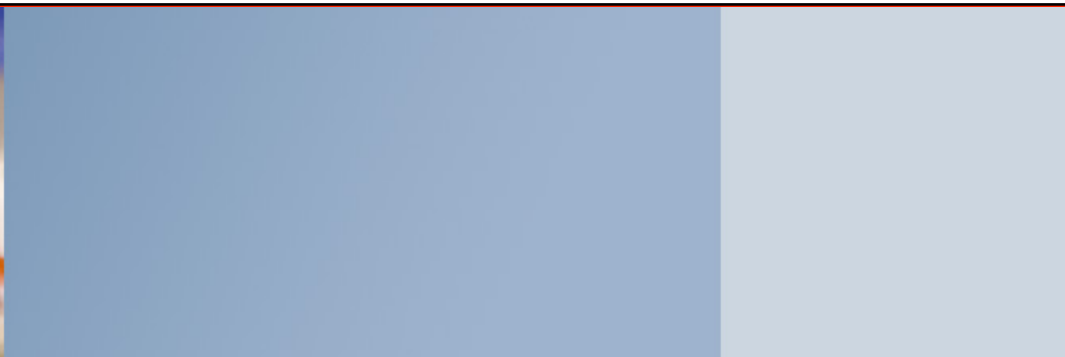


**CVS**  
**CAREMARK** | A Pharmacy  
Innovation  
Company



**Analyst Day**  
December 13, 2012



**CVS**  
**CAREMARK** | A Pharmacy  
Innovation  
Company



# Welcome

**Nancy Christal**

Senior Vice President, Investor Relations

# Safe Harbor Statement

During this presentation, we will make certain forward-looking statements that are subject to risks and uncertainties that could cause actual results to differ materially. Accordingly, for these forward-looking statements, we claim the protection of the safe harbor for forward-looking statements contained in the private securities litigation reform act of 1995. We strongly recommend that you become familiar with the specific risks and uncertainties that are described in the "risk factors" section of our annual report on form 10-K for the year ended December 31, 2011 and under the caption "cautionary statement concerning forward looking statements" in our quarterly report on form 10-Q for quarter ended September 30, 2012.

# Non-GAAP Financial Measures



## Free cash flow

Net earnings

- + Non-cash charges
  - + Working capital change
  - Additions to property and equipment
  - + Proceeds from sale-leasebacks
- 

Free cash flow

## Adjusted EPS

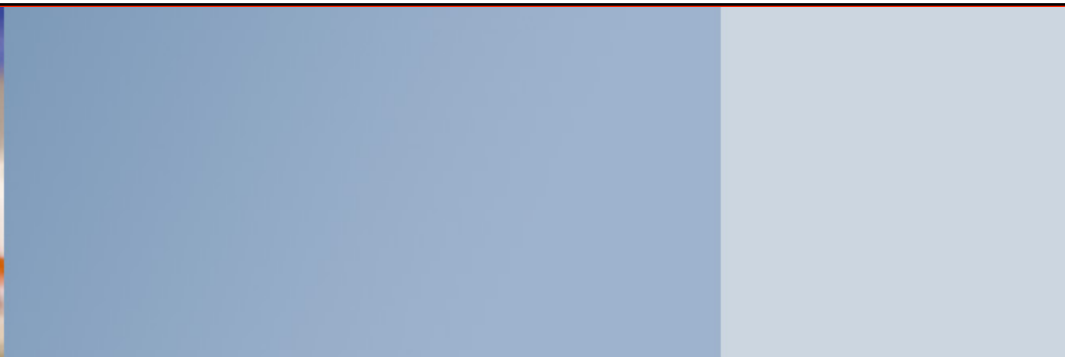
Earnings (cont. ops) before income tax provision

- + Amortization
  - Income tax provision
  - +/- Dilutive earnings adjustment
  - ÷ Weighted average diluted common shares
- 

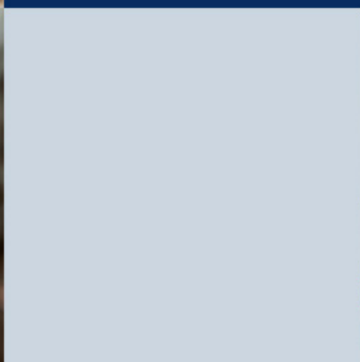
Adjusted earnings per share (cont. ops)

