Expanding our Commitment to Smoking Cessation

October 30th, 2014

William Fulcher MD
VP Medical Affairs
CVS/pharmacy Stopped Selling Tobacco Products September 2014

CVSquitsforgood
A Pharmacy Care *Innovation* Company

Helping People On Their Path To Better Health
Our Groundbreaking Decision has Garnered Positive Reaction

“We welcome this decision…required a great deal of courage on the part of the officers of CVS as well as the Board. We encourage others in the industry to adopt a similar stance.”

– Otis Brawley, Chief Medical Officer, American Cancer Society

“This decision positions CVS as a real leader in the fight against tobacco…and more broadly in improving the health of our country.”

– Matt Myers, President, Campaign For Tobacco Free Kids

“We view the decision as the right move long-term for a company looking to be an even larger player in U.S. health care.”

– Credit Suisse
Tobacco use Continues to be a Major Public Health Issue

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<th>THE NUMBERS ARE STAGGERING</th>
<th>AND SMOKERS NEED HELP</th>
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<td>Smoking is <em>the</em> leading cause of premature disease and death – attributed to 480,000 deaths every year in the United States(^1)</td>
<td>The rate of reduction in smoking prevalence has <em>stalled in the past decade</em>(^1)</td>
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Selling tobacco products is inconsistent with the purpose of a health care company.

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There are Significant Health Benefits for Smokers who Quit

Long-term smokers who quit by age 40 can gain back nine of the 10 years they would have lost to smoking

By reducing the risk of chronic disease, quitting smoking may result in reduced medical costs; more productive employees

Advice from a health care provider increases quit attempts and use of effective medication treatment – leading to double or triple the rate of smoking cessation

We recognize the opportunity to provide valuable support and resources to help smokers quit for good.

Expanding our Commitment: We Offer a Variety of Individualized Services to Help Smokers Quit

Our smoking cessation program includes the following four components supported across all CVS Health channels and coupled with a planned awareness campaign:

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<th>Component</th>
<th>Description</th>
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<td><strong>ASSESSMENT</strong></td>
<td>• To learn about an individual’s history of tobacco use and evaluate his or her readiness to quit</td>
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<tr>
<td><strong>EDUCATION</strong></td>
<td>• To give smokers and their supporters the information and tools they need to start their personal journey to smoking cessation</td>
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<tr>
<td><strong>MEDICATION</strong></td>
<td>• To help curb the desire to use tobacco</td>
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<tr>
<td><strong>COACHING</strong></td>
<td>• To help keep an individual motivated and prevent relapse</td>
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Awareness: Alerting Plan Members to the Services we Offer to Help them Make a Change

• Information available at CVS/pharmacy:
  – Program brochure and quit cards
  – Circulars, direct mail and ExtraCare® messaging (receipt and email blasts)
  – In-store signage and radio at CVS/pharmacy
• Customer Care Representatives can act as awareness advocates
• Online hub for information and awareness at CVS.com/quit-smoking and Caremark.com

Creating awareness and the desire to quit helps build momentum for smoking cessation.
Assessment: Providing an Initial Readiness Evaluation and Personal History

**CVS/pharmacy**
- Pharmacist conducts a personalized assessment and, if appropriate, creates a customized treatment plan with members

**MinuteClinic®**
- Nurse Practitioners offer the Start to Stop™ program, which begins with an assessment to create a customized treatment plan

**Digital**
- Members can complete a nicotine addiction assessment online

**By phone**
- Members can call a toll-free number, operated by the American Cancer Society® Quit for Life® Program to complete a readiness assessment and receive referrals to plan-sponsored offerings, community resources or the CDC’s Quit Line
**Education: Providing Resources to Help Members Quit for Good**

**CVS/pharmacy**
- Pharmacist provides a program brochure, Quit Card and customized treatment plan

**MinuteClinic®**
- Nurse Practitioners provide ongoing coaching and support to meet the individual needs of smokers who are trying to quit

**Digital**
- Education, tools, links and information on how to access personalized, live support at CVS/pharmacy or MinuteClinic, or through a toll-free phone number operated by the American Cancer Society® Quit for Life® Program
Medication: Help Curb the Desire for Tobacco and Increase the Chances of Success

CVS/pharmacy

- Counsel patients on NRT options when appropriate
- Pharmacist checks formulary to ensure NRT is covered by client’s plan design

MinuteClinic®

- Nurse Practitioner provides an overview of medication options (OTC and Rx) and, if appropriate, can prescribe medication

NICOTINE REPLACEMENT THERAPY (NRT)

- Low-cost, over-the-counter (OTC) therapy
- Cost of NRT generally equal to cost of 1 pack of cigarettes per day¹,²
- Clients can elect to modify their plan design parameters to support NRT (through plan design, formulary, UM, etc.)

Medication support doubles chances for successful smoking cessation.*


*Non-grandfathered plans may already meet the Affordable Care Act requirement to provide smoking cessation coverage, including certain NRT products, at zero member cost share. Plans that do not currently provide such coverage may choose to adjust their plan design to include it.

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Coaching: Ongoing Support to Keep Momentum and Avoid a Relapse

**CVS/pharmacy**
- Pharmacist refers member to primary care provider and toll-free telephone number operated by the American Cancer Society® Quit for Life® Program

**MinuteClinic®**
- Nurse Practitioner provides face-to-face personalized coaching; visits are covered by most insurance

**Digital**
- Online hub supports members and helps reinforce the desire to quit smoking

**Phone**
- Members are guided to local resources and phone-based support

Research has shown that combining medication and coaching doubles the quit rates\(^1\)

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Core Principles of our Enterprise Program

Member touchpoints are available across our entire integrated model.

Smoking Cessation

A – Assessment
E – Education/Referral
M – Medication
C – Coaching

Interested Quitter

Information Brochure - E

Clinical Care

Pharmacy A, E, M

MinuteClinic® A, E, M, C

NRT/OTC Resources M

Digital Resources A, E, C

Call Centers E

Toll-free hotline* E, C

Success

*Operated by the American Cancer Society.
MinuteClinic®: Brochure

Visit MinuteClinic and kick the smoking habit.
- No appointment necessary.
- Open 7 days a week, including evenings and weekends.

Everybody loves a quitter.

Break the tobacco habit with START TO STOP™, our smoking cessation program.