

# Ops Forum: Diabetes Program and Digital Tools

**Cathy Froyum**  
Strategic Account Executive

**Rochelle Yang**  
Clinical Advisor

**Christopher Arciaga**  
Account Manager

January 6, 2020





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**Welcome to your CVS Caremark  
pharmacy benefits plan!**

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**Rochelle Yang**  
PharmD

Clinical Advisor  
Employer Accounts  
CVS/caremark



EMAIL  
Rochelle.Yang@CVSHealth.com



PHONE NUMBER  
(619) 372-7406



LOCATION  
San Diego, California



## Professional Biography

Rochelle joined the CVS/caremark team in 2019. In her current role as a Clinical Advisor, she provides insights into drug trend, recommendations for cost-effective management, and answers to drug-related queries. As an integral part of the account management team, she supports her clients' needs by analyzing drug spend, proactively identifying opportunities for cost-effective care, monitoring the performance of CVS Health programs, and providing consultative recommendations on improving the pharmacy benefit.

Prior to her current role, Rochelle completed a managed care residency at a San Diego-based PBM MedImpact, with a focus on clinical account management. She presented on pharmacy spend and proposed solutions to help meet client needs at on-site quarterly business financial reviews, created custom reporting, and performed various analyses of client data, such budget impact forecasting due to anticipated formulary carve-ins and savings and member disruption from implementing drug exclusions. In addition, she completed projects in clinical analytics, specialty clinical management, health outcomes research, clinical product development, and pharmacy network management. Rochelle previously completed a corporate internship with CVS/caremark Federal Employee program (FEP), where she gained experience in prior authorization, fraud, waste, and abuse management, and patient-centered care.

Rochelle graduated magna cum laude with her Doctorate of Pharmacy from the University of Iowa in Iowa City, Iowa. She is a licensed Pharmacist in the State of California.



# Diabetes Program

# Free Meter Program



## Better Diabetes Management with No-Cost Meters



### How do you qualify?

- Have diabetes
- Have a valid prescription for Accu-Chek blood glucose test strips.
  - If you don't already have a prescription, we may be able to help get one from your doctor.
- Eligible to receive 1 free **Accu-Chek** meter per year through this program.
  - Accu-Chek Guide
  - Accu-Chek Aviva Plus

### What are your next steps?

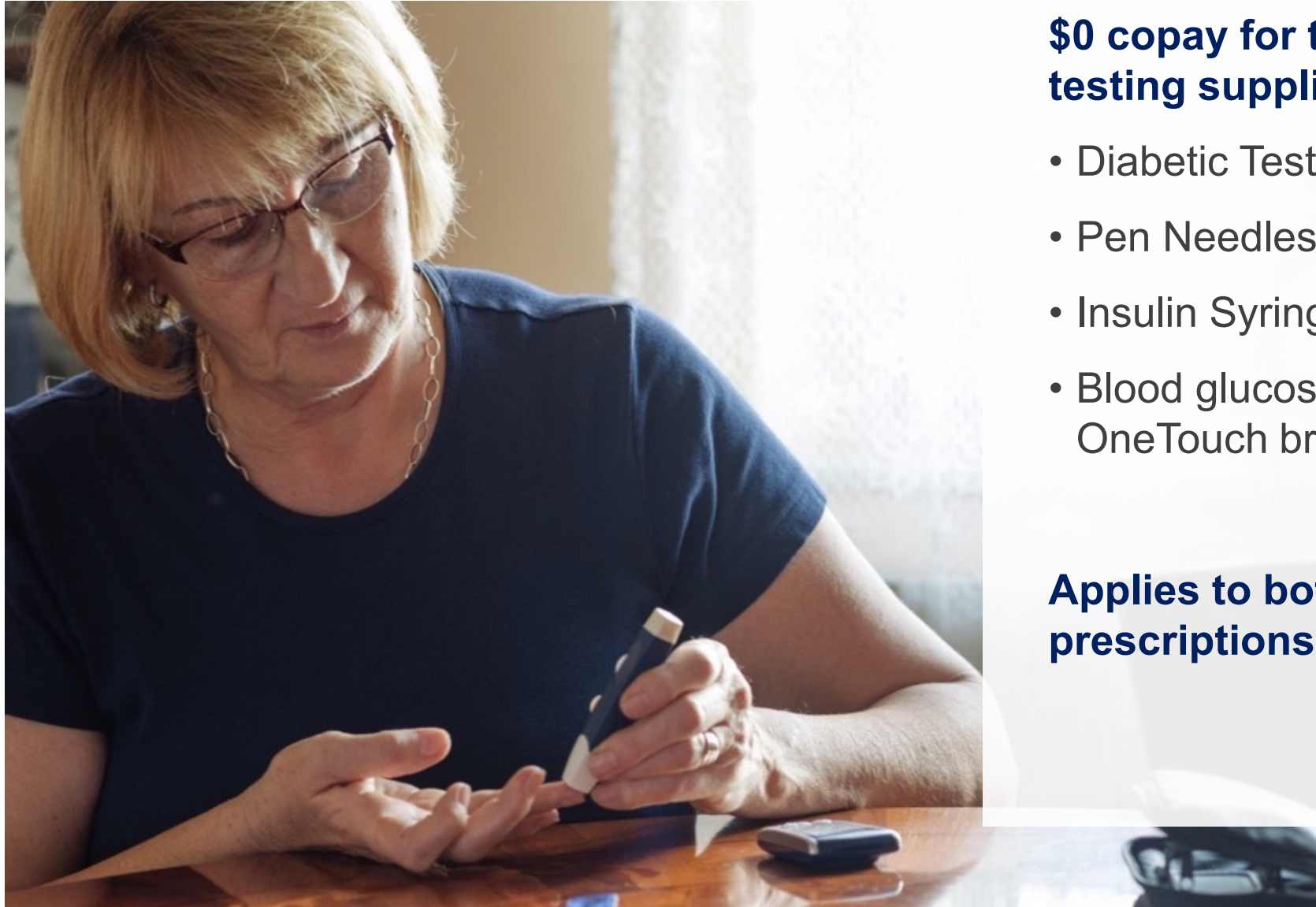
1. Call the CVS Caremark Diabetic Meter Program at:

**1-800-588-4456**

and provide doctor's name and contact information.

