveyed 2,201 U.S. consumers aged 18+, 53 pharmacy technicians and 1,053 pharmacists from across retail, independent, mail-order and online pharmacies, along with those in doctor's offices, clinics, hospitals and long-term care facilities. The survey was fielded from July 1-26, 2024.

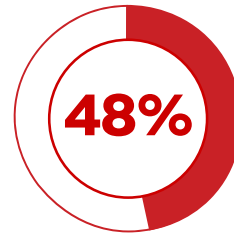
3. Centers for Disease Control and Prevention. (2024, October 2). Counterfeit prescription drugs sold online pose serious risks to consumers [Press release]. U.S. Department of Health and Human Services. <https://www.cdc.gov/media/releases/2024/s1002-counterfeit-prescription-online-pharmacies.html>



of pharmacy professionals recognize the importance of **in-person interactions with their patients.**



of patients prefer **face-to-face engagements over digital alternatives.**



of patients report they would consider switching pharmacies if they were **limited to digital-only options.**

In fact, this year alone, CVS Pharmacy® is opening nearly 100 new locations in communities across the country, including more than 60 pharmacies in Idaho, Oregon and Washington that were formerly Rite Aid stores.

The acquisition of these pharmacies represents an opportunity to help ensure continued local access to pharmacy care in an area of the country where CVS Pharmacy, historically, has not had a robust presence. In addition, CVS Pharmacy has also acquired prescription files of more than 600 Rite Aid locations in 12 additional states. Altogether, CVS Pharmacy is welcoming more than two million new patients in the Pacific Northwest alone as Rite Aid pharmacies close.

CVS Pharmacy also has plans to roll out new small format pharmacies in certain areas of the country without adequate access to pharmacy care, including underserved communities. These stores will be centered around pharmacies that offer all the services found at traditional locations, including access to acute and long-term prescriptions, automatic refills, immunizations and medication adherence support. They will also offer a smaller, curated front store assortment, including over-the-counter products that can help relieve cold and flu symptoms, pain relievers and other health and wellness items. These new small format pharmacies are the latest example of how CVS Pharmacy varies its store formats to meet the local needs of the communities it serves.

CVS Pharmacy is opening nearly
100 new locations
this year, including
60+ pharmacies
in the Pacific Northwest



Digital – yet local

Research shows that patients are interested in online pharmacy tools to enhance their overall experience, primarily those that make managing, refilling and obtaining prescriptions easier and more convenient. This finding underscores the need for a community pharmacy that combines local presence with digital tools to support patients, ensuring experiences tailored to their unique needs across diverse communities.

CVS Pharmacy® leverages an approach that is tech-enabled but powered by colleagues – prioritizing the long-standing trust of pharmacy teams but using technology in innovative new ways to enhance pharmacist-patient interactions. It means that pharmacy teams can focus on what matters most: personalized patient care.

This approach includes the company's new pharmacy check-in system, which allows patients to initiate their prescription pickups using a barcode from the CVS Health® app or by entering their information via touchscreen at the pharmacy counter. This innovation also helps reduce lines and wait times. The CVS Health app also provides patients with a variety of other self-service tools, including prescription management and tracking capabilities and delivery or in-store pick-up options.

People-first innovation

Supporting differentiated patient experiences first begins with creating the right kinds of experiences behind the counter. While most community pharmacists (67%) remain at least somewhat satisfied with their jobs, nearly two-thirds of them (65%) are interested in integrating

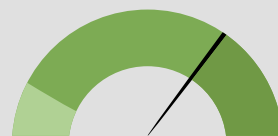
technology into their roles to enhance their day-to-day work and create efficiencies.¹ And more manageable workloads have been cited as a top driver of pharmacy workforce retention.

CVS Pharmacy believes its colleagues are its biggest differentiator. The company continues to make significant investments in its community pharmacies to evolve how its pharmacy teams work – driving efficiencies and flexibility, streamlining administrative processes and improving workflow and workload.

This approach includes innovations like a dynamic workload-sharing model that leverages the scale of its community pharmacy business and colleagues located across multiple pharmacies within a state, all working together.* The model has had a powerful impact on pharmacy teams' ability to support patients, especially when prescription volumes increase unexpectedly. For example, as CVS Pharmacy welcomes new patients into its community locations as Rite Aid stores close, teams can distribute workload across pharmacies in their area, helping ensure the pharmacies receiving the prescription files have support from other nearby CVS Pharmacy teams to manage the increase in patients and prescriptions.

