



# Opening the Digital Front Door

A Post-Pandemic Expansionary Plan For CVS

*By Alexis Reder*

“We are analog beings living  
in a digital world, facing a  
quantum future.”

-Neil Turok<sup>1</sup>



# CVS Overview

## Background on CVS Health Corporation

*A leading American healthcare company.*

Purpose: ease healthcare navigation

- accessibility, costs & acting as a trusted healthcare partner.<sup>2</sup>

Brands:



Total Revenue: \$268.7 billion U.S. (2020); Projected: \$285.1 billion U.S.<sup>3</sup>

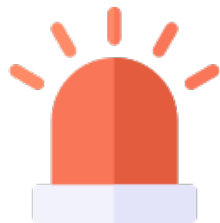


# Current Issues



## Data leakage crisis

June 2021 - 1 billion CVS Health search records.<sup>4</sup>



## Opioid Crisis

Oct. 2021 - Landmark Ohio trial names CVS.<sup>5</sup>



## Changing consumer expectations

Consumers prioritizing good service & experiences.<sup>6</sup>





Proposed Solution:

# Opening the Digital Front Door



# Opportunity Overview

## The Digital Front Door

Enhance journey touchpoints digitally.<sup>7</sup>

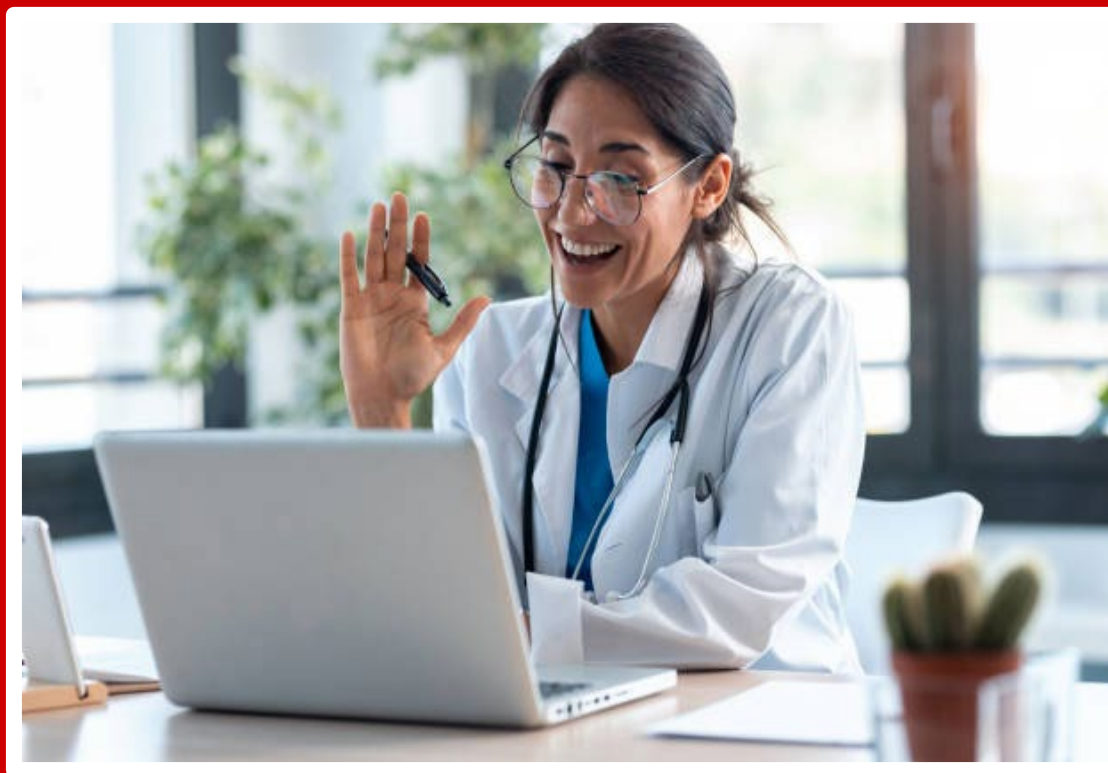
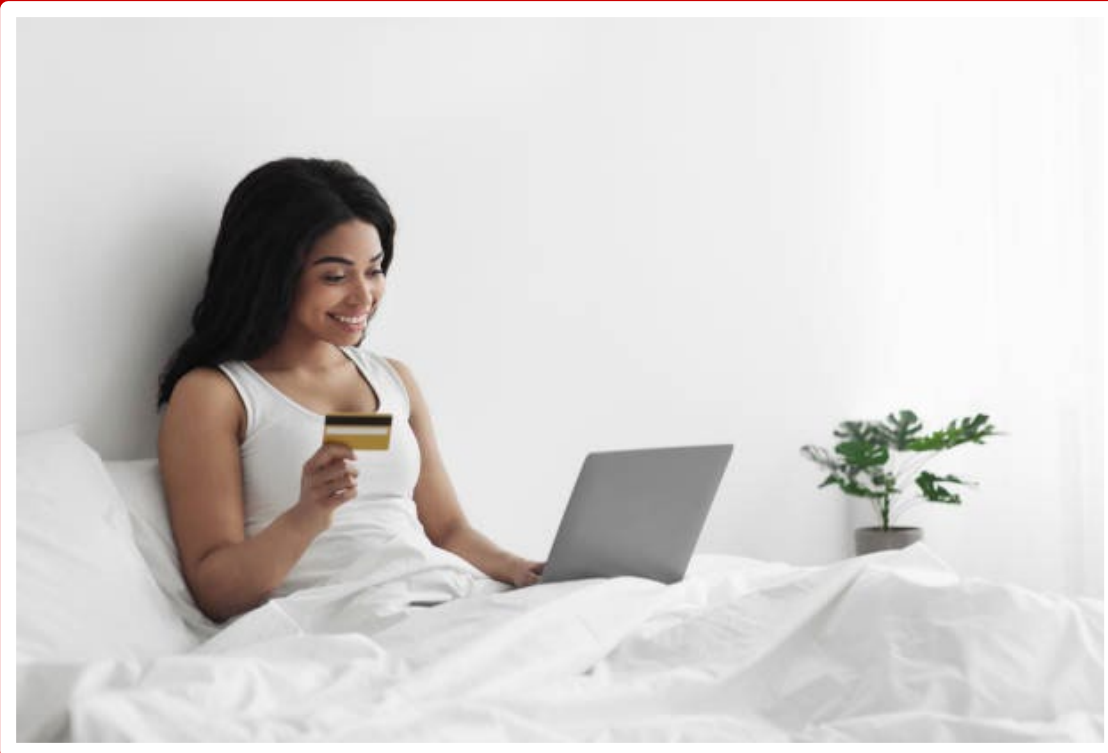
- ~88% of Americans want telehealth post-pandemic.<sup>8</sup>

## Methods

- New Digital Tools
  - Technology Partnerships
    - AR/VR
    - Doctor on Demand

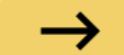


# Audience Insights



## Target Audiences

- Millennials-Generation X
  - Generation HealthTech<sup>9</sup>
    - Digital natives
- Health experts & providers
  - Current hiring plans<sup>10</sup>
- CA residents
  - 11% of all CVS Pharmacies<sup>11</sup>



# Objectives

## Communication Objectives - Location: CA



Deadline: June 2022

- ❖ To increase awareness of CVS's new digital initiatives by 5% among Millennials/Generation X (M/GX) residents.
- ❖ To increase awareness of how CVS's digital tools provide more ease of care by 5% among M/GX residents.
- ❖ To increase awareness of new digital initiatives by 15% among healthcare providers.