2. We will obtain a meter prescription from your doctor.
3. Meter arrives at your address within 7-10 business days.

# No Copay for Diabetes Testing Supplies



**\$0 copay for the following diabetes testing supplies:**

- Diabetic Test Strips
- Pen Needles
- Insulin Syringes
- Blood glucose meters (Accu-chek and OneTouch brands)

**Applies to both Retail and Mail Order prescriptions.**



## CVS Health Digital Tools



# Digital tools for your convenience

## CVS Caremark Desktop



[www.caremark.com](http://www.caremark.com)

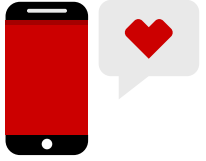
- Easy Refill for CVS Pharmacy, CVS Specialty and Caremark Mail Order prescriptions
- Check Drug Coverage and Cost
- Pharmacy Locator
- View/Print ID Card
- Financial Summary
- **Start Mail Order Service**
- **Plan Summary (copays, deductible, maximum out-of-pocket amounts)**
- **Prior Authorization (PA) Status**

## CVS Caremark App



- Easy Refill for CVS Pharmacy, CVS Specialty and Caremark Mail Order prescriptions
- Check Drug Coverage and Cost
- Pharmacy Geo-Location
- View ID Card
- Financial Summary
- Pill Identifier
- Check Drug Interactions
- Enabled with: Touch ID and Remember Me (Sign in)

## CVS Pharmacy App



- Easy Refill of CVS Pharmacy prescriptions only
- ExtraCare® deals and coupons
- Shop at CVS Online
- View ExtraCare® Card
- Schedule a MinuteClinic® visit
- Order Photo Prints

**The Caremark website/app can only refill prescriptions at CVS. For prescriptions at other pharmacies, please use their app or contact them directly to refill.**

The source for data in this presentation is CVS Health Enterprise Analytics unless otherwise noted. Please see the disclaimer page at the end of this presentation for more information.





**Christopher  
Arciaga**

**Account Manager**  
Mid- Market  
CVS/caremark



**EMAIL**  
Christopher.Arciaga@  
CVSHealth.com



**PHONE NUMBER**  
Office: (469) 524-5865  
Fax: (480) 860-3530



**LOCATION**  
Irving, TX



## Professional Biography

Christopher has been with CVS Caremark since 2009. He initially joined our Customer Care Team where he learned many aspects of the business while directly serving the needs of members. After nearly two years with the Customer Care Team, he then joined the Account Management team and has since worked with several types of clients in the implementation and maintenance of their plans. In addition, he also has 13 years of program management experience and 11 years of direct patient care experience.

As a CVS Caremark Account Manager, Christopher plays a dynamic role with the pharmacy benefits program. He is responsible for determining his client's intent by implementing programs and plans that cater to client's requests. He is the coordinator of information concerning, but not limited to, member eligibility, plan design, financial and legal issues. He is known for being a quick learner, solid implementer, good troubleshooter, good mentor and team player. He has strong verbal and written communication skills as well as solid interpersonal skills.



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**CVS Caremark website**  
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# Caremark.com landing page

## • Guest Refill

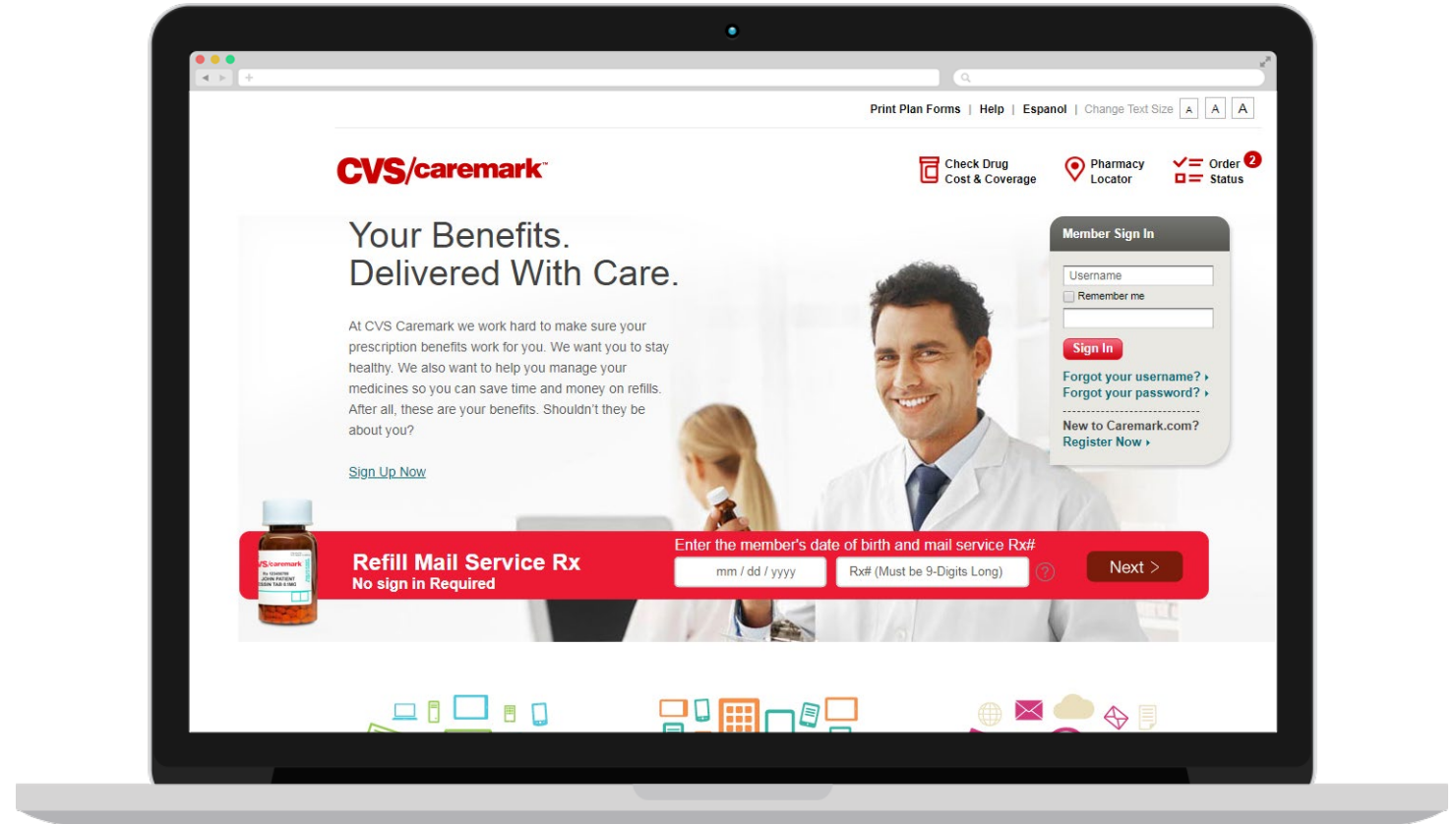
- Allows members to refill prescriptions without the need to log in
- Just enter birthdate and prescription number

## • Quick Link Icons

- Takes members directly to the area of site that they want to visit

## • Registration

- Can register with or without their member ID



# Registration

**CVS/caremark**

**Register for an account**

Your privacy is important to us. Our employees are trained reg appropriate way to handle your private health information.