Note: Working capital change does not include change in short-term debt





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Innovation  
Company



## Opening Remarks

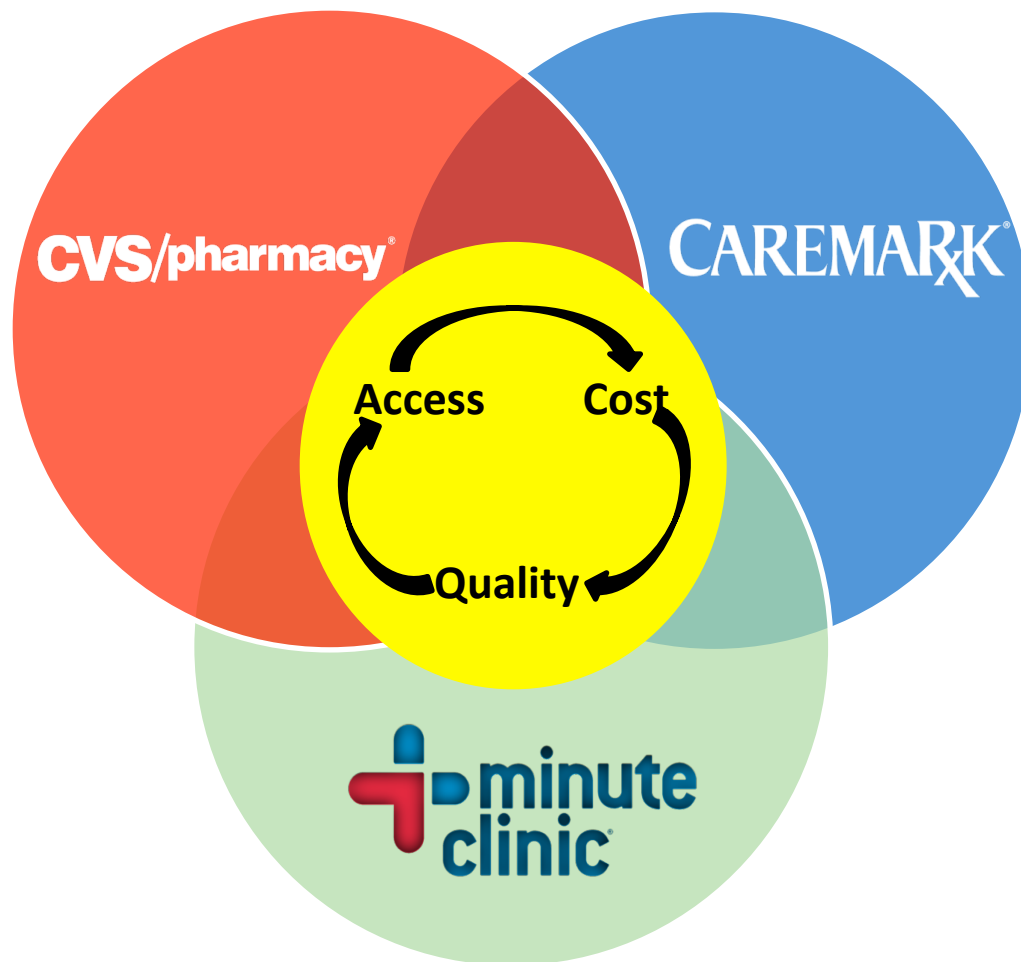
**Larry Merlo**

President & Chief Executive Officer

# Our Purpose



# Our Strategy: Reinventing Pharmacy For Better Health ... And Better Shareholder Value



- Continued leadership in core businesses
- Pharmacy innovation to solve key health care issues
- Capitalize on the power of our integration “Sweet Spots”

# Major Accomplishments Since Last Year's Meeting

- Over-delivered 2012 financial targets
- Capitalized on WAG/ESRX impasse
- Returned PBM to healthy growth trajectory
- Reaccelerated MinuteClinic growth
- Advanced integration “Sweet Spot” offerings

EPS & cash flow above target

Gained over 24 million scripts

EBIT up ~20%

Opened ~100 new clinics

Significantly increased client adoption of programs



# Today's Key Takeaways

## Unique Position

- Integrated model enables pharmacy innovation
- Agility to pivot to address health care opportunities

## Strategic Growth Framework

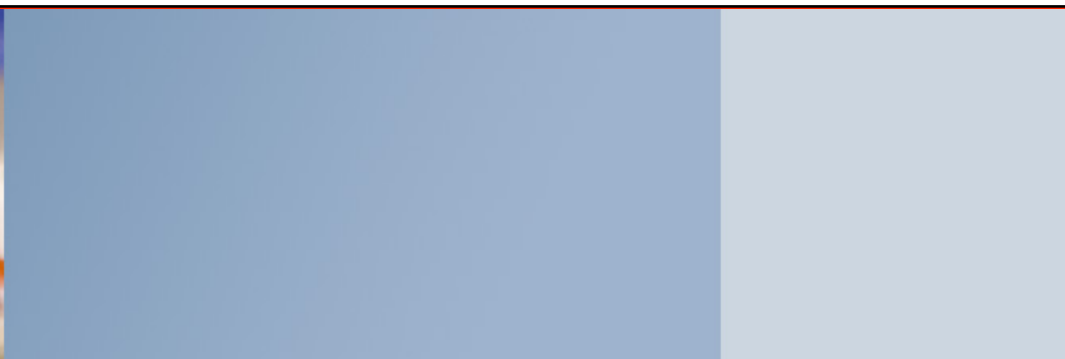
- Core businesses growing and gaining share
- Initiatives capitalize on unique assets
- Migrating toward more integrated view of company

## Enhancing Shareholder Value

- Healthy earnings growth
- Substantial cash flow generation
- Disciplined capital allocation

# Today's Agenda

<u>Topic</u>	<u>Speaker</u>
Financial Overview / Guidance Q&A	Dave Denton
Industry Overview & Strategic Growth Framework	Larry Merlo
Positioning The PBM For Long-term Success	Per Lofberg
PBM Growth Strategy	Jon Roberts
Retail Pharmacy Growth Strategy	Mark Cosby
MinuteClinic Growth Strategy	Andy Sussman, MD
Thriving In A Rapidly-evolving Health Care System	Troy Brennan, MD, MPH
Wrap-up And Q&A	All