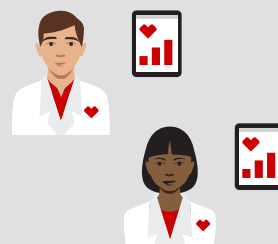
67%

of pharmacists are **satisfied** with their jobs



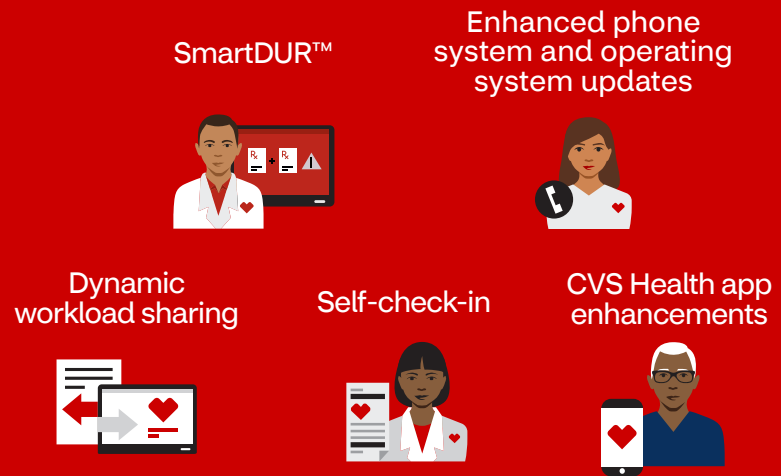
65%

of pharmacists are interested in **integrating technology** into their roles



*In states where allowed.

Technology helps support both colleagues and patients at CVS Pharmacy



In addition, CVS Pharmacy® continues to champion safety and quality with a first-of-its-kind approach to drug utilization reviews (DURs), which helps provide pharmacists with actionable alerts alongside clinical information and talking points to support conversations with patients and providers. This industry-leading system, called SmartDUR™, better supports and empowers pharmacy colleagues to prioritize personalized, high-quality care.

The company's enhanced phone system has also made a big difference by mediating incoming calls in the pharmacy. With this new approach, when patients call their local CVS Pharmacy, they are able to self-serve through digital tools available via the CVS Health® app and **CVS.com** and/or can leave a voicemail, which is then transcribed and integrated directly into the pharmacy team's workflow for prompt and comprehensive follow-up.

This leads to improved prioritization for pharmacy teams, so they have greater flexibility to deliver more personalized, comprehensive care. Colleagues report a positive impact as a result of this innovation on their well-being, and patients

report high satisfaction with using self-service digital tools, in addition to receiving more timely, thorough responses to their questions.

Additionally, a new technology for colleagues to log into workstations has launched in pilot stores replacing the need for colleagues to manually log in. The technology enhances security and compliance and helps reduce keystrokes and the time spent on log in and credentialing by consolidating multiple steps into a fast and simple process. The solution will roll out to CVS Pharmacy locations nationwide over the next year.

Finally, CVS Pharmacy is also modernizing its pharmacy operating system. When deployed, it will be a game-changer, transforming the colleague user experience with a modernized interface, improved information management systems, enhanced search functions, streamlined processes and more to help meet the growing needs of the business. The new operating system is also being developed with input from pharmacy colleagues to ensure it meets the current and future needs of both them and their patients.

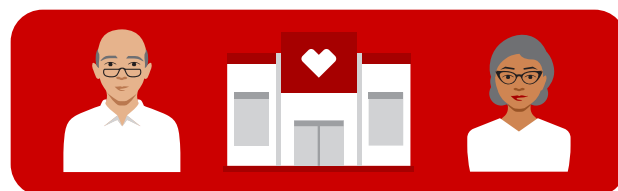
Expanding the role of community pharmacy

As pharmacy teams feel more supported in managing administrative tasks and completing processes more efficiently, it paves the way for more opportunities for impactful patient care. Research indicates that most community pharmacy professionals (61%) chose to pursue a career in the profession because they were motivated by a desire to help others. And 75% of pharmacy teams surveyed aspire to provide more care to their patients, data that has held steady year-over-year.¹

Patients also want to receive more care from their local pharmacy, with most adults (70%) believing that pharmacists should be able to provide health care services when primary care is unavailable.¹

Further, 77% of those surveyed report that they trust their local pharmacist and pharmacy team, which is the top reason patients seek health care services from pharmacies – and 84% of adults view pharmacies as credible sources of health care.¹ Today, pharmacists are frequently recognized as one of the most relied-upon health care providers, second only to primary care doctors.

