



CVS PHARMACY

Case Study

Health and Wellness Experience

In-store health and wellness events connecting local communities with pharmacists, dietitians and trainers while educating consumers about healthy lifestyles, Medicare and Medicaid programs.



CVS PHARMACY / HEALTH AND WELLNESS EXPERIENCE



Making Wellness More Accessible

Inside the Community

In-store health and wellness events connecting local communities with pharmacists, dietitians and trainers while educating consumers about healthy lifestyles, Medicare and Medicaid programs.



PROGRAM FOCUS

CVS Pharmacies were positioned as a partner in wellness through local Health and Wellness Events.

CORE OBJECTIVE

Encourage conversations about healthier lifestyles.

OUR APPROACH

Provided on-site wellness professionals such as pharmacists, dietitians and trainers, educated consumers about Medicare and Medicaid programs, and supported local community outreach through in-store events.

THE TAKEAWAY

In-store events paired wellness education with local community outreach.