# Objectives

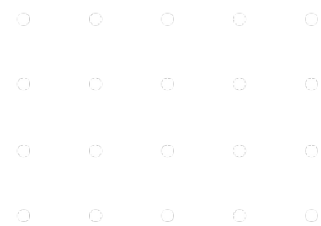


## Communication Objectives - Location: CA



Deadline: Dec. 2022

- ❖ To improve attitudes towards CVS's digital reliability by 35% among healthcare providers.
- ❖ To improve attitudes towards CVS as a health partner by 25% among M/GX residents.
- ❖ To improve attitudes towards CVS's quality of care by 35% among regular CVS customers.



# Objectives

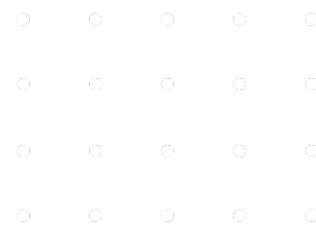


## Communication Objectives - Location: CA



Deadline: Oct. 2022

- ❖ To increase CVS's Doctor on Demand (DOD) downloads by 3.5% among M/GX residents.
- ❖ To increase purchases of CVS's mobile VR tools by 15% among DOD downloaders.
- ❖ To increase purchases of CVS's VR services by 15% among MinuteClinic patients.
- ❖ To increase patient recommendations of CVS digital tools by 10% among healthcare providers.



# Execution Strategies

## Paid

- Health Conferences
  - CEO
  - VR demo booths
- Interactive Marketing
  - Banner advertisements
  - Pay-Per-Click
  - Prescription on Demand VR Mall Booths
  - QR Code Posters



# Execution Strategies

## Earned

- Partnerships
- Media Outreach
  - “HealthTech Magazine”
  - “Modern Healthcare”
  - “Los Angeles Times”
  - “Everything VR & AR Podcast”
- Social Media Influencers
  - Marques Brownlee<sup>12</sup>
  - Super Saf<sup>13</sup>