In addition to greater use of technology and digital health tools that support patients, an expanded scope of practice – such as prescribing certain medications – is among the top changes pharmacy professionals want to see in the industry over the next several years.¹



Adults trust their local pharmacists and want more care from them

Believe pharmacists should be able to provide health care services

70%

Trust their local pharmacist and pharmacy team

77%

View pharmacists as credible sources of health care

84%

CVS Pharmacy® has expanded the types of care and services it provides. Its capabilities include administering vaccinations (for more than 12 different illnesses and diseases), prescribing hormonal contraceptives in select states where permissible, testing and prescribing medications as needed for influenza and COVID-19 where allowed by state law and performing comprehensive medication reviews to support medication adherence for those with chronic conditions.

But there is still more that both pharmacists and technicians can do to play an expanded role in public health.

This is why CVS Pharmacy is advocating for meaningful public policy that can help ensure pharmacy teams have the flexibility to perform

expanded health care services and practice within the full scope of their training and education. This includes supporting The Ensuring Community Access to Pharmacy Services Act of 2025 (H.R. 3164/S.2426), which will help preserve access to pharmacist-led testing and services that have become mainstays since the COVID-19 pandemic.

It also means partnering with industry associations like the American Pharmacists Association and the American Association of Colleges of Pharmacy to have open dialogue with their leadership and members. CVS Pharmacy provides operational insight to boards of pharmacy to ensure pharmacy regulations support safe practice without adding onerous requirements that cause undue burden on pharmacy workflow and impede patient access to care.

Championing change

Rebecca Leinart is a licensed pharmacist and district leader who has had a long career with CVS Pharmacy. After starting with the company as a front store associate, she took advantage of a professional development opportunity to become a certified pharmacy technician, then a licensed pharmacist – a path that, she says, “has completely changed my life.” Today, as a District Leader driven by a deep-rooted dedication to her colleagues, patients and the profession, Rebecca serves on the Tennessee Board of Pharmacy, where she advocates for responsible, evidence-based state pharmacy regulations that support patient safety and access to care.



Rebecca Leinart

Cecil Cordle

Cecil Cordle, a Clinical Product Development Manager for CVS Health®, has worked in CVS Pharmacy stores and as a field leader. During pharmacy school, he developed a passion for the regulatory and legal aspects of the profession, and today, he is the President of the Georgia Board of Pharmacy. In his role, Cecil shares meaningful first-hand experiences and aims to help proactively address emerging trends in pharmacy practice; his goal is to better equip pharmacy teams to deliver comprehensive care while enhancing safety and accessibility.

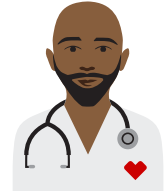
Connecting care

Beyond having access to expanded services at the pharmacy, 65% of adults are also interested in having pharmacists connect them to additional health care services, saying that they'd be at least somewhat likely to seek primary care, specialists or other community health resources if recommended by their local pharmacy teams.¹

With its unique collection of assets, CVS Health® is well positioned to meet such needs and drive integrated value for patients at a provider of their choice. The company is also focused on creating an operating model that supports high-touch clinical care. For example, through its Centers of Excellence (COEs), local, specialized pharmacists and technicians conduct patient outreach telephonically, and their trusted relationships with patients enable them to connect patients to impactful care options, such as In-Home Health Evaluations (IHEs) with Signify Health® providers.

65%

of adults want
pharmacists to help them
access more health care



Data has shown that traditionally hard-to-reach patients are more inclined to engage with this important health service when approached by a member of their local CVS Pharmacy® team.

CVS Pharmacy teams are also making an impact as part of integrated care teams at several CVS Pharmacy locations that can be found side-by-side with Oak Street Health® primary care clinics, which specialize in care for Medicare beneficiaries. This approach ultimately helps ensure comprehensive care, delivers better experiences and supports better outcomes for patients.

CVS Pharmacy is delivering more care than ever before

Testing &
prescribing
medications

(In states where
permissible)



Administering
vaccines



Supporting
medication
adherence

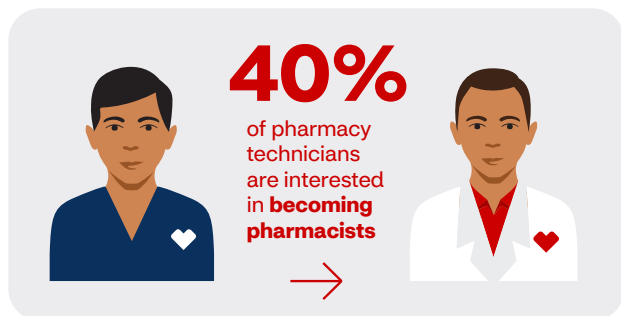


Conducting
comprehensive
medication reviews



Supporting the future generation

As community pharmacy plays an expanded role in health care, ensuring a robust pipeline of pharmacists and technicians is key. Today, 40% of pharmacy technicians surveyed have expressed interest in becoming pharmacists, up from 23% in 2024.¹ To build on this momentum and help meet community pharmacy demands, employers and pharmacy colleges need to work closely to help inspire more to choose a career in community pharmacy.



