

Expanding our Commitment to Smoking Cessation

CVS/caremark[™]

CVS
pharmacy

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:

ASSESSMENT

- To learn about an individual's history of tobacco use and evaluate his or her readiness to quit



EDUCATION

- To give smokers and their supporters the information and tools they need to start their personal journey to smoking cessation



MEDICATION

- To help curb the desire to use tobacco



COACHING

- To help keep an individual motivated and prevent relapse



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 day^{1,2}
- 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.*

1. Chandler MA, Rennard SI. (2010). Smoking cessation. *Chest*, 137: 428-435. 2. Clinical Pharmacology. Gold Standard/Elsevier. Accessed from <http://www.clinicalpharmacology-ip.com/default.aspx>. *As compared with no pharmacologic therapy.

*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. 32276

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 rates¹

MinuteClinic® Start to Stop™ Program

Everybody loves
a quitter



- The MinuteClinic Start to Stop program puts all four support components into action:
 1. Readiness Assessment: A completed and customized treatment plan is developed, which is covered by most insurance.
 2. Education: Nurse Practitioner and patient review customized plan together.
 3. Medication Support: Nurse Practitioner prescribes medication, or recommends other smoking cessation aids, when clinically appropriate.
 4. Coaching: Ongoing in-person coaching, including follow-up visits, as appropriate.