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Innovation  
Company



## Driving Shareholder Value

**Dave Denton**

Executive Vice President & Chief Financial Officer

# Agenda

2012 financial highlights

Capital allocation priorities

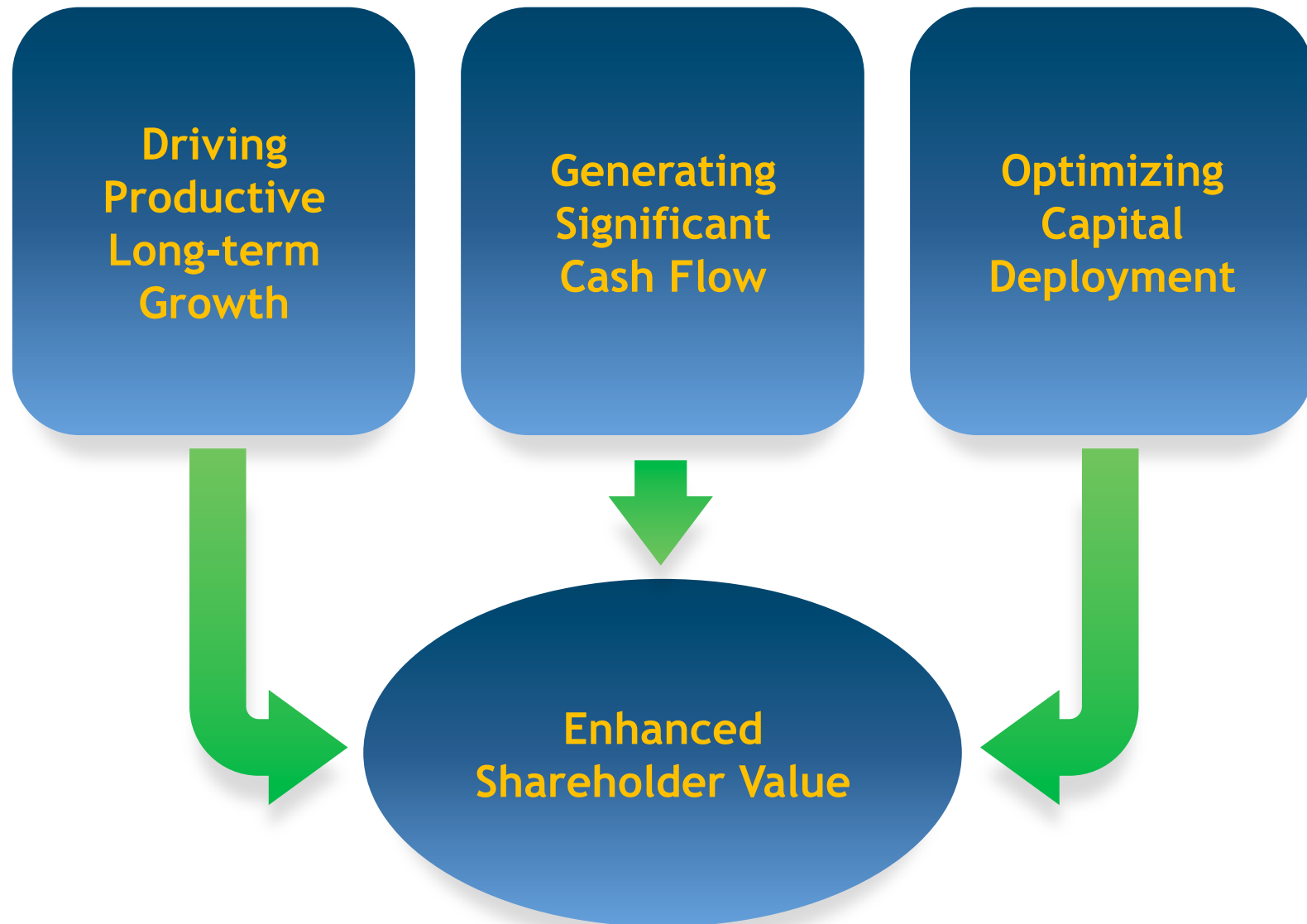
2013 guidance review

Steady state targets ... enterprise view





# Focused On Enhancing Shareholder Value



# 2012 Growth Creating Significant Shareholder Value



- Expect to deliver EPS well above initial targets
  - Drove solid performance in core businesses
  - Gained disproportionate share from Walgreens/Express Scripts impasse
  - Cut costs and improved efficiencies across the enterprise
- Generated substantial free cash flow
  - Successfully delivered on inventory improvement target
- Capital allocation optimized
  - Returned ~\$5 billion to shareholders through dividends and share repurchases

# 2012 Guidance Reaffirmed



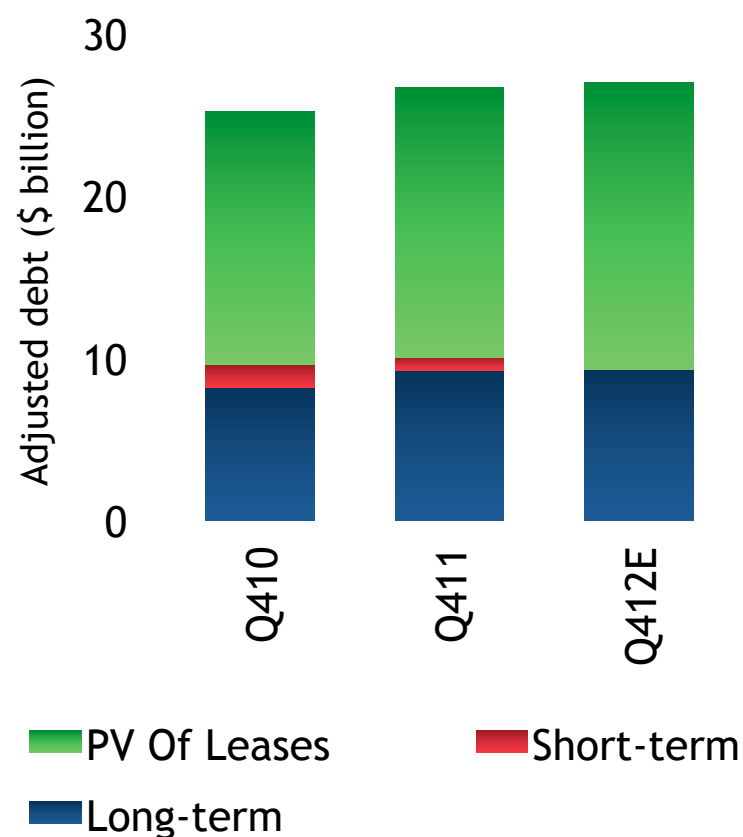
Full-year 2012	
Net revenue growth	14.25% to 14.75%
Adjusted EPS (from cont. ops.)	\$3.38 to \$3.41
<i>Year-over-year growth</i>	<i>Up 20.75% to 21.75%</i>
Free cash flow	\$4.6b to \$4.9b

Notes:

1. GAAP diluted EPS (from cont. ops.) guidance for full-year 2012 is reaffirmed as \$3.15 to \$3.18.
2. Guidance does not include the impact of the 2012 cash tender and debt refinancing.