Read more

**My registration choices**

Prescription number (Mail Rx #)

Member ID

**Continue**

Don't have either of these?  
[Proceed to enter all your info. >](#)

**CVS/caremark**

1-2-3

Registration - Step 2: Validate  
We take your privacy seriously, so we ask a third party to help us confirm your identity before you register. Please answer the following questions.  
You may try again [with ID](#)

**In what STATE was your SOCIAL SECURITY NUMBER issued?**

NH  
 TN  
 TX  
 RI  
 NONE OF THE ABOVE

**Which of the following PROPERTIES have you PREVIOUSLY or CURRENTLY owned?**

3134 GLENN RD  
 3101 HENSLOWE WALK  
 1951 KINGSTON LN W  
 9046 FOXCROFT CENTER CTR  
 NONE OF THE ABOVE

**Which of the following is/was your PHONE NUMBER?**

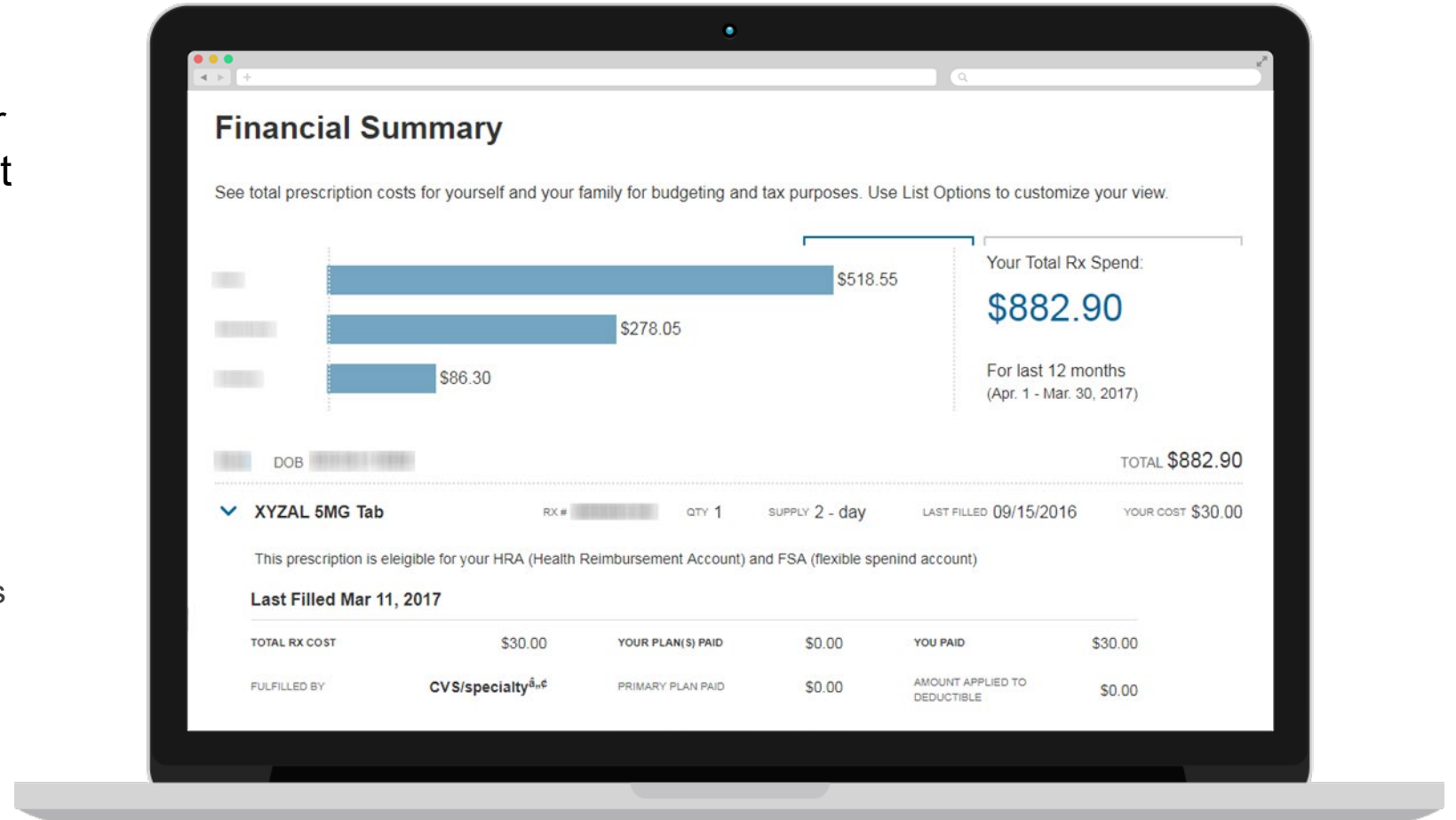
631-9895  
 200-1180  
 577-8233  
 331-5721  
 NONE OF THE ABOVE

**Continue**

1. Using a current prescription number
2. Using a member ID
3. Without a member ID

# Financial summary

- Helps members understand their total prescription spend and what is driving it
  - The “Your total Rx spend” to date is listed for applicable family members
  - Prescription claims for the past 18-36 months are available, depending on the member history
  - “List Options” allows the user to filter the information on multiple parameters