Research shows that 77% of pharmacy technicians say that tuition assistance would increase their likelihood of pursuing a career as a pharmacist. To play a vital role in this effort, CVS Pharmacy® has launched scholarship and tuition assistance programs intended to help remove financial barriers to higher education.¹ Each year, through its PharmD Tuition Assistance Program, the company reimburses up to \$20,000 per year to all eligible CVS Pharmacy interns in their last two years of pharmacy school. Additionally, in direct partnership with the American Association of Colleges of Pharmacy (AACP), the CVS Health® Foundation has launched the annual Community Pharmacy Award, which grants \$20,000 to 21 outstanding student pharmacists who face financial challenges in their pursuit of education.

In collaboration with Duquesne University, CVS Pharmacy has also established the Duquesne Tuition Advantage program, which provides educational support and financial resources for aspiring pharmacists. Through this program, 100 select CVS Pharmacy colleagues who are pursuing an online Doctor of Pharmacy degree via Duquesne can benefit from a 50% tuition discount. This benefit is designed to both remove barriers to education and enable CVS Pharmacy employees to balance their careers and studies effectively.

Tomorrow's pharmacy leaders



Meet Janki Patel, a CVS Pharmacy graduate intern and former student who benefited from what she calls a “very rewarding” internship experience with CVS, where she had the opportunity to engage in hands-on training while serving patients in the metro Boston area. Janki is also a beneficiary of the CVS Health PharmD Tuition Assistance Program, which grants a \$20,000 reimbursement per year to eligible CVS Pharmacy interns during their last two years of pharmacy school. She is one of 930 colleagues who have received such reimbursements through the program to date.

In addition, CVS Health® continues to make significant investments to support its pharmacy teams, helping them grow professionally by offering hands-on training programs, robust internships and rotational programs, a new and expanding community pharmacy residency program, fellowship programs, along with a Pharmacy Preceptor Training Certification, to ensure that pharmacists are well-prepared for their roles. The company provides hundreds of funded training hours for both undergraduate interns and graduate interns, so they can gain valuable experience, build confidence and experience a smooth transition into the pharmacy workforce.

Revolutionizing the pharmacy reimbursement model

A more sustainable pharmacy reimbursement model could also be a way to create stability and longevity of community pharmacies. Legacy reimbursement models, which rely on a market-basket approach based on discounts from various industry benchmarks, do not accurately reflect the actual costs of purchasing medications or the services provided by community pharmacies. This is exacerbated by the increasing prevalence of high-cost branded drugs and the impact of high-deductible health plans. As a result, community pharmacies have struggled to adapt in a challenging market.

It's why CVS Pharmacy® introduced its innovative CVS CostVantage™ model, which helps provide a more transparent and sustainable reimbursement framework. This model, which earlier this year was successfully implemented for all commercial

prescriptions dispensed through CVS Pharmacy, is designed to ensure that pharmacies are compensated fairly for the services they provide.

By moving away from cross-subsidization and the complexities of the traditional market-basket approach, CVS CostVantage establishes a pricing structure based on the actual cost of drugs, a defined markup and a dispensing fee that reflects the value of care provided. The model also enhances transparency for pharmacy benefit managers (PBMs) and payors, paving the way for simpler reimbursement models for plan sponsors and patients. Its implementation is seen as a game-changer for CVS Pharmacy, and in 2026, the company plans to transition several government services programs to the cost-based pricing model.

Inside the CostVantage™ Model

A more sustainable approach to pharmacy reimbursement

$$\begin{array}{rcl} & \text{Current cost of drugs} & \\ + & \text{Defined markup} & \\ & + \text{dispensing fee} & \\ \hline = & \text{Transparent reimbursement} & \end{array}$$

Conclusion

As the pharmacy industry continues to face challenging market dynamics and growing demand for local, accessible care, community pharmacies must evolve to meet these needs, leveraging technology to drive convenience and personalization, while maintaining the essential human connections that patients and pharmacy professionals value most. CVS Pharmacy® is leading this change, evolving its model and transforming how local pharmacy care is delivered across the country. In addition, advocating for the expanded role of the pharmacist, through public policy and regulations, is critical to help enable a model that delivers important care and supports public health.

The training and development of the next generation of pharmacy professionals, backed by robust scholarship and tuition assistance programs, also helps ensure a sustainable workforce for the future.

As an industry leader with a more than 60-year legacy of serving communities in innovative ways, CVS Pharmacy is doing pharmacy differently, bringing this vision to life at its more than 9,000 community health destinations – because reimaging the future starts now.