# Strong Balance Sheet Enables Flexibility

## Total Debt

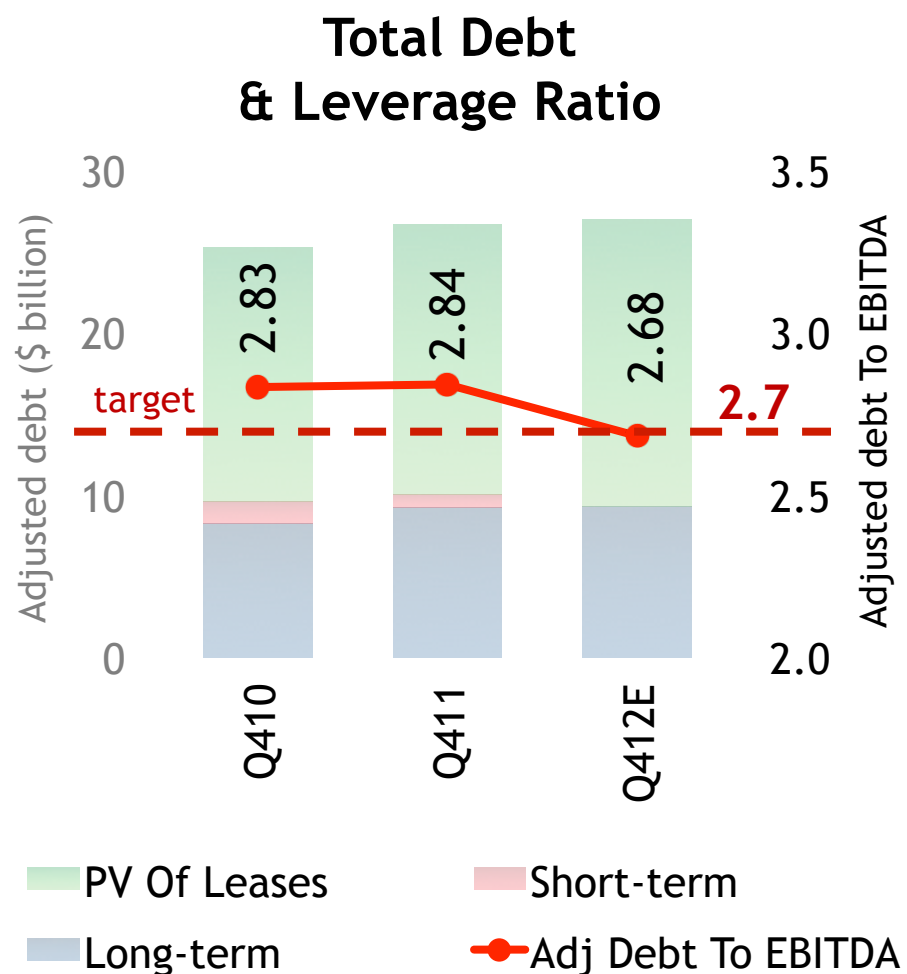


Note: 2012 estimate does not include the impact of the 2012 cash tender and debt refinancing.

- Focused on maintaining high BBB rating
- Since 2010, cash cycle reduced by 12.1 days
  - Retail Days In Inventory improved by 9.0 days
  - Retail Days Payables Outstanding improved by 3.4 days



# Strong Balance Sheet Enables Flexibility



Note: 2012 estimate does not include the impact of the 2012 cash tender and debt refinancing.

- Focused on maintaining high BBB rating
- Since 2010, cash cycle reduced by 12.1 days
- Targeting Adjusted Debt-to-EBITDA ratio of 2.7X
  - Able to issue debt to maintain ratio
  - Modifying long-term debt structure to take advantage of low interest rates

# Debt Refinancing Will Improve Earnings and Cash Flow

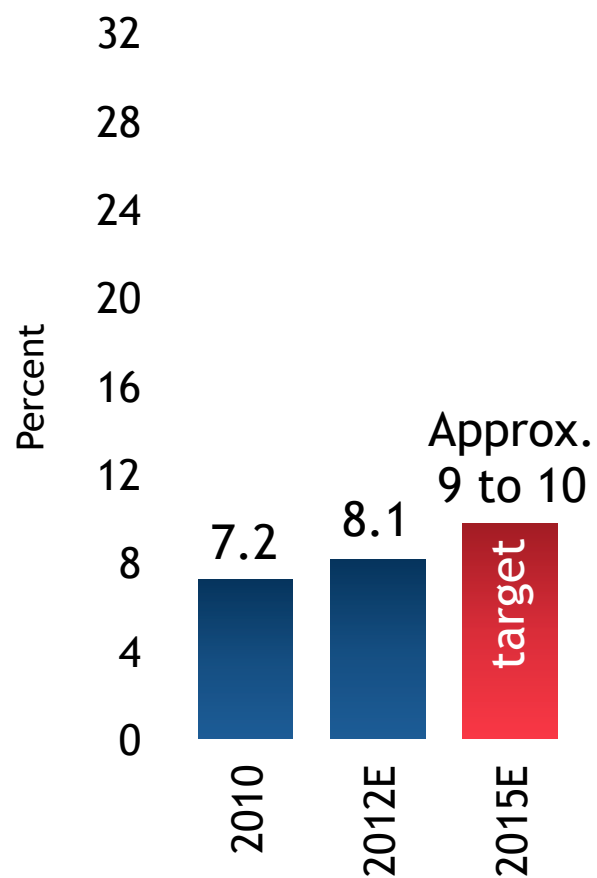


- Cash “waterfall” tender offer for **up to \$1.3 billion**, collectively
  - Any and all of \$1.00 billion, 6.600% senior notes due 2019
  - \$0.70 billion, 6.125% senior notes due 2016
  - \$1.75 billion, 5.750% senior notes due 2017
- Issued \$1.25 billion, 2.750% senior notes due 2022
- Benefiting from advantageous interest rate environment
- After-tax, one-time costs between \$160 million and \$220 million in 2012
  - Between 13¢ and 17¢ of EPS
- Impact from tender and refinancing not included in 2012 or 2013 guidance

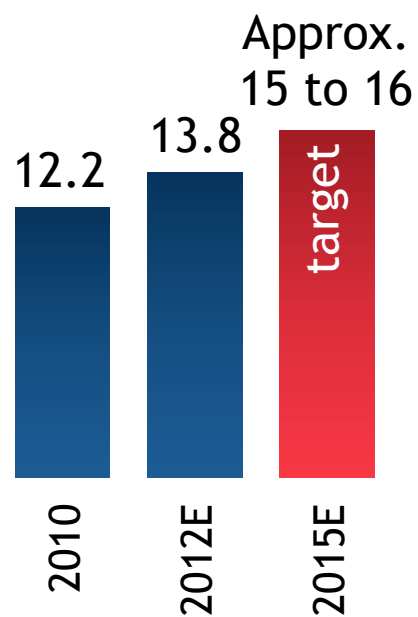
Annual EPS accretion of **approximately 2¢** going forward

