



# Presentation to Officers of the MMS

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CMO, MinuteClinic  
Associate CMO, CVS Health



# Agenda

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- Introduction
- CVS Health: who we are today
- MinuteClinic:
  - Our evolution
  - Where we are headed
- Discussion

# My Background

## Clinical Care

Physician and Chief of Staff, Chinle, AZ



Director of Primary Care Services



Division Chief of General Medicine and  
Chief Medical Officer



SVP of Population Health,  
ACO President,  
Professor of Medicine



*UMassMemorial*

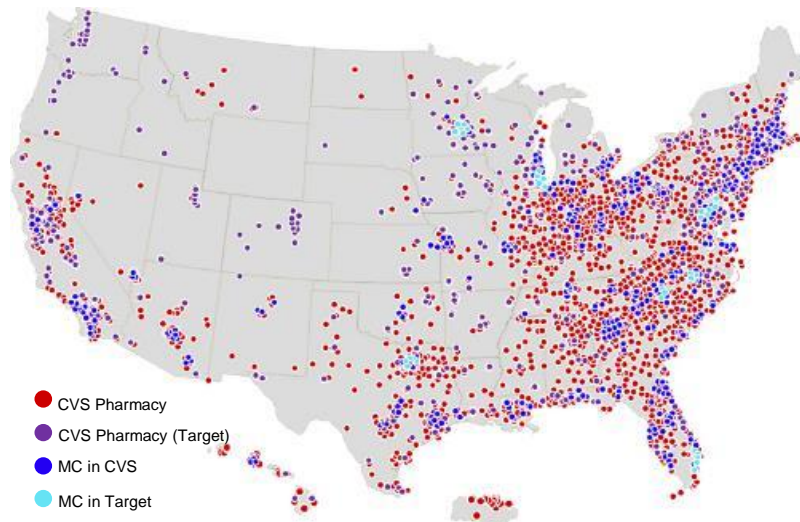
Director



**CMO**



# Our footprint offers national access that touches consumers across a broad range of channels



**1/3**

Of Americans interact with CVS Health annually



**4.5M**

Customers visit CVS pharmacy every day



**1B**

Automated calls or texts delivered to patients per year



**55M**

Number of emails in ExtraCare database



**69M**

Number of active patients enrolled in text messaging



**144M**

Prescriptions filled via ReadyFill or ScriptSync per year



**140M**

Number of annual in-store pharmacist consultations



**95%**

Patient satisfaction with MinuteClinic visits since 2000

Nearly **70%** of the U.S. population lives within **3 miles** of a CVS Pharmacy





**Innovation  
Collaboration  
Caring  
Integrity  
Accountability**

# Health Hubs Combine Retail Convenience with Health and Wellness

## Care concierge

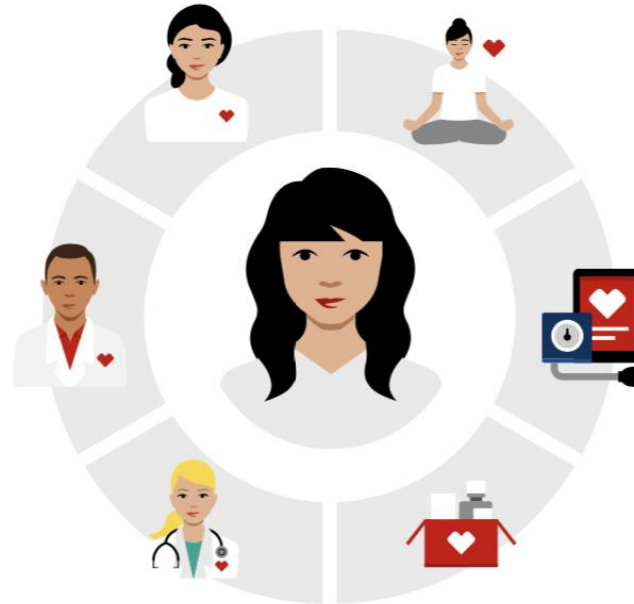
**In-person support to help your members** navigate HealthHUB services as well as community- and home-based resources from their health plan and other service providers.

## Expanded role of the pharmacist

**Helping close medical/pharmacy care gaps** with pharmacists practicing at the top of their license connecting members to care and case management programs.

## MinuteClinic

**Clinical professionals offering expanded services** supporting chronic disease management, closing gaps in care, and connecting with community providers.



## Behavioral health services

**Private space for one-on-one coaching and community spaces for group activities and discussion** focused on lifestyle management and wellness.

## Chronic care management

**Care delivery and personalized interactions focused on supporting adherence** to treatment plans associated with chronic condition management.

## Convenient health and wellness items

**Expanded health and wellness products and durable medical equipment** to support individual's care plans and personal health goals.