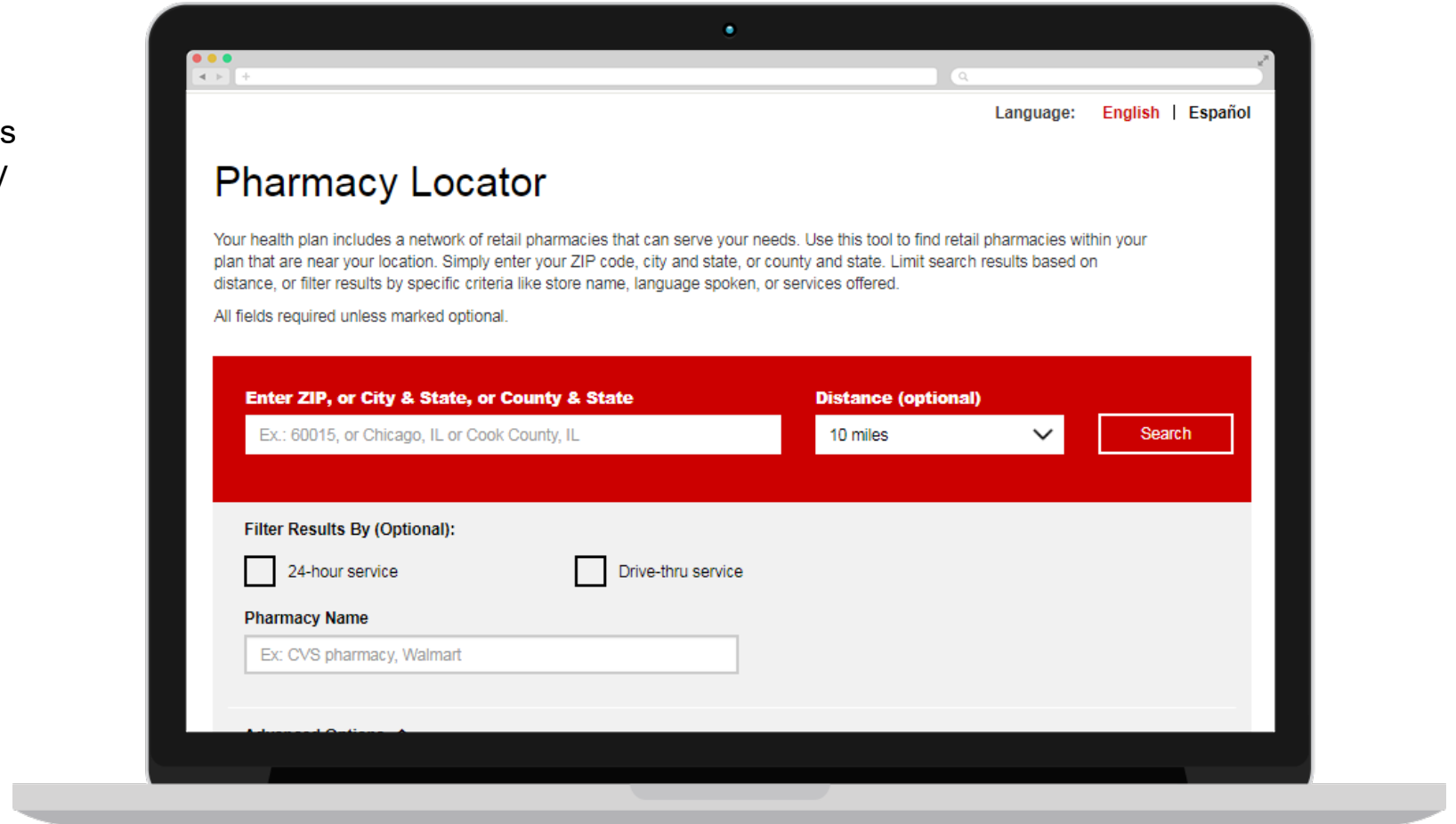
# Pharmacy locator

- Enter ZIP code or city and state
  - Apply filters
  - Can select a specific pharmacy, and as long as it is with their plan design, only those pharmacies will appear
  - Can select primary pharmacy
  - Can price a drug at the primary pharmacy

You have a national pharmacy network of 68,000+ pharmacies including all major chains and many independent pharmacies.

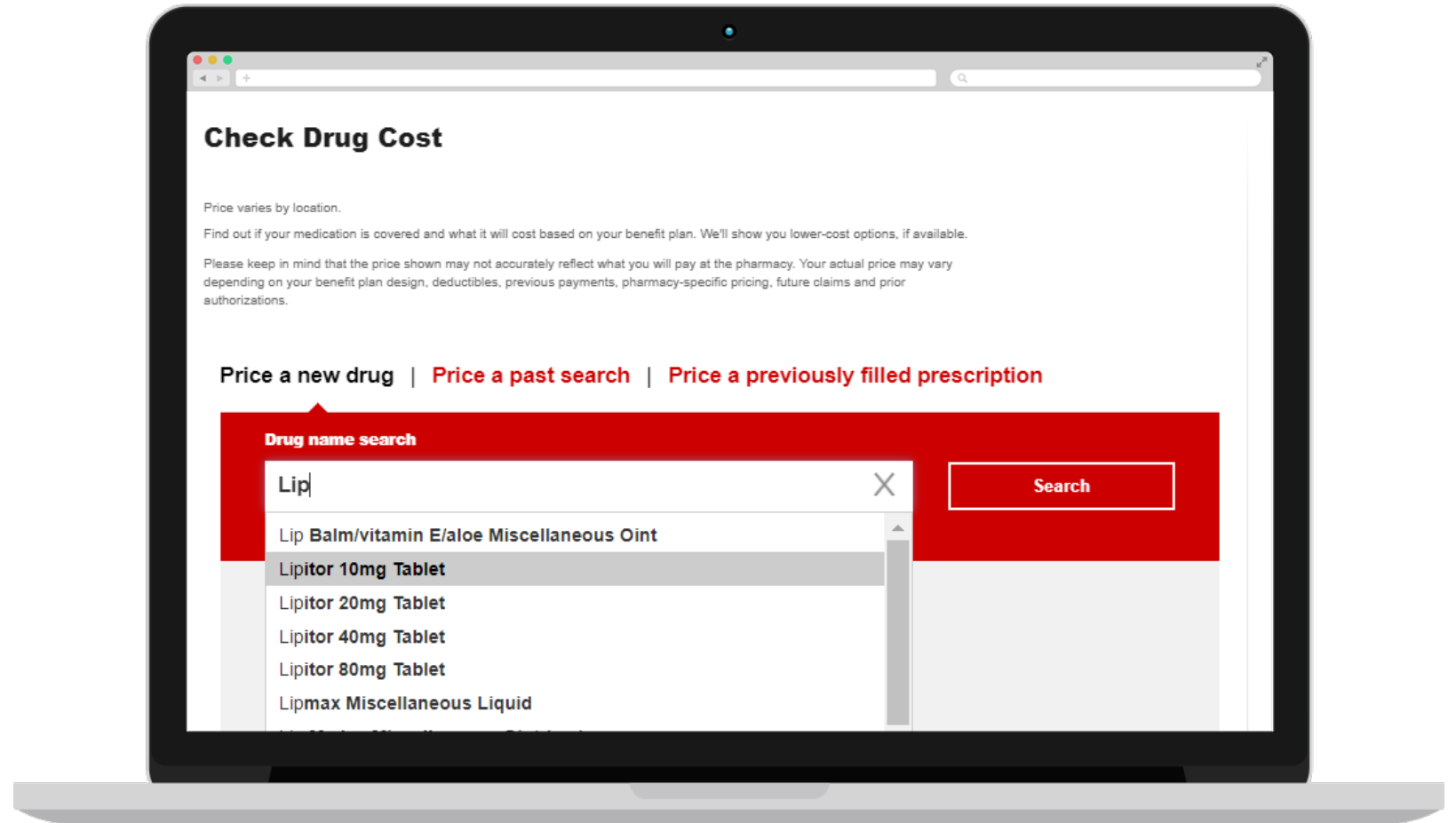
Includes (but is not limited to):