# Focused On Improving Returns

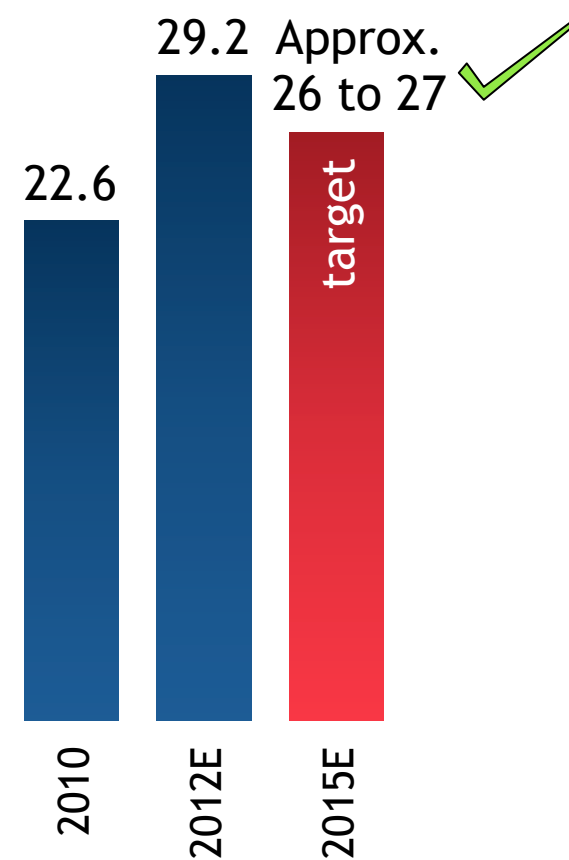
## Return On Invested Capital



## Return On Invested Capital (excludes goodwill)

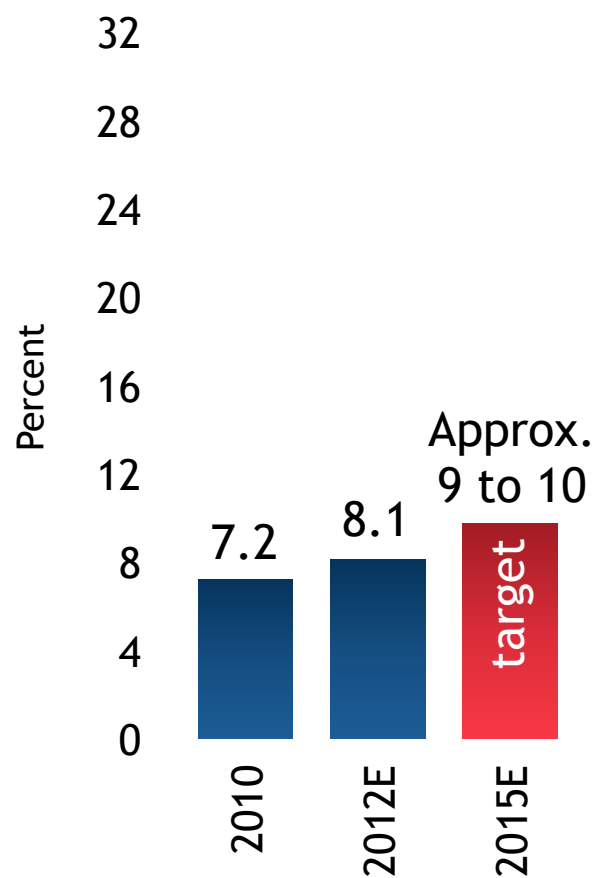


## Return On Net Assets

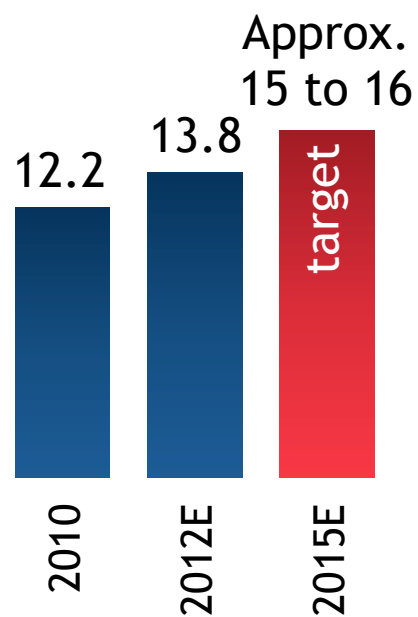


# Focused On Improving Returns

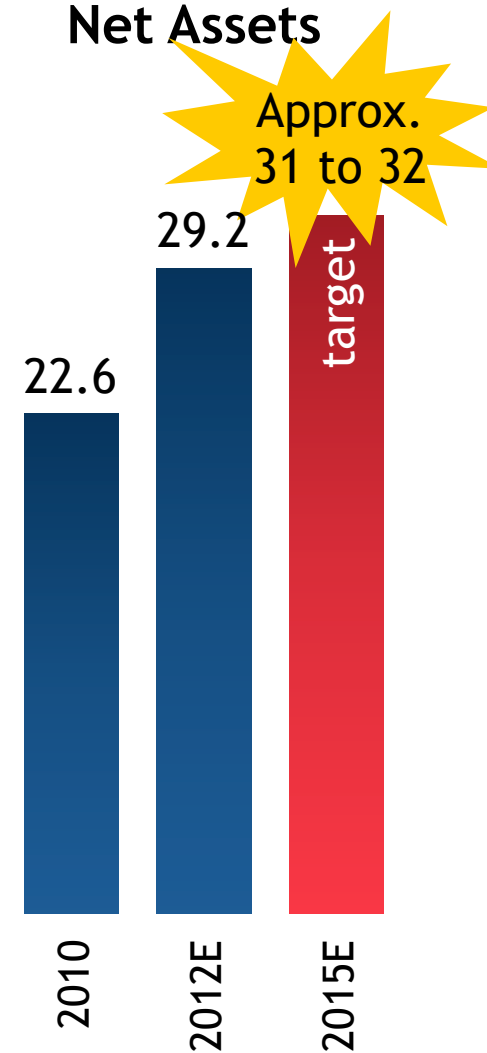