## Current Minute Clinic Locations - Massachusetts



# MinuteClinic: improving access to high-quality, lower-cost care

**1,100+**  
clinics in 33 States and D.C.  
**30%- 50%**  
report no PCP



ACCESS

Walk-in care  
**seven days per week**  
including evenings  
**94%**  
overall patient satisfaction

The Joint  
Commission  
Full Accreditation



QUALITY

**3,000+**  
providers (NPs/PAs)  
Using  
Evidence Based Guidelines

**Up to 80%**  
savings over higher costs  
of care



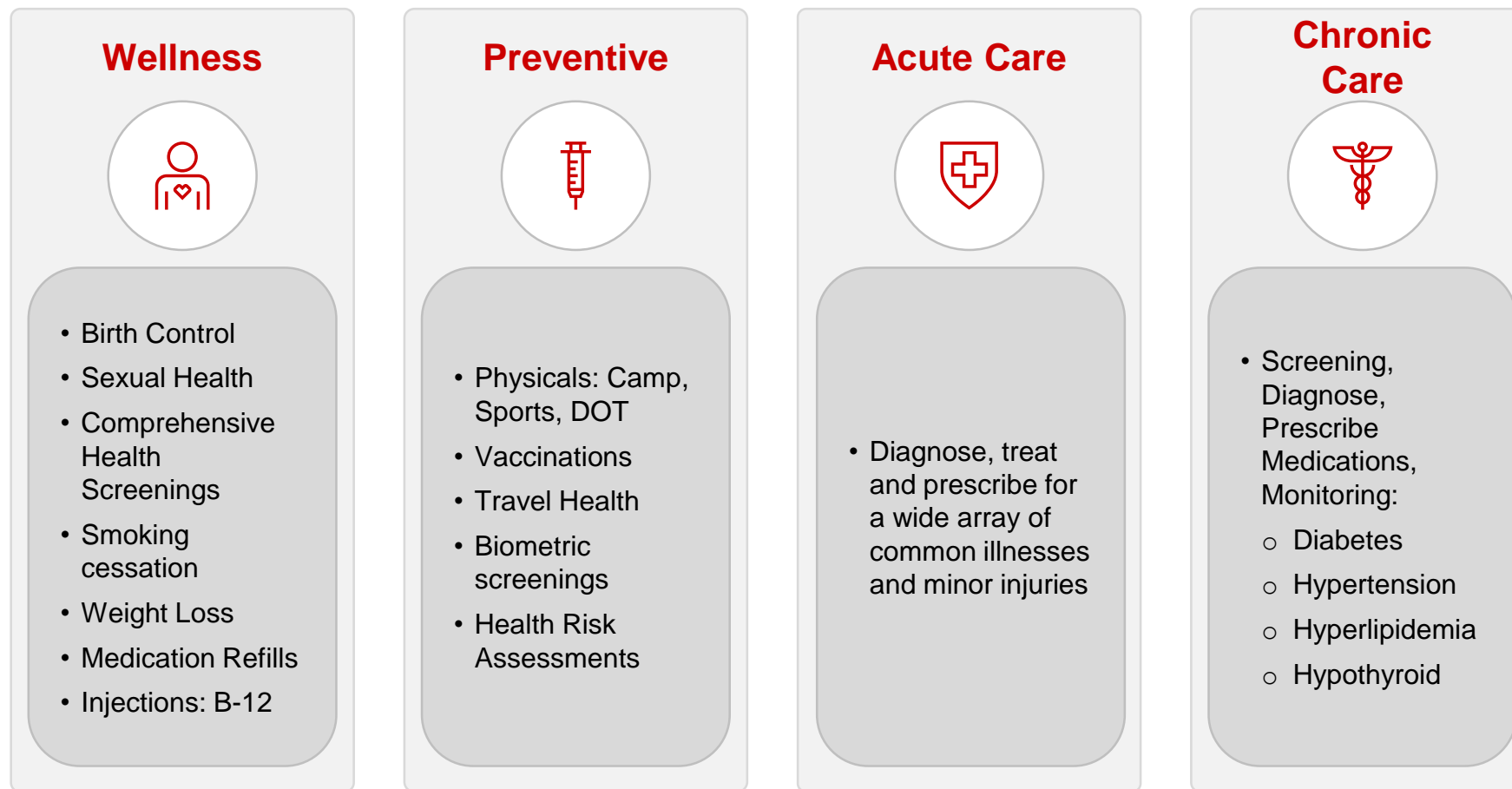
VALUE

**Electronic data transfer**  
to plans and providers  
  
Records exchanged with  
organizations spanning 50 states

CVS Health Enterprise Analytics, 2017  
CVS Health uses and shares data as allowed by applicable law, and by our agreements and our information firewall