- CVS and CVS inside Target
- Walgreens
- Rite Aid
- Walmart
- Kroger



# Check drug cost and coverage

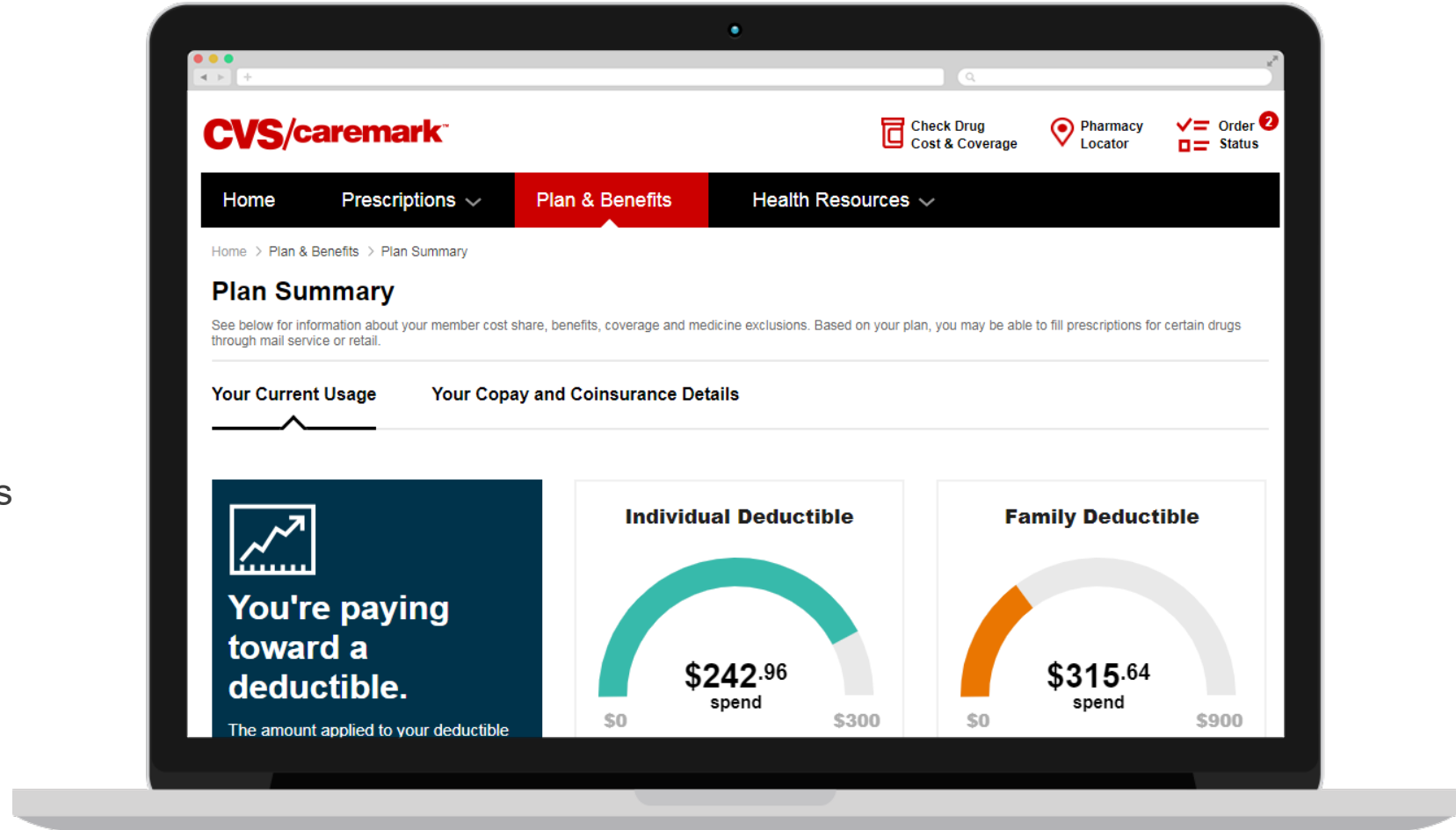
- To ensure members are spending health care dollars wisely, we help them:
  - Search for a drug
  - Confirm coverage
  - Understand cost
  - Explore lower-cost options
  - Share with their doctor





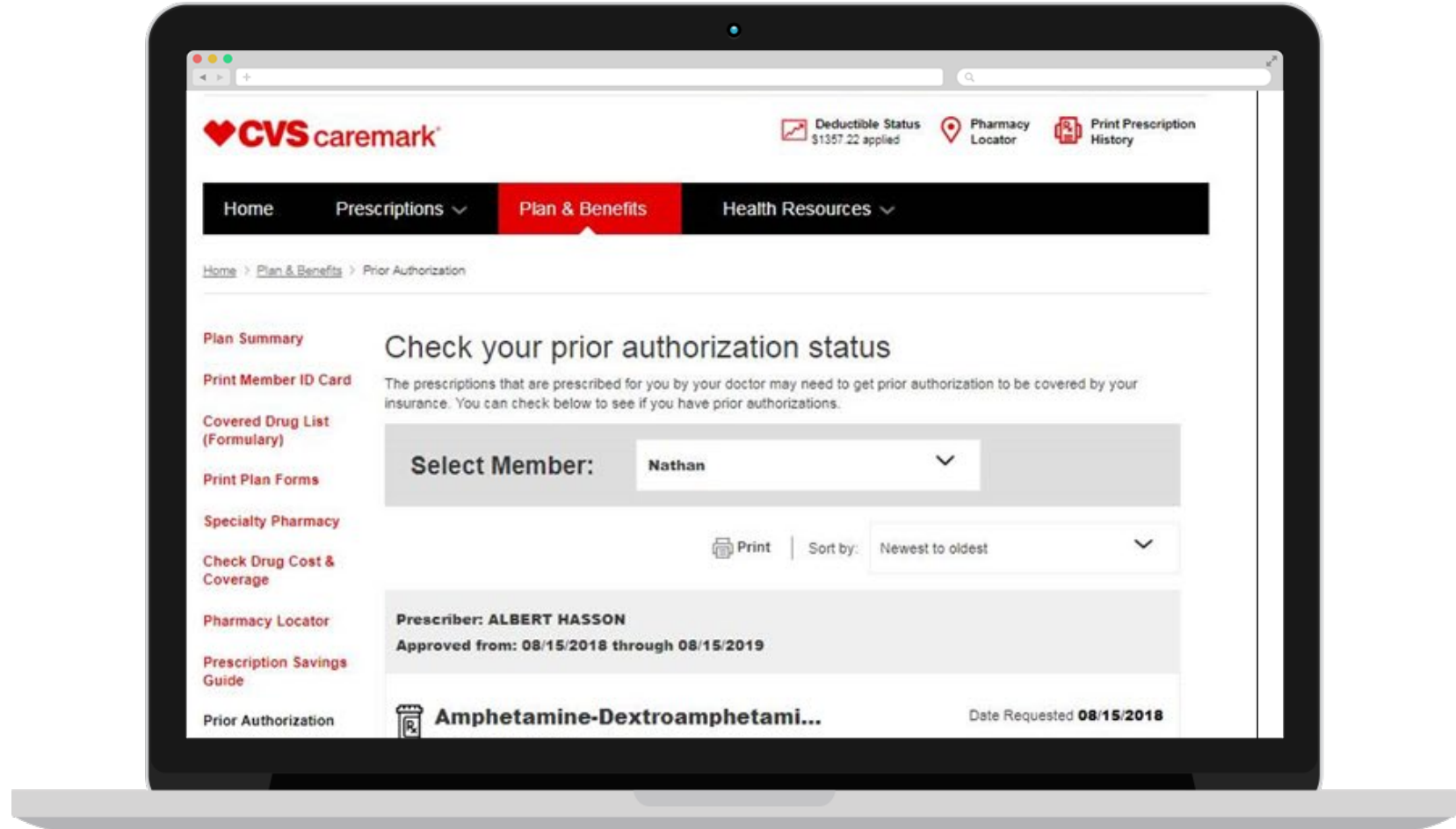
# Plan summary — commercial plans

- Because it's not easy for members to manage their health care wallet, we provide:
  - Deductible status
  - When a copay or coinsurance phase is reached
  - When a maximum out of pocket is reached
  - Understanding of how medical claims affect members' accumulations