## Return On Invested Capital



## Return On Invested Capital (excludes goodwill)



## Return On Net Assets





# Agenda

2012 financial highlights

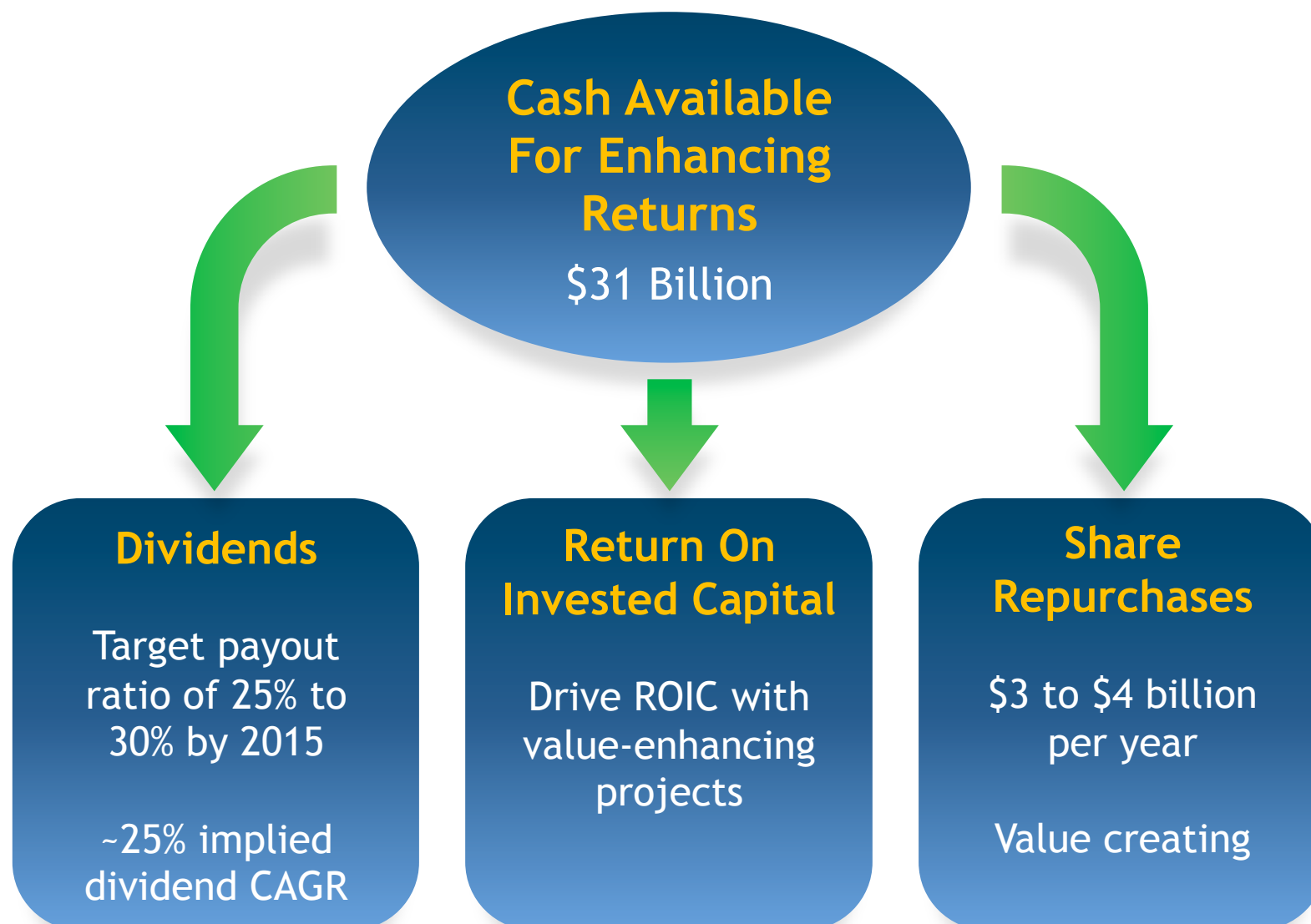
Capital allocation priorities

2013 guidance review

Steady state targets ... enterprise view

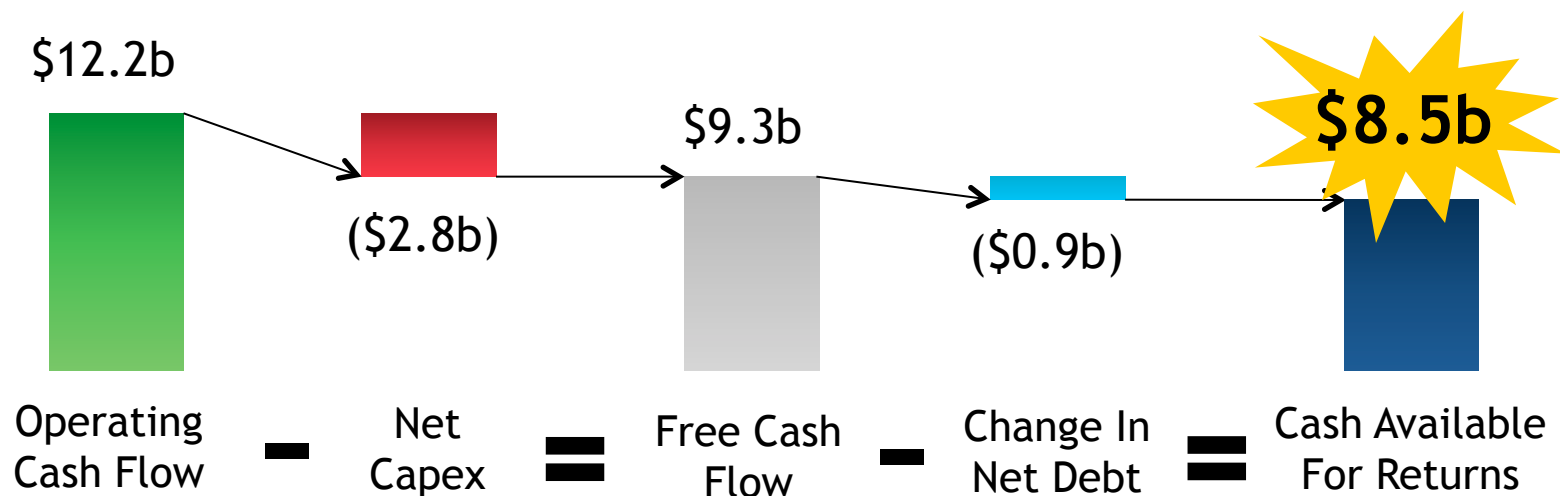


# Disciplined Cash Deployment 2011 - 2015



Note: Cash available for enhancing returns = Free cash flow +/- change in net debt