## We care for patients across the lifespan continuum...

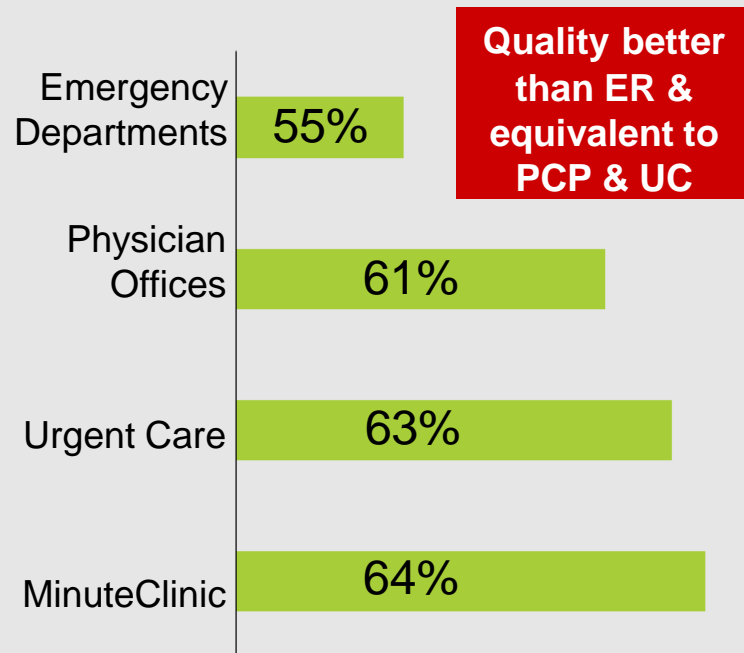


***Patients can access wait times on-line, schedule an appointment, or walk in to be seen in one of our retail clinics.***