# Prior authorization status

- Status of any PA requests, including:
  - Pending
  - Approved/denied
  - Closed
- Definitions of common terms related to PA



## Cathy Froyum

Strategic Account Executive  
Employer Accounts  
CVS/caremark



### EMAIL

Catherine.Froyum@CVSHealth.com



### PHONE NUMBER

(480) 614-7704



### LOCATION

Scottsdale, Arizona



## Professional Biography

As a Strategic Account Executive, Cathy Froyum is the primary liaison between CVS Health and a select group of larger key accounts located in the Western Region of the United States. In managing these accounts, Cathy provides research and analysis to evaluate account performance and understand account requirements, matches company capabilities with those requirements, and formulates strategic planning. She establishes and builds solid relationships with the clients' key decision-makers and provides expert consultation to help CVS Health manage and meet client expectations. She also provides leadership and direction to support groups responsible for program administration, service issue resolution, and routine data collection and assessment.

Cathy joined CVS Caremark in 1988 and has held various roles within the organization including IT, Network Performance and Product Development. Before joining Sales Cathy held a lead role in our Product Development area where she led a team that developed many of our key product solutions being offered today including CDH Integrated Accumulation programs and Maintenance Choice. With 30 years of experience, Cathy has a broad understanding of the company and has built strong relationships to assist her clients' needs.

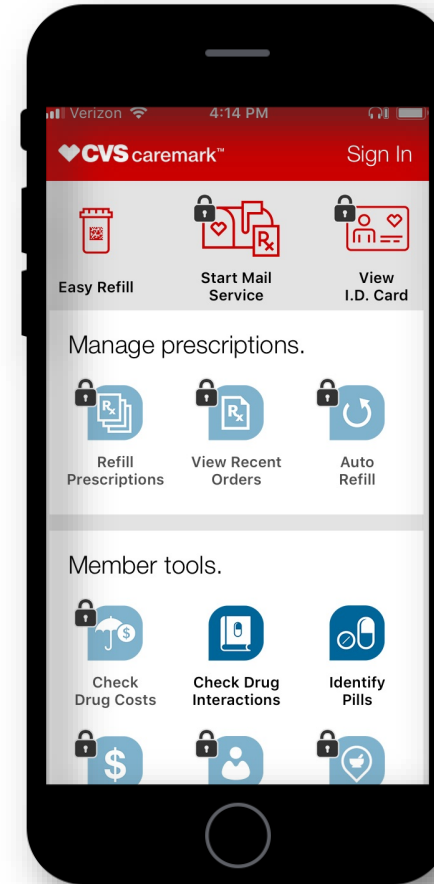
Cathy attended Minnesota State University (Mankato) where she earned her bachelor's degree in Computer Science/MIS and a minor in Accounting.



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**CVS Caremark app**  
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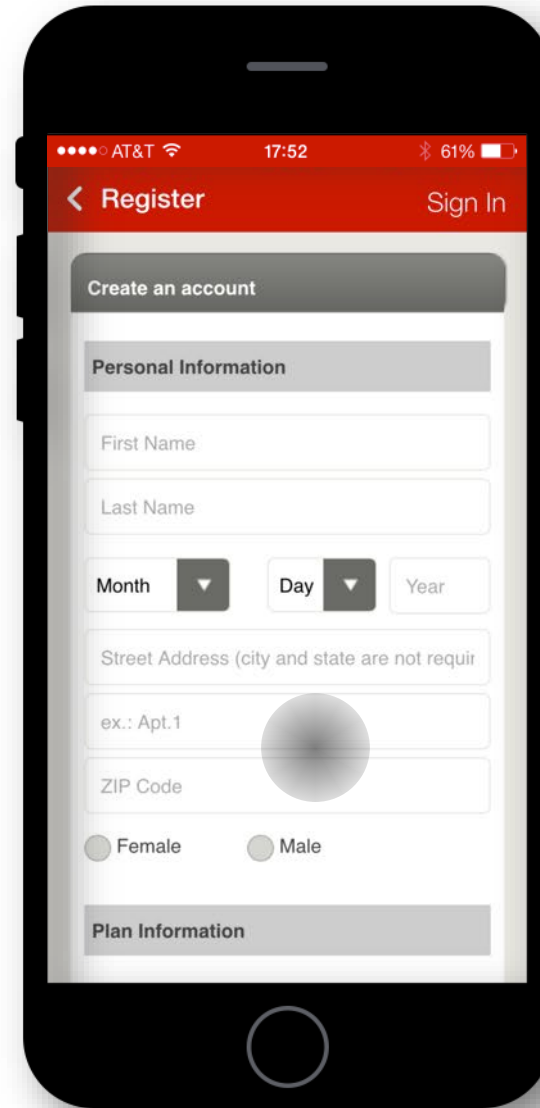
# Easy to get started

- At a time of complexity, we make it simple
  - Sign in by desktop or mobile app
  - Quick registration by phone



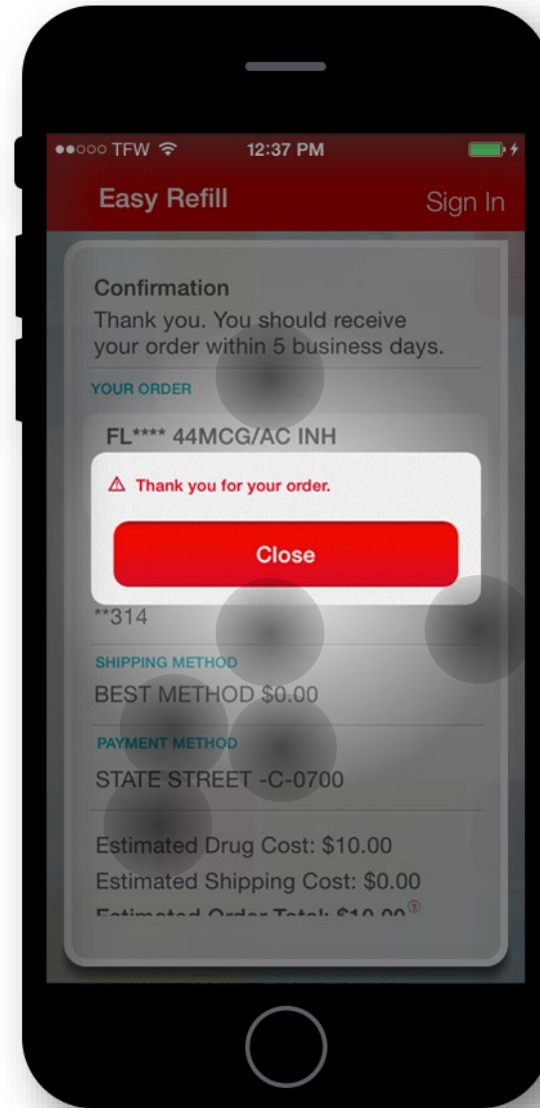
# App registration and login

- The website and mobile app user profiles are linked
  - The website username and password are used to log in to the app and vice versa
  - User profile updates impact both properties
- The app utilizes the fingerprint ID functionality available on most mobile devices



