

Nomination: 7932

CVS Health Benefits and Wellness

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

CVS Health

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

CVS Health Benefits and Wellness

Category

E01 - E10 Team > E01 - Benefits or Payroll Administration Team of the Year

Team Submission Format

Written Answers

a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required

Our Benefits and Wellness team of 12, plus 12 on-site gym staff, support 300,000+ colleagues plus retirees across 50 states and international, including CVS Pharmacy, CVS Caremark, Aetna, MinuteClinic and more. Responsibilities include strategy, design, administration oversight, financial analysis, vendor management, and on-site fitness centers.

Our business purpose, Bringing our heart to every moment of your health™, includes our colleagues' total wellness. This requires continuous improvement and innovation, operational excellence to meet evolving business needs, responsible cost management and capitalizing on resources via internal assets and partners.

We test ideas with pilot programs. Examples: Focus groups, or a 2022 medical plan design targeting colleagues who earn \$60,000 or less. In 2023, we stepped up "secret shopping" of vendor partner services, to confirm quality and guide changes. We increased targeted communications to enhance relevance and increased Spanish translation of web and distributed resources. We emphasize marketing-quality graphics and messaging to get attention and drive action, for desired outcomes.

Execution requires close collaboration across 300 or more professionals across a dozen functional areas plus business leaders. We consult clinical experts in our businesses for up-to-date guidance, oversee 176 HR Business Partners and continuously train 1,000 Well-being Champions for culture building.

b. Outline the team's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

CVS Health is proud to regularly win multiple national awards recognizing our great benefits (see attachment).

Our offerings are anchored in physical, emotional and financial wellness. For our 2023-2024 plan year ending May 31, our rewards program offered \$300 each for medical-enrolled colleagues and spouses/partners, for completing healthy activities.

We focus on access to affordable coverage through recent strategies including creative hybrid (copay-based) medical plan options alongside our three national high-deductible health plans, medical premiums based on income tiers, and emphasizing navigation support to help inform decisions based on cost and quality.

In 2024, we streamlined and simplified key offerings, and are pivoting from an incentive-driven strategy to increased investment in foundational resources:

- No-cost preventive care regardless of medical plan enrollment, through MinuteClinic wellness screenings; we promote virtual care offerings to reduce barriers
- No-cost confidential counseling for emotional and family needs – and June 1, doubling free visits from 10 to 20 per person in the household, per issue, per year (medical enrollment not required)
- No-cost financial coaching to help all colleagues assess needs and create action plans supporting budgeting, credit management, emergency savings, and longer-term saving and investing

We've aggressively increased promotion of preventive visits as the gateway to good health. Our new meeting-in-a-box templated, modular presentation serves as a training device so all in our team can deploy it across the organization to highlight offerings. In turn, we're reducing barriers of awareness, access, cost and convenience so all colleagues can know their resources supporting wellness.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

•Increased onsite wellness: 38 onsite clinics for flu/COVID shots, health screenings, Hartford mammogram van, and in Woonsocket and Hartford, onsite EAP and vision vans. Expanding in 2024.

•Launched CVS Virtual Care for physical and mental health, improving access, cost and convenience. Virtual visits nearly doubled May-Sept. 2023. Year to date, mental health counseling rose 20.2%. Telehealth supports 49% of visits and 19% of substance use disorder counseling. Success for right site and price; improved in-network and outpatient services.

•Expanded inclusivity of fertility coverage for nontraditional families – LGBTQ+ and singles – by removing medical necessity. 13% more colleagues used services in 2023 vs. 2022.

•Increased no-cost confidential counseling sessions, doubling to 20; increased utilization 13%, members served by 5%, including 22% increase in sessions supporting anxiety, depression and burnout.

•Our promotion increased tuition assistance utilization by 27%, for about 11,000 colleagues. And we're enhancing benefits for pharmacists.

•Increasing family building benefit from \$10,000/year to \$25,000 lifetime (June 1); removing a \$1,600 doula limit. Goal: Reduce maternal health disparities and enhance outcomes, especially for African American women. Doula use rose 10%; doubled total reimbursements in 2023.

•Piloted a no-cost English Language Learning program to help Orlando DC colleagues improve English communication skills. Expanding in 2024.

•Established executive physical program for busy CVS executive leaders for early detection of heart disease, cancer, osteoporosis, and other chronic conditions.

•Crafted holistic resource guides on education/tuition benefits and for expectant parents, to enhance navigation and support for important life moments.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Our BenefitMoments.com public site enables easy access to highlights by recruits, colleagues, spouses/partners and dependents. This "no log-in required" approach, adopted in 2022, reduces barriers, especially for our two-thirds' deskless population who rely on smartphones.

Our attachment includes image samples:

•Our wellness goal, "Helping you be the healthiest you can be," emphasizes our three pillars of wellness.

•BenefitMoments.com website home page image sample; content is tailored by location, full- or part-time, and English or Spanish.

•Virtual benefits fair year-round site (via BenefitMoments.com; easy registration). We refresh for each April's annual enrollment with live event days at the booths including presentations and virtual chat, plus videos and flyers for download.

•Additional sites include mental well-being, fitness, mindfulness, our personalized Workday "Colleague Zone" site, and our Heartbeat intranet.

•Meeting-in-a-box toolkit presentation helps ensure our Benefits team and HR tell a consistent, enthusiastic and informative story about our award-winning benefits.

•2024 annual enrollment preventive care focused on increasing use of no-cost preventive care for better health management (also in Spanish).

•Recruitment summary sample pages (also in Spanish) are online and used as handouts.

•Total Rewards highlights summaries and recruitment tools; tailored versions for stores, pharmacy workers, distribution centers and all colleagues (including Spanish).

•Prior year sample well-being mailers to homes (also in Spanish), to ensure reaching the spouse/partner and family.

•Holistic life event/moments that matter fact sheets and guides seek to reduce barriers to colleagues knowing related resources, with bundled in easy-to-read, two-page summaries (also in Spanish).

Webpage Link

www.BenefitMoments.com (<http://www.BenefitMoments.com>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

CVSHealth.vfairs.com (<http://CVSHealth.vfairs.com>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/19708/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxOTcwOCwiYWxsYXNpdOb3RTaWduZWVcmwiOiJGYWxzZSIsImlnbnm94WXFfBDgKwZsEH-8DQgLVZ3x1G4F666SjA0?CVS%20Health%20Stevie%20Awards%20-%20attachment%20final%205-15-24.pdf>)

Would you like to add an additional supporting document?

No

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Terms and Conditions

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