

Revolutionizing the consumer health care experience

Created exclusively for CVS Health by Teradata

teradata.



CVS Health is a leading force in the transformation of U.S. health care, establishing a new delivery model that is easier to use, less expensive, and puts consumers at the center of their care.

Contents

04

Helping CVS Health realize a vision of personalization

06

Driving growth with personalized ExtraCare interactions

09

Operationalizing intelligence at scale

A transformational partnership

Central to the CVS Health vision is improving health while reducing cost by providing personalized experiences tailored to the needs of each customer and patient. This personalization is fueled by vast amounts of data across diverse systems and environments, including both historical information and real-time interactions.

Since 2007, Teradata has been a trusted partner to help CVS Health realize this vision by leveraging data and analytics at scale. The success of programs like CVS ExtraCare show the powerful impact of this partnership in delivering business value for CVS Health—and better care for its customers.

CVS Health vision

Guiding principles to transform consumer engagement

- Be local
- Make it simple
- Improve health

Long-term value creation

- Chronic condition management
- Expansion of health care services
- Reduced hospital admissions
- Complex, chronic disease management
- New concept stores

Ways CVS connects to consumers and reduces their medical costs

- Digital capabilities
- Community-based assets
- Data, analytics, and technology

Helping CVS Health realize a vision of personalization

CVS Health connects with a large portion of Americans through at least one division. For example, the CVS ExtraCare loyalty program is used by more than one in four households nationwide. This creates enormous opportunities as well as significant challenges.

Making the CVS vision a reality

In health care, it's imperative that the patient, member, and consumer journey is fully understood across all divisions, channels, and touchpoints to ensure consistent, accurate, and effective journeys.

Thanks to the scale and breadth of its business, CVS Health can leverage vast amounts of data and expertise to gain this insight and put it to use, including:

- ♥ Combining existing data with new data for deeper insight into journeys
- ♥ Expanding consumer retail operations into health care
- ♥ Delivering personalized multichannel communications and real-time interactions

To execute this strategy successfully, CVS Health needs to be able to share data across systems and silos (while adhering to privacy and security regulations), extract insights from information, and deliver customized messaging through multiple channels while avoiding collisions—all with the speed needed to reach customers in real time.

Teradata provides the robust data ecosystem needed to power the transformation of care. By enabling CVS Health to deliver highly personalized and relevant experiences to its customers, Teradata is making the CVS Health vision a reality.

A proven personalization solution

- Infinite ways to personalize each individual experience.
- Over 1 trillion personalized attributes generated per year!
- Over 22,000 campaigns per year with a 57% increase in campaigns processed since 2020.

Driving growth with personalized ExtraCare interactions

—
The power of the CVS Health partnership with Teradata can be seen in its impact on CVS ExtraCare.

teradata.



CVS Health uses Teradata Vantage to enable personalization for the 74 million members through a program that enables integrated end-to-end omnichannel experiences for CVS shoppers and an interconnected system of campaign management for marketing operations.

- ♥ Intelligent targeting and event triggers based on customer insights enable more effective campaigns and customer experiences.
- ♥ Real-time capabilities such as personalized emails based on the most recent customer activity make it possible to reach customers while at the point of purchase.
- ♥ Data generated from customer interactions is captured and made available for analytics and modeling.
- ♥ A dynamic infrastructure of reusable loyalty assets speeds the creation and execution of campaigns by marketing operations teams.

With Teradata's help, CVS Health now delivers more than 126 billion views of personalized experiences each year.



Better outcomes and answers at a lower cost

Health care costs and complexities are increasing along with consumer frustration. Many consumers are taking a more proactive role in their health care and bearing an increasing percentage of the cost burden. A better understanding of the patient journey can lead to better outcomes at a lower cost, but data silos can impede this insight.

Teradata provides a scalable, extensible, and cost-effective platform to handle the large volume of data and analytics required to understand and personalize the patient journey. CVS Health relies on Teradata Enterprise Data Warehouse systems today within PCW (Retail) and Healthspire (PBM). The development of a data mesh framework will

facilitate easier data sharing across the ecosystem, streamlining the process of moving data and running analytics where the execution happens. The Teradata ecosystem integrates with other capabilities from Google and Microsoft, allowing CVS Health to further expand its impact.

With data privacy and control a top priority for every health care organization, the Teradata ecosystem allows CVS Health to maintain full ownership of its data, analytics, rules of engagement, and the customer relationships throughout the personalization process.

Combined PBM and Retail production systems

- Processing 12+ billion queries per year
- 400 queries per second
- 25,000+ users
- Average response time < 1 second

Evolving communication strategies and patient loyalty

A patient's health history, diagnosis, prescription regimen, environmental factors, and other information inform crucial decisions such as care plans, prescription recommendations, and adherence factors. This data needs to be captured and understood in the appropriate context, over time, and factored into ongoing, personalized dialog to drive better outcomes and reduce costs.

Teradata allows CVS Health to unify and harmonize your data to fuel analytics and personalization. We use our flexible, connected ecosystem to derive insights, then build campaigns and customer experiences and make real-time decisions for personalized communications across channels. Push and SMS are used to get immediate attention for smaller messages, while email makes it possible to create an entire web page based on the most recent customer activity and deliver it immediately to their inbox.