# Substantial Cash Generation In 2011 & 2012 Combined

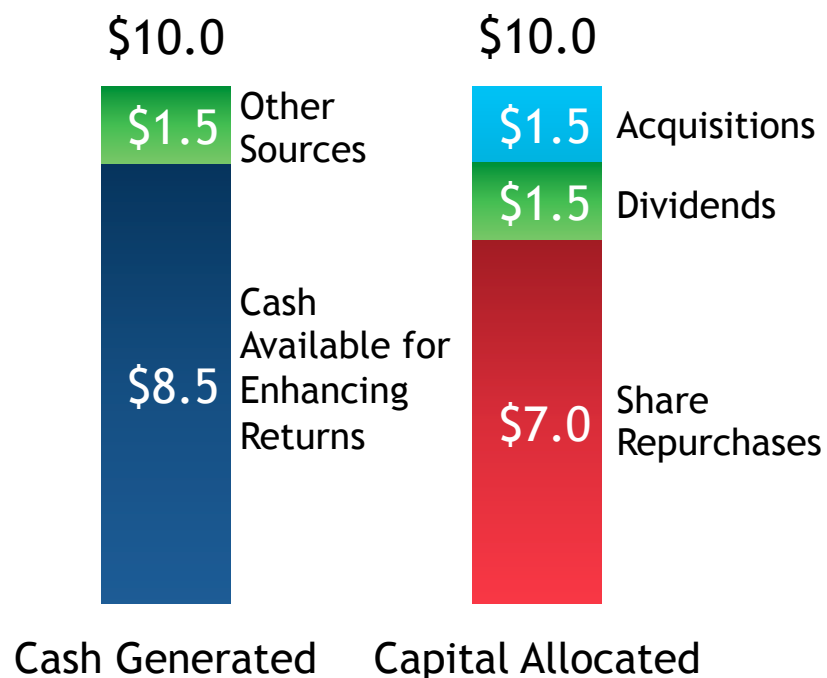


Notes:

1. Figures represent actual results for 2011 and estimates for 2012, combined.
2. Estimates do not include the impact of the 2012 cash tender and debt refinancing.
3. Figures may not foot due to rounding.

# Disciplined Capital Allocation Over The Last Two Years

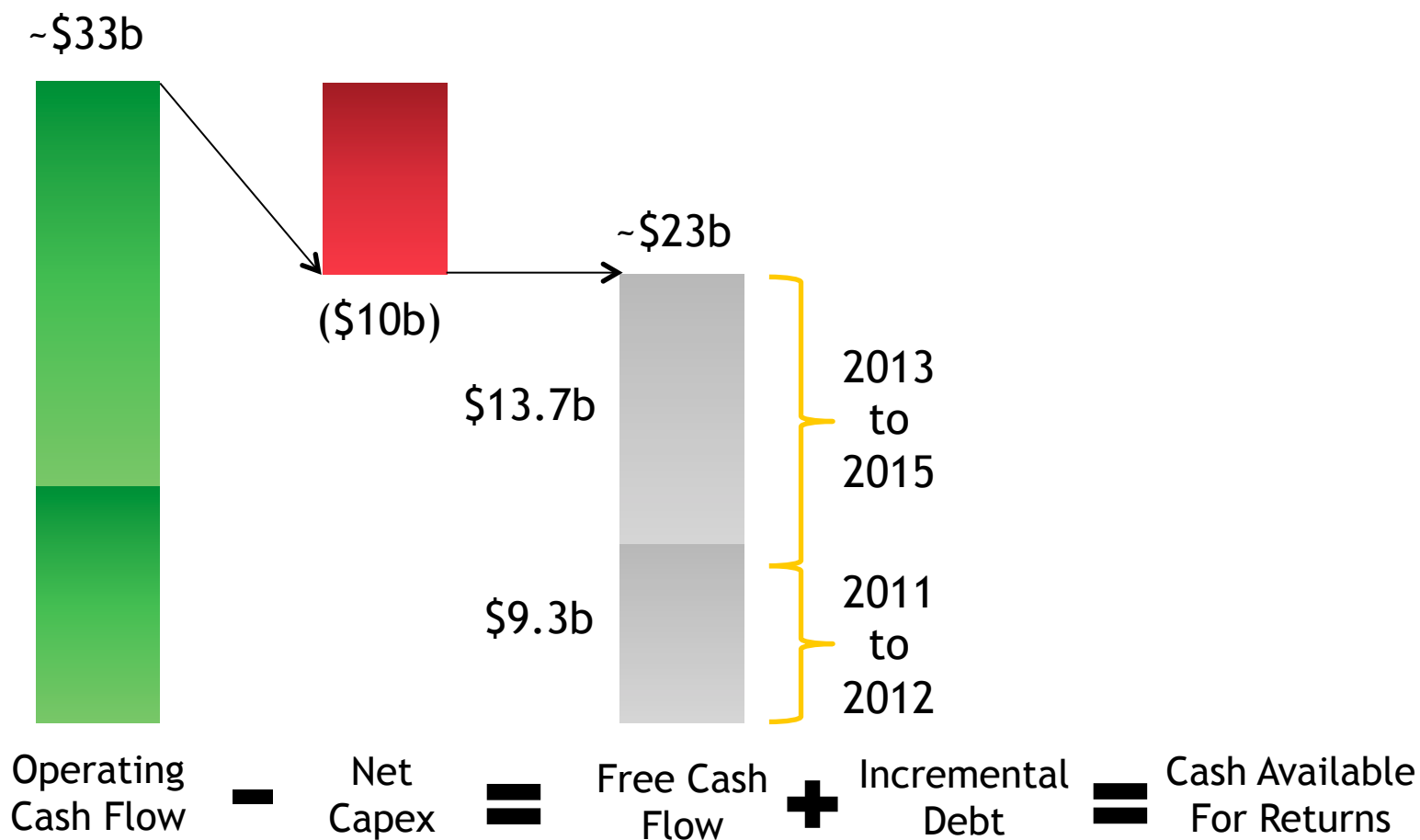
## 2011 & 2012E Combined (billions)



Note: Other sources of cash include proceeds from exercise of stock options among other items.

