

Partnering for growth

The value of integrated
pharmacy drives new
business win



\$26M new business

Summary

With a multi-year strategy to grow new business, focusing on integrated medical and pharmacy, a regional health plan had an opportunity to attract a large employer.

Objectives

- Growth within medical lines of business
- Improvement of top-line revenue
- Demonstration of lower cost of care for the carve-in business

Solution



Coordinated RFP support to help the health plan leverage CVS Health's expertise in responding to complex pharmacy questions



Engagement and analysis with CVS Health's underwriting team to develop competitive pricing for cost savings and capture full value of program solutions



Robust pharmacy consultant strategy using CVS Health's extensive knowledge of pharmacy trends, tactics and modeling



Finalist meeting support demonstrating the value of medical/pharmacy integration, onboarding and reporting capabilities



Results

Partnered successfully to move large employer group away from previous health plan and standalone PBM

24K new members

About CVS Caremark

Health plans and employers continue to choose CVS Caremark as their trusted partner to maximize pharmacy savings while improving health outcomes and experience. As a Pharmacy Benefits Manager, our focus is on engaging members and their providers throughout the duration of therapy to create actionable insights for more opportunities to lower costs and improve care.

As a part of CVS Health, we provide members with a broad array of pharmacy access and care options, in the way they prefer — including in-person support at more than 9,000 CVS retail stores and retail clinics, virtual visits and home infusion services. We've committed to making sure that **healthier happens together**.

Learn more how we can help your plan grow at business.caremark.com.