***They can also access care 24/7 via a MinuteClinic Video Visit™ in select states.***

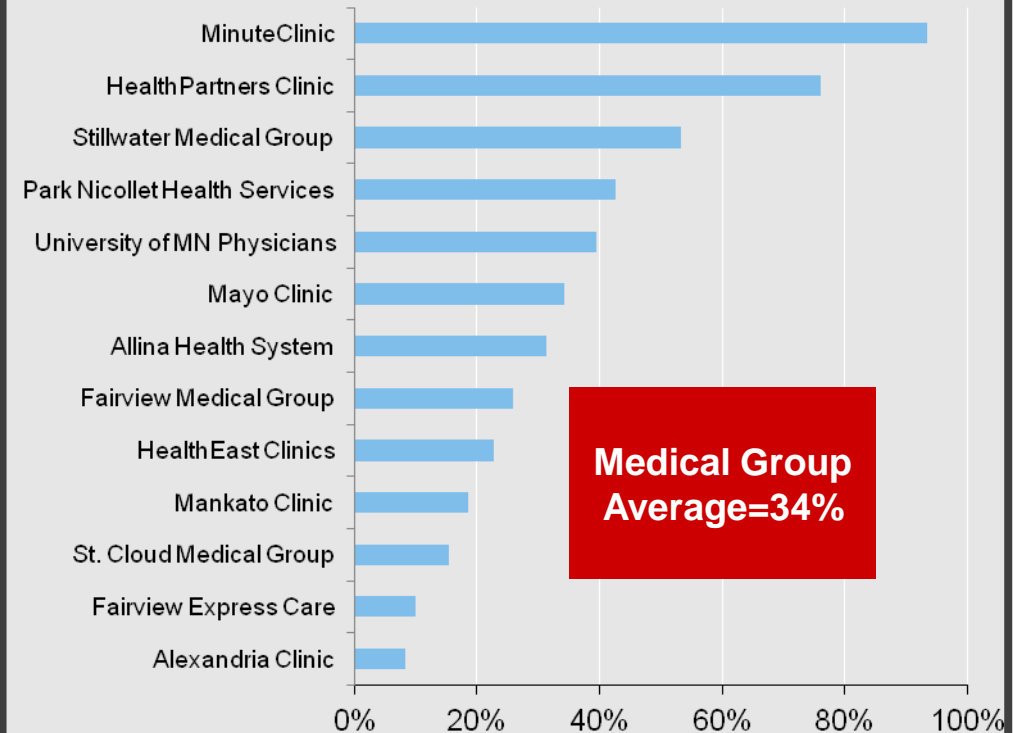
# MinuteClinic: High Quality Care

## PERFORMANCE ACROSS FOURTEEN QUALITY INDICATORS RELATED TO THREE COMMON CONDITIONS<sup>1</sup>



## HEDIS: AVOIDANCE OF ANTIBIOTICS<sup>2</sup>

### BRONCHITIS TREATMENT

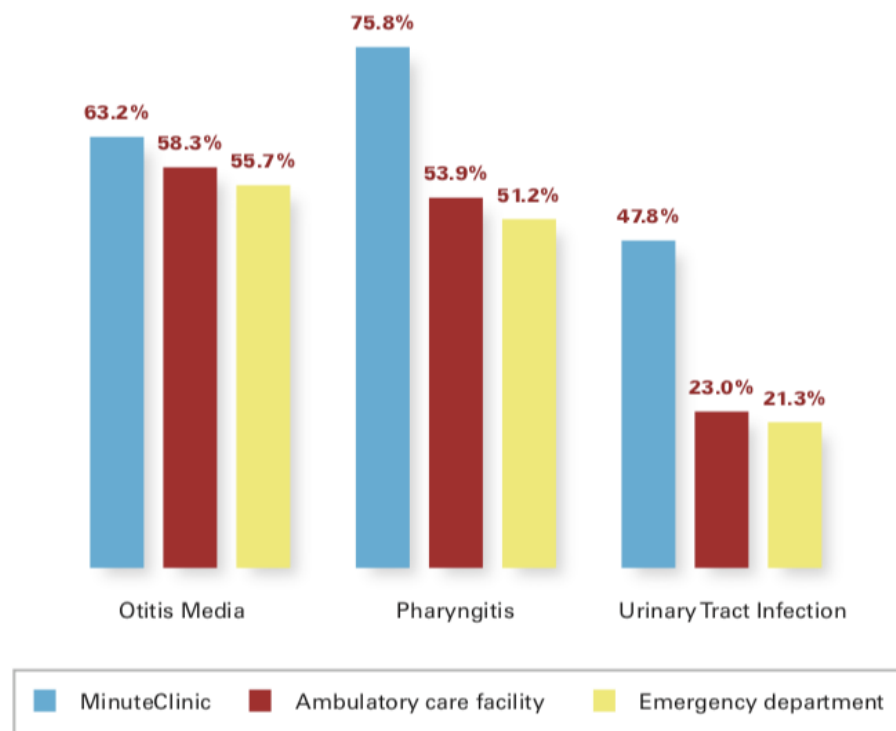


1: "Comparing Costs and Quality of Care at Retail Clinics With That of Other Medical Settings for 3 Common Illnesses," Annals of Internal Medicine, August, 2009.

2: 2016 HealthCare Quality Report available from Minnesota Community Measurement Program <http://mncm.org>