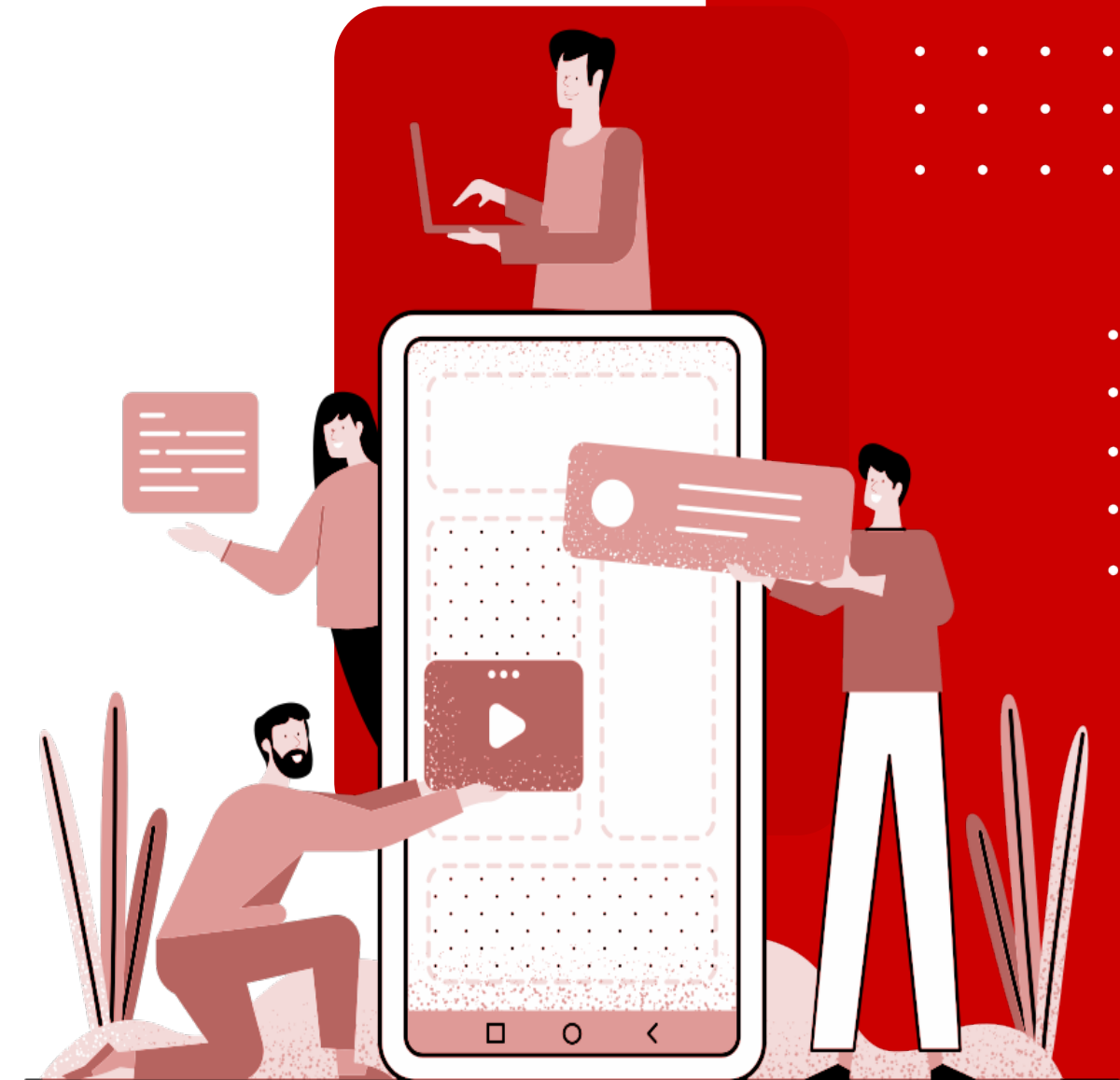




# Execution Strategies

## Shared

- Social media
  - Facebook, Instagram, LinkedIn, Twitter, YouTube
  - Infographics
  - Videos and testimonials
- Doctors on Demand App
  - First-time users pop-up deal



# Execution Strategies

## Owned

- Press Releases
- Website
- In-store VR demo displays
- Store posters



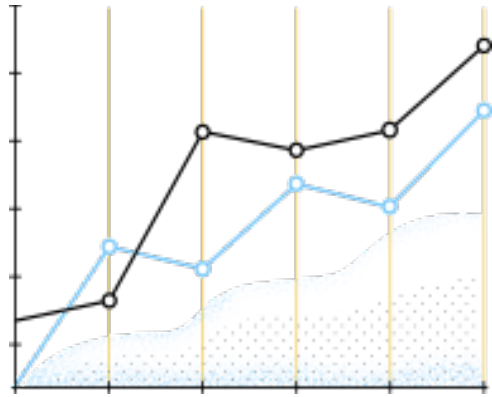
## More

### Corporate Social Responsibility

- VR Headset Donations
  - Community Health Centers
  - Senior Care Facilities/Agencies