# Easy refills

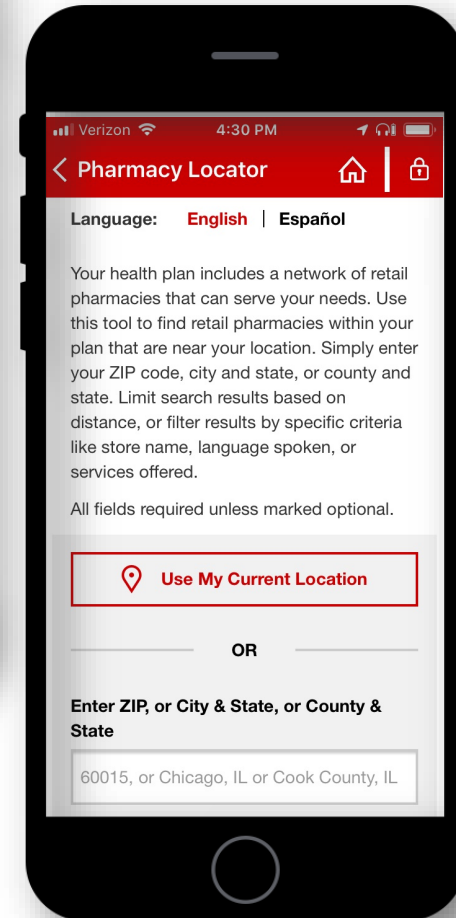
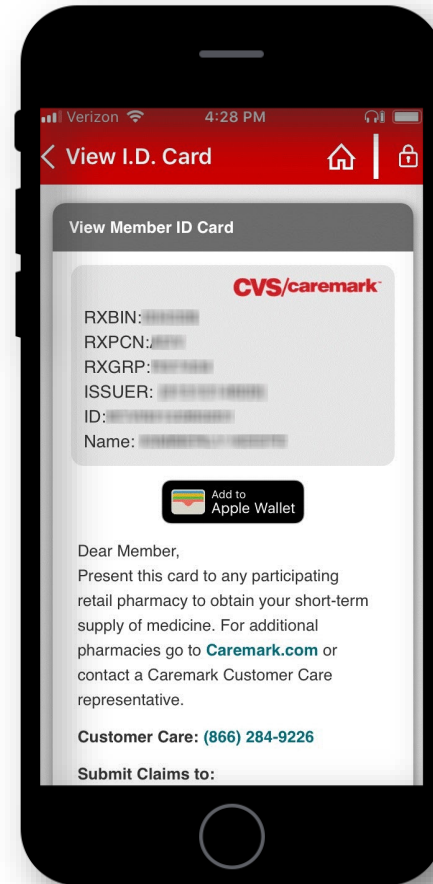
- We help busy members refill what they need and get on with their lives
- Refill CVS Pharmacy, CVS Specialty, and Caremark Mail Order prescriptions
  - No log in required
  - Take one scan and click to get a refill





# Other convenient features

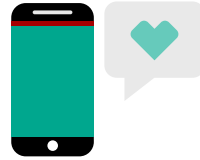
- **View Member ID Card** means members always have access to the information needed to submit a claim
- **The Pharmacy Locator** uses the mobile device's geo locator to make finding the nearest network pharmacy as easy as a click
- **Pill Identifier** – find the name of a drug based on its shape, color, and imprint.
- **Drug Interaction Checker** – enter in one or more medications to check for potential interactions.



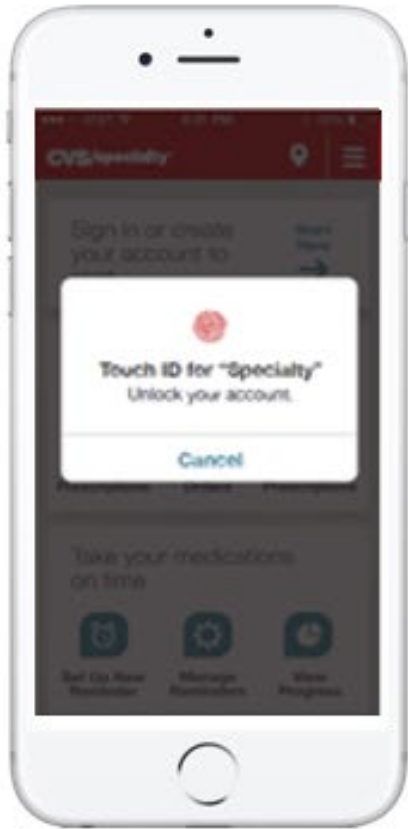


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**CVS Specialty**  
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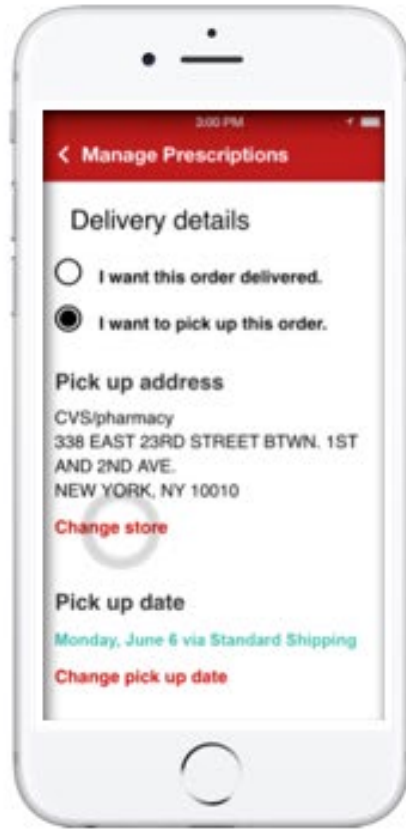
# CVS Specialty App