# Comparison of Quality in Three Settings: Emergency, Ambulatory, and MinuteClinic

■ **Figure.** Quality Measure Success by Index Condition

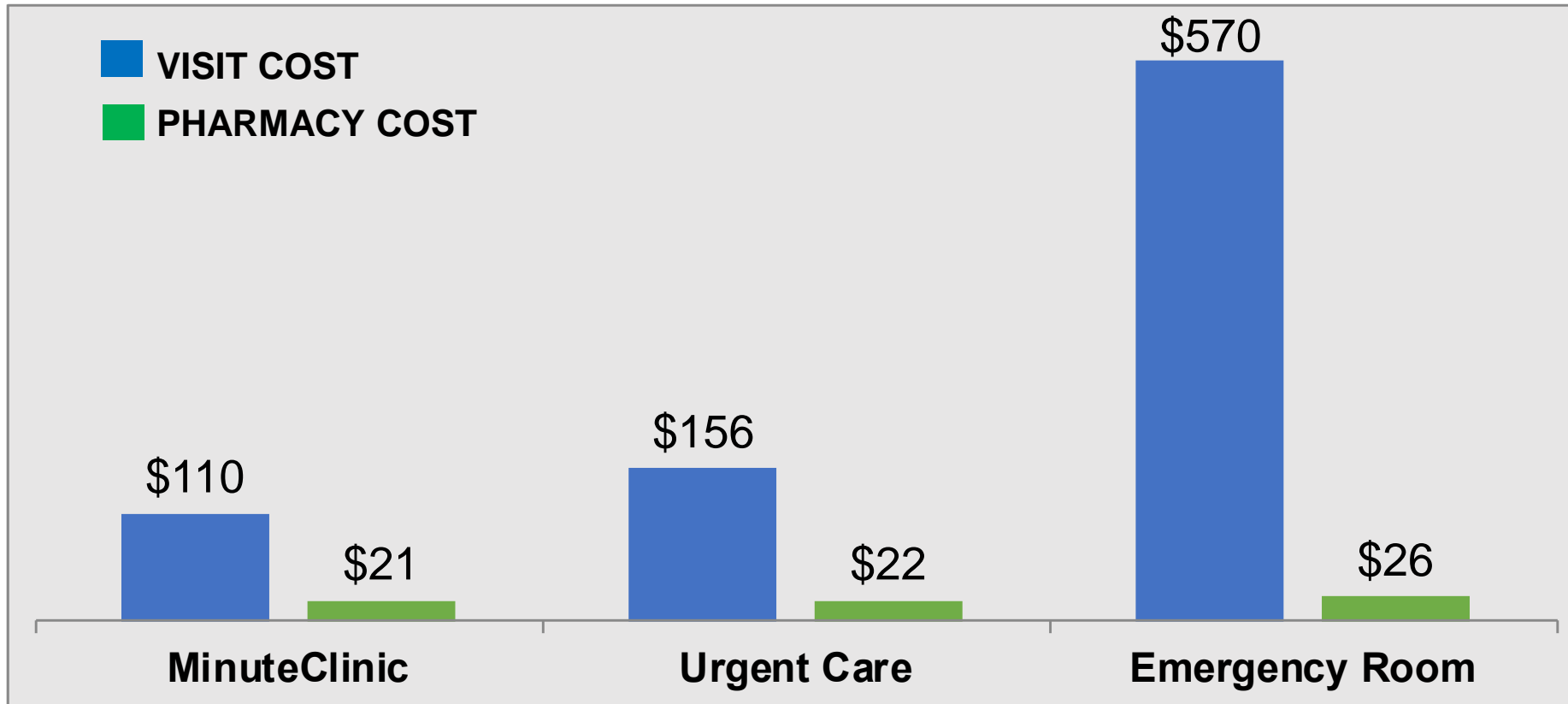


- 3 conditions studied using claims data:
  - Otitis media
  - Pharyngitis
  - Urinary tract infections
- 14 measures based on standard of care
  - Rand Corp Quality Assurance Tools
  - American Academy of Pediatrics guidelines
  - American Academy of Family Physicians
  - Infectious Disease Society of America
- 20,000 episodes of care evaluated
  - Patients matched on visit date, condition, and propensity score (case mix adjustment factor)

Source: Am J Manag Care. 2014;20(10):794-801

# MinuteClinic Delivers Significant Costs Savings vs. Other Sites of Care

## COMPARING COSTS AT POINTS OF CARE FOR THREE COMMON ILLNESSES<sup>1</sup>



1. Comparing Costs and Quality of Care at Retail Clinics With That of Other Medical Settings for 3 Common Illnesses," Annals of Internal Medicine, August, 2009.  
N = 2,100 care episodes (700 of each) compared across venues.



# MinuteClinic Virtual Care

*We are committed to Virtual Care as a means of increasing access to high-quality, low cost and convenient care*



## Goals

- Expand the reach of MinuteClinic to provide convenient access and improve the health of the populations we serve
- Make services more readily available
- Improve care coordination
- Provider workforce initiative

## What is Video Visit?

- Modality introduced as a “real-time” audio-video enabled consult via mobile app, mobile web or your computer with a health care provider, available 24/7/365
- Patients engage in a video visit for minor illnesses and injuries, skin conditions and women’s services
- Adding medical insurance in 2020

## How does it work?

- Request a visit:
  - Sign in or create a CVS Pharmacy account via mobile app or computer
  - Enter information, pay a \$59 visit fee and get connected with a health care provider
- Video chat with a provider:
  - Provider will review the patient history and assess the condition to determine the right treatment plan
- Receive a treatment plan:
  - After the video visit, the patient receives a treatment plan
  - If a prescription is needed, it is sent to the patient’s pharmacy of choice

# Video Visit Metrics

- First modality launched August 2018 and we are now live in 40 States & D.C.: AL, AR, AZ, CA, CO, CT, DE, FL, HI, IA, ID, IL, IN, KY, LA, MD, ME, MI, MN, MO, MS, ND, NE, NH, NJ, NM, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WV, WY and D.C
- Top 3 Conditions  
Sinusitis  
URI  
UTI
- **Females** use us more than males, 2:1
- Most patients are **30+** years of age
- 7% of Video Visits are for **minor** / dependent patients
- 15% of users are **greater than 10 miles** from the nearest MinuteClinic
- 20% of Patients seen at a MinuteClinic **in the last 2 years**
- 85% of Patients request **on demand** versus scheduled

**24/7**

Service offered 365  
days a year

**\$59**

Cash price, with  
insurance to be  
added in 2020

**25,400+**

Visits since launch

**40**

States and D.C.;  
Adding 4 more in  
2020

**8**

Minute average  
length of visit

# Commitment to Quality: Joint Commission Accreditation

- In 2006, MinuteClinic was the first Retail Health Care company to receive Joint Commission Accreditation.
- We have achieved re-accreditation in Full Joint Commission Surveys every three years
- We maintain Joint Commission readiness by consistently focusing on Clinical Quality and maintaining a safe Environment of Care.
- Next JC Survey: before June 26, 2021



# Commitment to Culture: ANCC Pathway to Excellence®



## Pathway Standards

### SHARED DECISION- MAKING

The organization has an established shared governance structure as the foundation for involving direct care nurses in decision-making.