# Evaluation

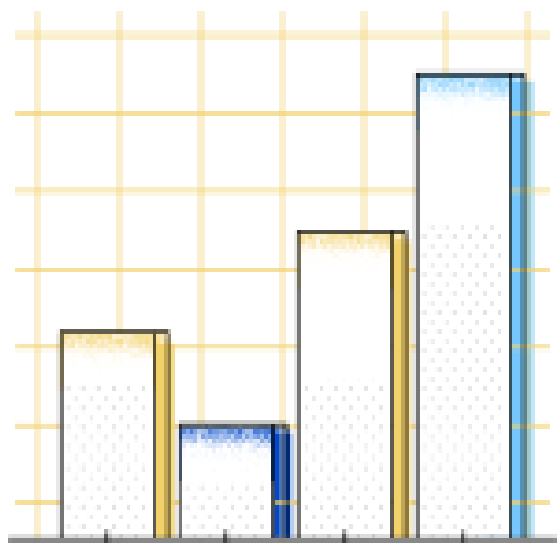
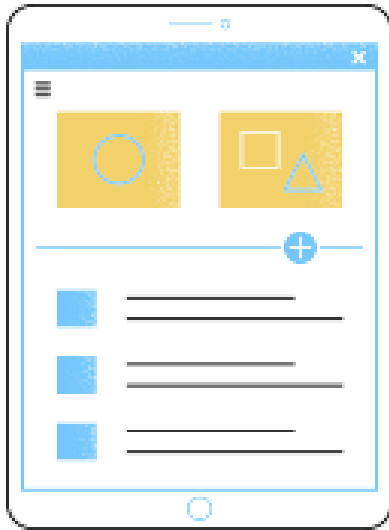


## Secondary Research

- Consumer demographics

## Primary Research

- In-app & online surveys
  - Yes/no questions
  - Likert scale
  - Open-ended questions



## Key-Performance-Indicators

### Profit margins

- Return-on-investments
- Purchases



# Thank you for your time and attention.

Please feel free to ask any questions or  
provide any comments.





# References

1. *Massey lecturer Neil Turok explores humanity of science.* (2012). CBC News. Retrieved November 9, 2021, from <https://www.cbc.ca/news/science/massey-lecturer-neil-turok-explores-humanity-of-science-1.1169758>
2. *About CVS Health.* (2021). CVS. Retrieved November 9, 2021, from <https://cvshealth.com/about-cvs-health>
3. *CVS Health Corporation (CVS) Balance Sheet.* (2021). Yahoo Finance. Retrieved November 9, 2021, from <https://finance.yahoo.com/quote/CVS/balance-sheet/>
4. McKeon, J. (2021, June 21). *CVS Health Faces Data Breach, 1B Search Records Exposed.* HealthITSecurity. Retrieved November 9, 2021, from <https://healthitsecurity.com/news/cvs-health-faces-data-breach1b-search-records-exposed>
5. *NPR Cookie Consent and Choices.* (2021, October 4). NPR. Retrieved November 9, 2021, from <https://choice.npr.org/index.html?origin=https://www.npr.org/2021/10/04/1041979845/a-landmark-opioid-trial-puts-spotlight-on-pharmacy-chains-cvs-walmart-and-walgre>
6. Ranjan, N. (2021, February 3). *How The Pandemic Has Impacted Customer Expectations.* Forbes. Retrieved November 9, 2021, from <https://www.forbes.com/sites/forbesbusinesscouncil/2021/02/04/how-the-pandemic-has-impacted-customer-expectations/?sh=412f54293185>
7. Gidron, Z. (2021, June 29). *What is the Digital Front Door in Healthcare?* Hyro. Retrieved November 9, 2021, from <https://www.hyro.ai/post/what-is-the-digital-front-door-in-healthcare>
8. Lagasse, J. (2021, April 12). *Most consumers want to keep telehealth after the COVID-19 pandemic.* Healthcare Finance News. Retrieved November 9, 2021, from <https://www.healthcarefinancenews.com/news/most-consumers-want-keep-telehealth-after-covid-19-pandemic>
9. *New Report: Healthcare Morphing Into HealthTech.* (2021, September 9). PYMNTS. Retrieved November 9, 2021, from <https://www.pymnts.com/healthcare/2021/healthcare-morphing-into-healthtech-as-millennials-go-for-digital-doctoring/>
10. *CVS Invests In Physician-Staffed Primary-Care Practices.* (2021, November 4). RetailWit. Retrieved November 9, 2021, from <https://retailwit.com/cvs-invests-in-physician-staffed-primary-care-practices/>
11. ScrapeHero. (2021, November 2). *Number of CVS Pharmacy locations in United States.* Retrieved November 9, 2021, from <https://www.scrapehero.com/location-reports/CVS%20Pharmacy-USA/>
12. *Original Influencer: Marques Brownlee '15 Knows Tech.* (n.d.). [Image]. Stevens150. <https://stevens150.com/original-influencer-marques-brownlee-15-knows-tech>
13. *Collaborate with SuperSaf | Technology Influencer & YouTuber.* (n.d.). Influencer Market UK. <https://influencermatchmaker.co.uk/technology-influencers/super-saf>