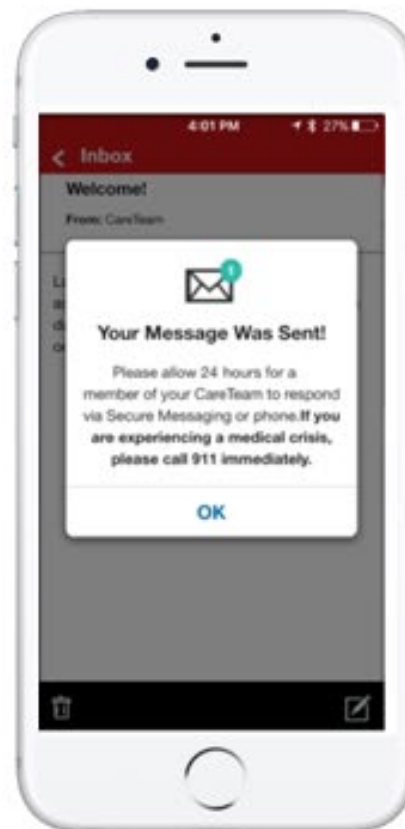
## Fast, Secure Access



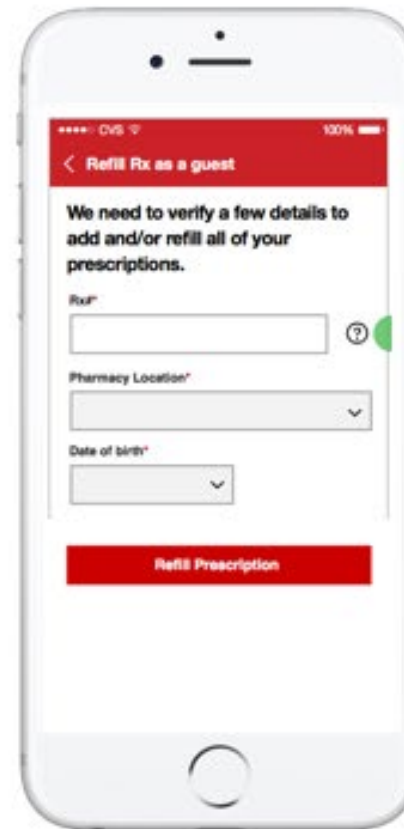
## Delivery Choice



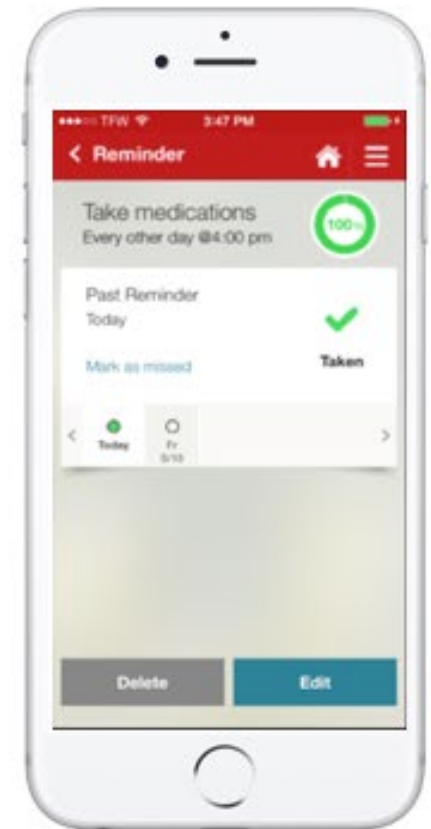
## Secure Messaging



## Seamless Ordering

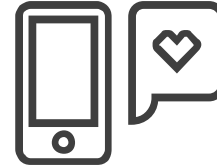


## Adherence Reminders



# Secure Messaging Any Time, Anywhere to Further Improve Your Experience

Streamlined digital conversations in real-time between patients and CVS Specialty clinicians can help improve care and outcomes



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## Features

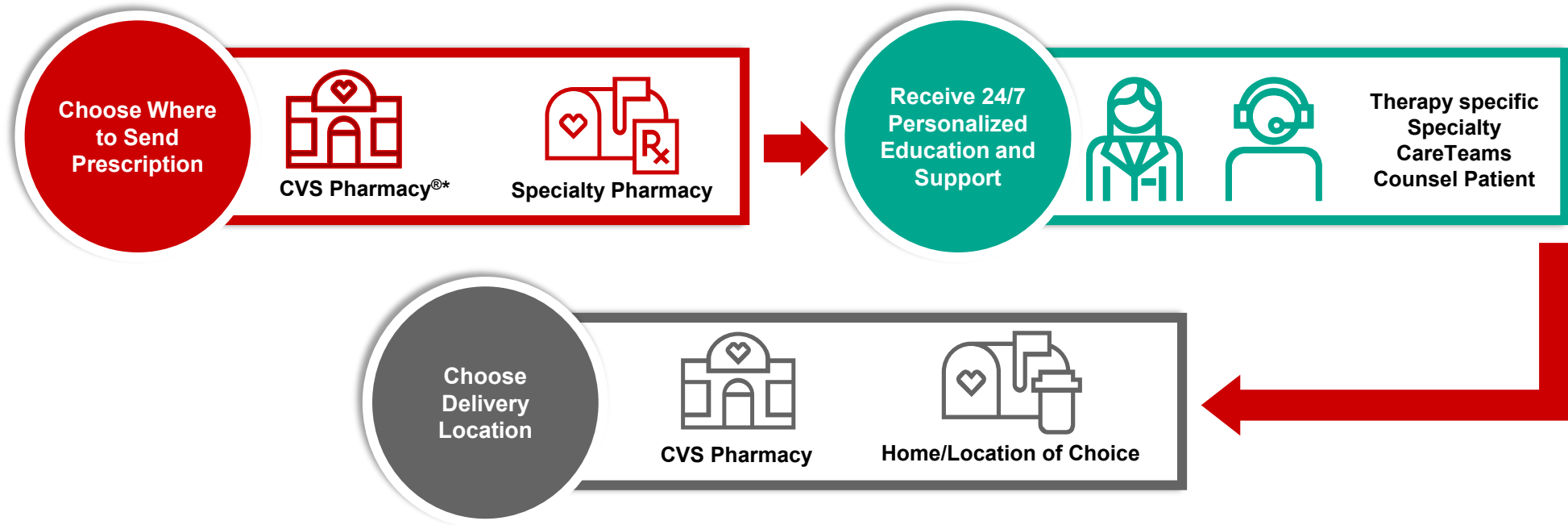
- On-demand, patent pending messaging with CVS Specialty CareTeams
- Proactive symptom management
- Reminders for refills, adherence and lab testing; Medication monitoring and safety
- Urgent questions about medications

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## Benefits

- Provides patients with a convenient communication channel to interact with their CareTeam
- Allows clinicians to intervene at times known for high probability of side effects
- Helps improve adherence and engagement while filling any potential gaps in care

# Receive your specialty medication in the mail or pick-up at any CVS Pharmacy location







Questions?

# What kind of support does Customer Care provide?

- 24/7 multilingual member support
- Questions on plan design, order status, health and savings improvement opportunities, and more
- Support for outbound mailings, email and web
- Support for enrolling in digital tools
- Convenient access to pharmacists
- Representatives trained and certified in communication, listening and problem solving

Our Customer Care teams provide another opportunity to engage with your members as a welcome participant in their health care experience

27 million  
calls answered  
per year

98%  
of member inquiries resolved  
with one call

Customer Care line: **1-888-626-1084** (also on the back of your ID card)



**Thank  
You**