### LEADERSHIP

Leadership fosters the foundation of collaboration among staff and supports a shared governance environment.

### SAFETY

The organization protects the safety and well-being of nurses, staff, and patients through safety policies and processes.

### QUALITY

Organization-wide quality initiatives are evidence-based, focused on improving patient outcomes, developed through interprofessional collaboration, and implemented based on internal and external benchmarking.

### WELL-BEING

Staff have the opportunity to develop a balance between work and personal life. Achievements for community service, patient advocacy, and contributions to improving population health are encouraged, supported, and recognized by the organization.

### PROFESSIONAL DEVELOPMENT

The organization recognizes the importance of solid onboarding, transition programs beyond orientation, and continued professional development that supports lifelong learning in the delivery of safe and effective patient care.

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# 2018-2019 Successful Completion AFHS Ambulatory Care Continuum Planning Grant from the John A. Hartford Foundation

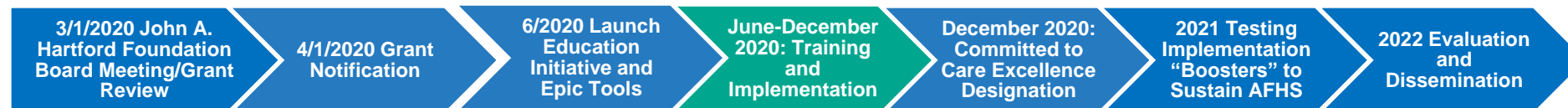
(Collaborative between the CWRU/Frances Payne Bolton School of Nursing, the Institute for Healthcare Improvement and MinuteClinic to design and build a strategic implementation plan for AFHS at MinuteClinic in 2020)



The John A. Hartford Foundation  
Dedicated to Improving the Care of Older Adults



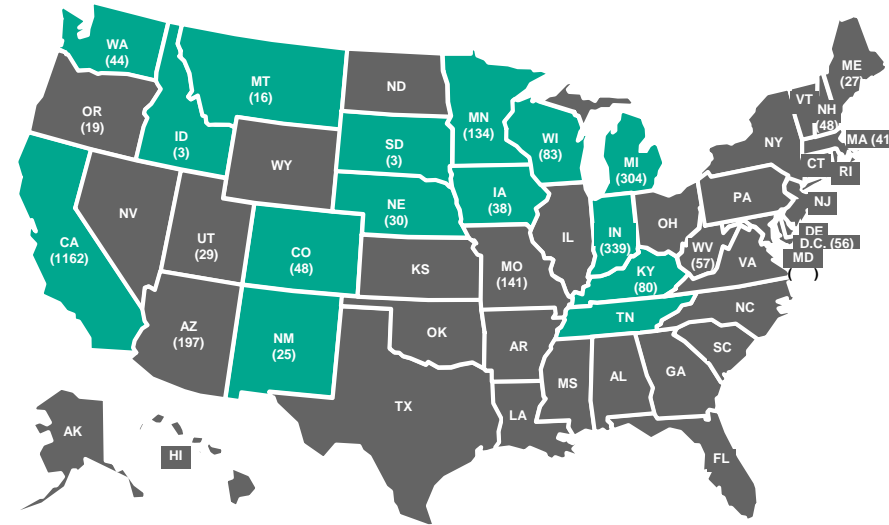
## 2020-2022 AFHS Ambulatory Care Continuum Implementation Grant Timeline



# Several states recognize pharmacists ability to support patients in treating nicotine dependence

- Cigarette smoking is the leading cause of preventable disease and death in the US:
  - *Responsible for 1 in 5 deaths<sup>1</sup>*
  - *34.3M adults currently smoke<sup>1</sup>*
  - *16M adults live with a smoking related disease<sup>1</sup>*
- Recent upsurge in e-cigarette use and related illnesses / death is causing public health concern and media attention
  - *7.6% of young adults (18-24) report using<sup>3</sup>*
  - *55 deaths and 2,561 illness from vaping-related lung disease reported to the CDC<sup>4</sup>*
- State law-makers are looking to pharmacists to help address this public health crisis

MA standing order allowing pharmacists to prescribe OTC Nicotine Replacement Therapy in-place 9/24/2019 – 12/18/19