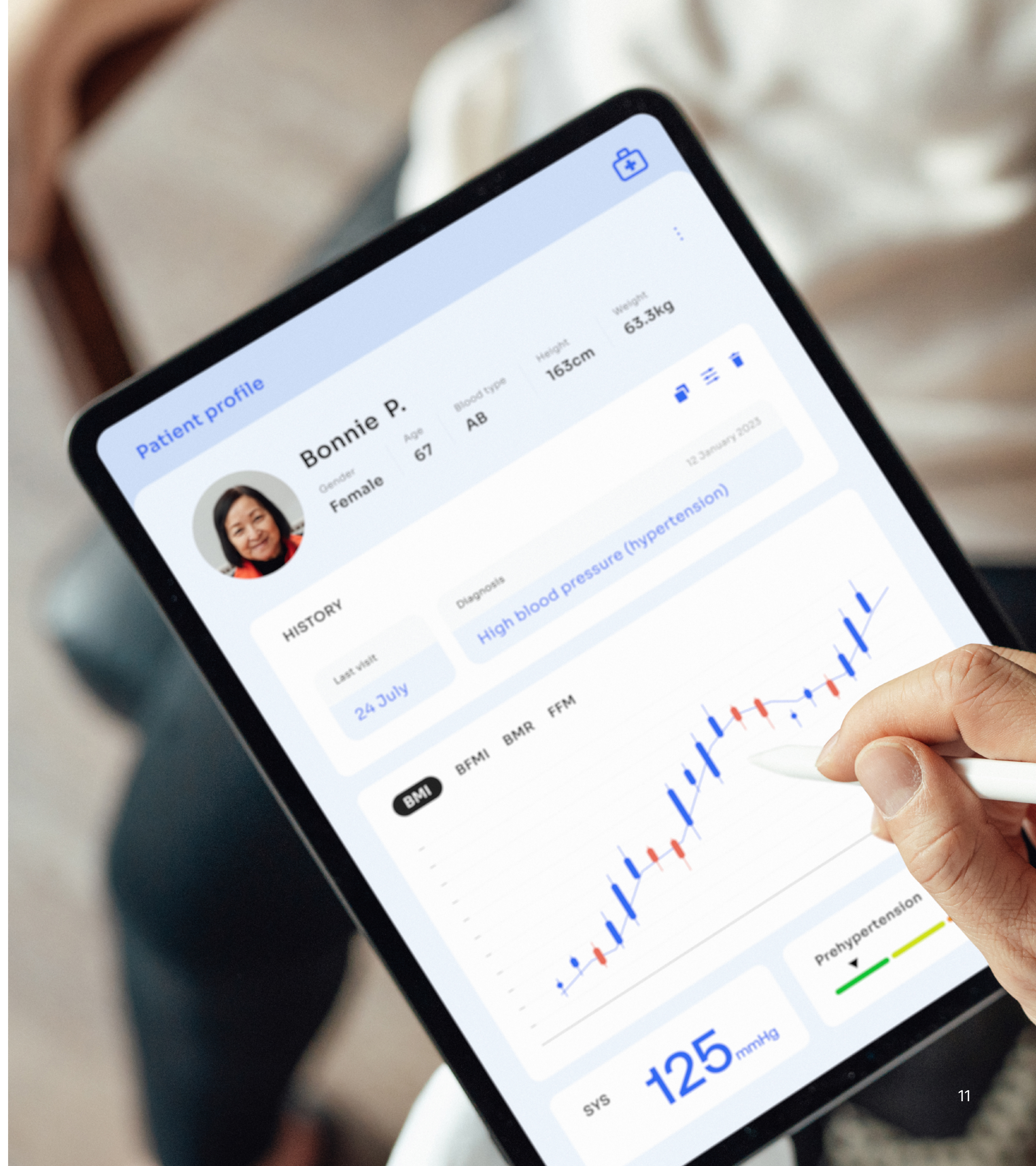
Operationalizing intelligence at scale

The last mile is the key to fulfillment—reaching customers with the right experience at the right time, in the right place. CVS Health can extend the success of the ExtraCare program to health care patient journeys of all kinds.

ExtraCare has proven the power of the Teradata platform through:

- ♥ Real-time email personalization – Customers receive personalized emails based on their most recent activity, including relevant coupons, discounts, and reminders based on their existing offers, with the ability to send new offers in real time if needed. Basket analysis and customer navigation across channels and apps provide further contextual insight.
- ♥ Omnichannel personalization – Real-time personalization extends across email, push notifications, SMS, and other touchpoints to deliver the right offer through the most suitable channel in real time.

CVS Health’s PBM organization also leverages Teradata CIM, what PBM refers to as CMT “Campaign Management Tool,” for target marketing and campaign management. The ExtraCare solution can be leveraged in the Healthspire organization, taking all the data available in the PBM EDW, adding data from Signify, Oak Street, MinuteClinics, and Cordavis, to provide a truly personalized member, patient, and provider experience.



Transforming the consumer health care experience with integration and innovation

Teradata brings a unique combination of solutions, technologies, and people with unparalleled expertise together to transform how businesses work and people live through the power of data. Our years of partnership with CVS Health provides an incredible foundation to build upon. Discover how to deliver personalization at scale—contact us today. [Learn more at Teradata.com](#)

Your Teradata Team



Thomas Casey
Executive Account Director
Teradata
thomas.casey@teradata.com



Stephanie Rathburn
Account Executive
Teradata
stephanie.rathburn@teradata.com

17095 Via Del Campo, San Diego, CA 92127 [Teradata.com](#)

The Teradata logo is a trademark, and Teradata is a registered trademark of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions and operations described herein may not be marketed in all parts of the world. All other trademarks are the property of their respective owners. Consult your Teradata representative or [Teradata.com](#) for more information.

© 2024 Teradata Corporation All Rights Reserved. Produced in U.S.A. 05.24



teradata.