# References

*Boston University Wordmark*. (2021). [Image]. Wikimedia Commons. [https://upload.wikimedia.org/wikipedia/commons/thumb/3/31/Boston\\_University\\_wordmark.svg/1200px-Boston\\_University\\_wordmark.svg.png](https://upload.wikimedia.org/wikipedia/commons/thumb/3/31/Boston_University_wordmark.svg/1200px-Boston_University_wordmark.svg.png)

*CVS Caremark*. (2020). [Image]. YouTube. <https://yt3.ggpht.com/yt3/AKedOLS2pWADEP0KPbwgNKcMnZSiq7YTv39rP0I03OH1=s900-c-k-c0x00ffffff-no-rj>

*CVS MinuteClinic Logo Stacked | CVS Health*. (2021). CVS. <https://cvshealth.com/newsroom/media-gallery-and-corporate-logos/cvs-minuteclinic-logo-stacked>

*CVS Pharmacy Logo*. (2021). [Image]. Logok. <http://logok.org/cvs-logo/cvs-pharmacy-logo/>

*Doctor Waving*. (n.d.). [Image]. IStockphoto. <https://media.istockphoto.com/photos/female-doctor-waving-and-talking-with-colleagues-through-a-video-call-picture-id1249601252?k=20&m=1249601252&s=612x612&w=0&h=9vGGvCuWYR9l9M6XH2mHTyJUnK6KHZhVVOllhnq3cDE=>

*Ecommerce Concept*. (n.d.). [Image]. IStockphoto. [https://media.istockphoto.com/photos/ecommerce-concept-happy-young-african-american-sitting-in-bed-paying-picture-id1331291387?k=20&m=1331291387&s=612x612&w=0&h=ACHMMGzVaT3ptHvNhYNi85yaXsF\\_0OvAtH897axBnc4=](https://media.istockphoto.com/photos/ecommerce-concept-happy-young-african-american-sitting-in-bed-paying-picture-id1331291387?k=20&m=1331291387&s=612x612&w=0&h=ACHMMGzVaT3ptHvNhYNi85yaXsF_0OvAtH897axBnc4=)

*Free Quest 2*. (2021, May 6). [Image]. Unsplash. <https://unsplash.com/photos/Zf0mPf4lG-U>

*Health Blog*. (n.d.). [Image]. IMEG. <https://www.imegcorp.com/resources/blog/the-healthcare-digital-front-door-make-sure-yours-is-open-and-engaging/>

*Health Insurance Plans*. (2021). [Image]. Aetna. <https://www.aetna.com/>

*Karen Lynch*. (n.d.). [Image]. Weforum. <https://www.weforum.org/people/karen-lynch>

Rogers, S. (2020, February 26). *How Virtual Reality Is Benefiting Seniors* [Image]. Forbes. <https://www.forbes.com/sites/solrogers/2020/02/26/how-virtual-reality-is-benefiting-seniors/?sh=768a0b021485>

*Web Banner Image*. (2018). SD Global. [https://www.sdglobaltech.com/wp-content/uploads/revslider/Home\\_Basic\\_slider/web-banner-4-2.png](https://www.sdglobaltech.com/wp-content/uploads/revslider/Home_Basic_slider/web-banner-4-2.png)

*Your VR Demo Trade Show 2*. (n.d.). [Image]. Mbryonic. <https://mbryonic.com/wp-content/uploads/2016/08/your-vr-demo-trade-show-2-1.jpg>

Slide templates from Canva.