Active states pending regulatory review

15 states<sup>2</sup> currently allow RPH smoking cessation prescribing  
Program requirements and product limitations vary by state

A pilot was completed in MA to evaluate a MVP approach to Rx prescribing of OTC NRT

See slide notes for references

# NRT prescribing pilot in MA supported public health crisis and provided insights on OTC prescribing programs

Pharmacist gathered information on the patient's smoking history and product preference to select the NRT to provide via Rx:



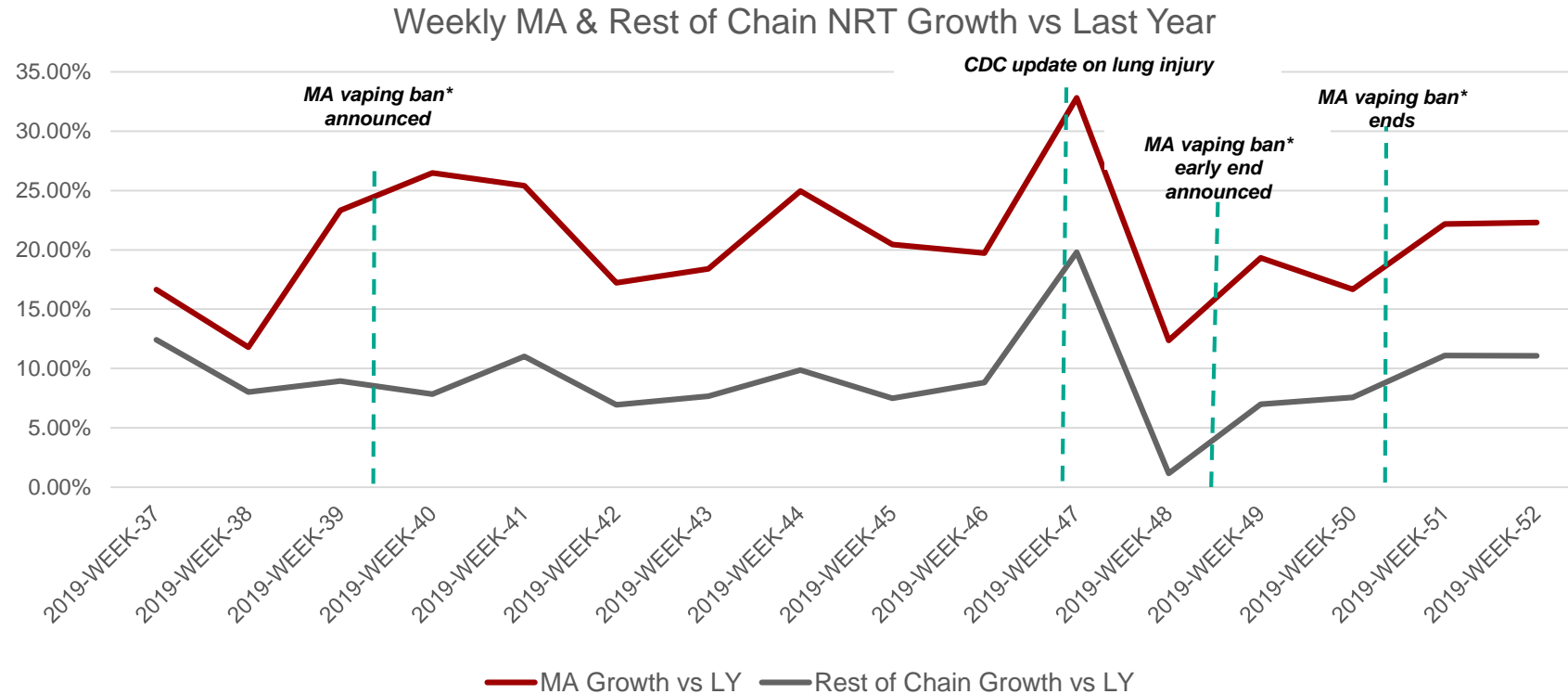
## Program Benefits

- ✓ Supports patients in accessing NRT through pharmacy insurance benefit
- ✓ Supports CVS strategic goal of eliminating tobacco use
- ✓ Positions pharmacists as an accessible and valuable provider
- ✓ Generates positive media attention
- ✓ Supports Regulatory and GA agenda with BOP and state law-makers
- ✓ Provides insight on additional OTC prescribing opp's (low-dose ASA, yeast infection treatment, emerg. contraceptives)

## MA Pilot Overview

- **On 9/24, MA announced OTC NRT Standing Order to address vaping epidemic.** Standing order was coordinated with MA ban of all vaping product sales
- On 11/8, OTC NRT prescribing pilot was activated in all 413 MA CVS pharmacies via HUB communication and training
- **Both vaping sales ban and OTC NRT standing order were ended early** in mid-December. MA Dept. Public Health regulations restricting sales of flavored nicotine vaping products announced in conjunction with end of state-wide ban<sup>1</sup>

# Following Sept. vaping ban announcement, OTC NRT front store sales increased in MA

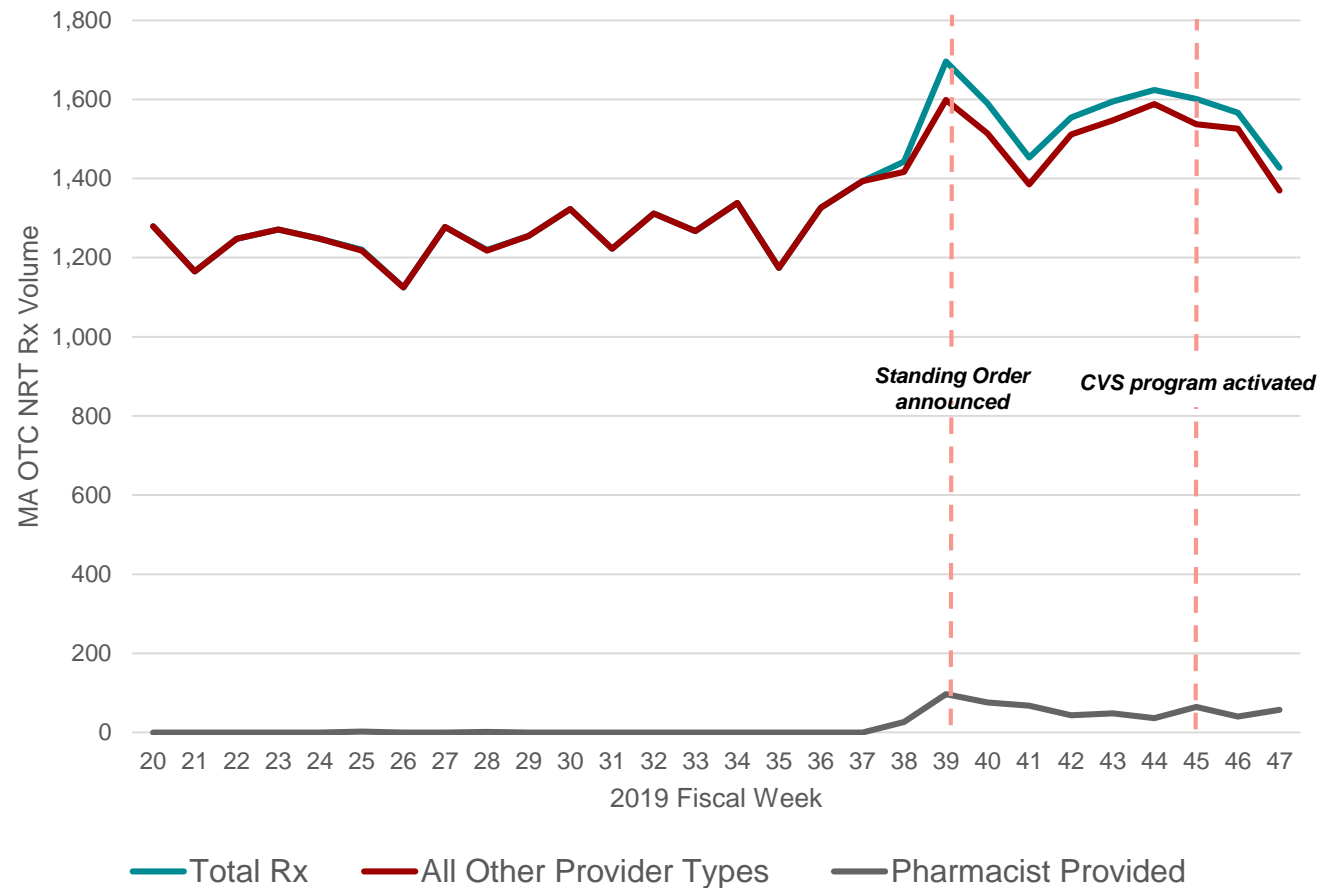


**NRT category saw strong growth over last year likely due to national media coverage of vaping lung injury. Government action in MA (i.e. vaping ban) lead to even greater impact on MA NRT sales compared to chain.**

*\*Simultaneous announcements for Vaping ban and OTC NRT Standing Order*



## OTC NRT Rx volume also increased in MA CVS pharmacies following the Sept. announcement



- OTC NRT Rx volume growth driven primarily by non-pharmacist provider types (e.g. MD, PA, NP)
- Pharmacist provided Rx via standing order do not appear to diminish Rx from other provider types



# Discussion