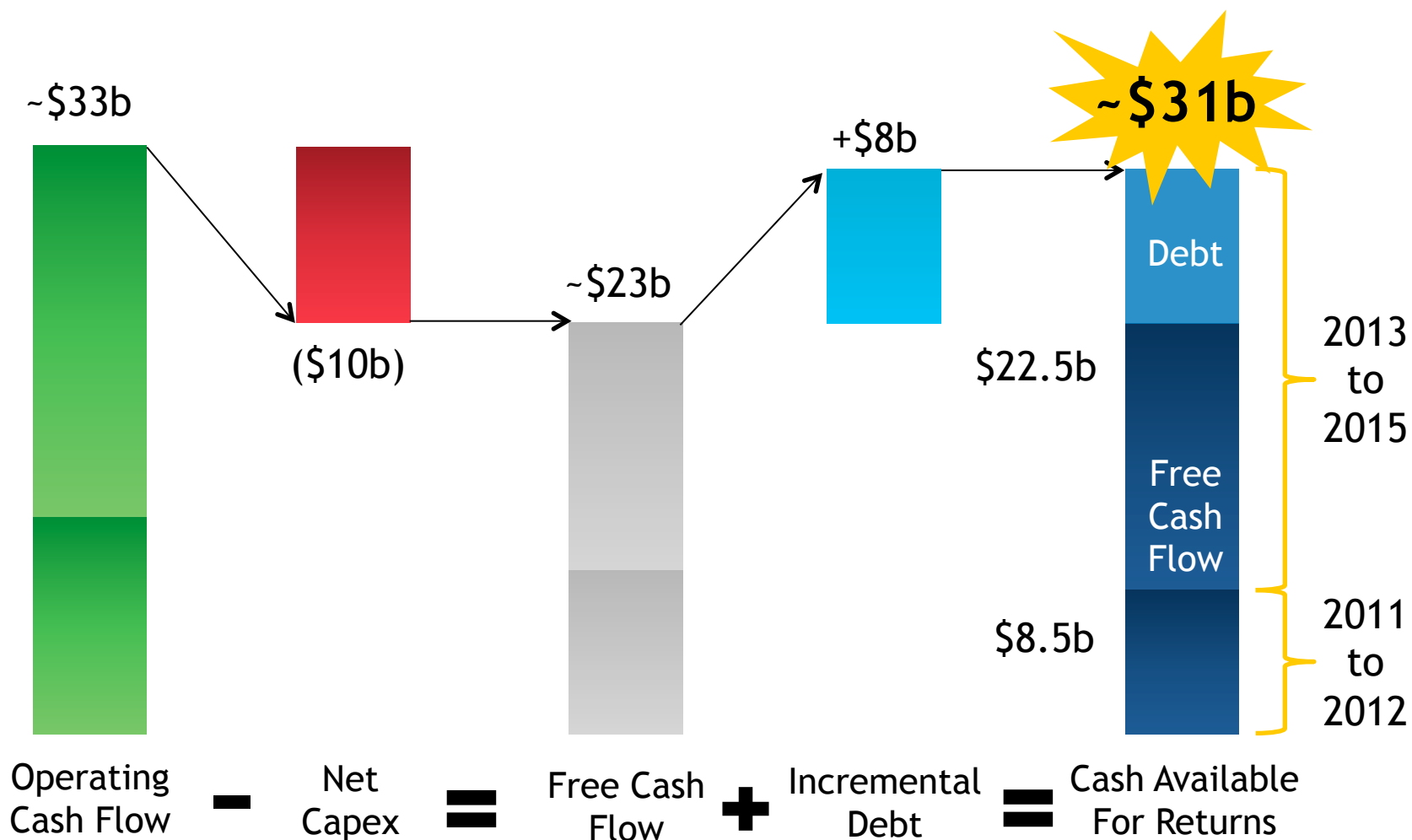
- 86% increase of quarterly dividend
  - Payout ratio currently at 21%
- Bolt-on acquisitions strengthened Medicare Part D business
- Expected to complete \$7 billion of value-creating share repurchases
  - \$3.5 billion repurchased per year, on average
- Use of capital in line with steady state targets

# \$31B Of Cash Available To Enhance Returns 2011-2015



Note: Figures represent targets for the years 2011 through 2015, under steady state five-year business model.

# \$31B Of Cash Available To Enhance Returns 2011-2015

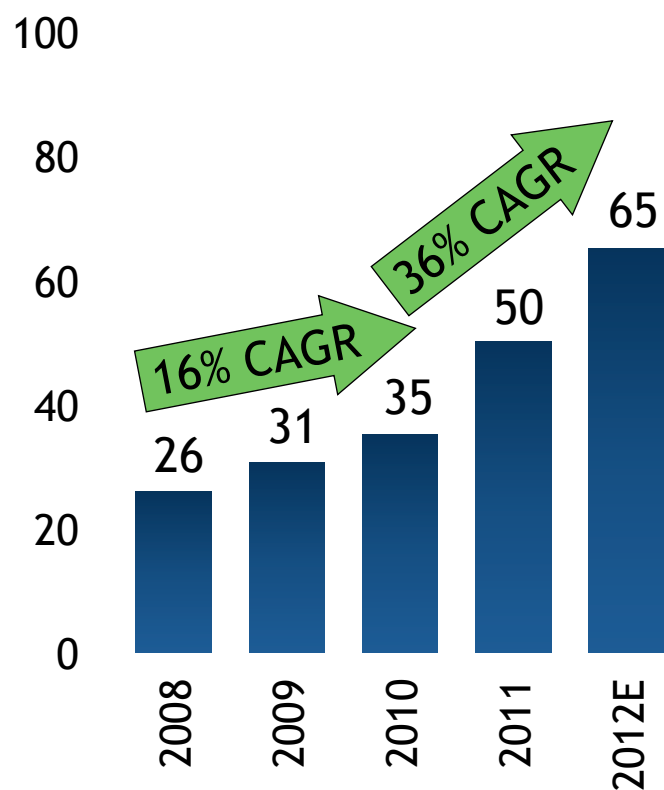


Note: Figures represent targets for the years 2011 through 2015, under steady state five-year business model.

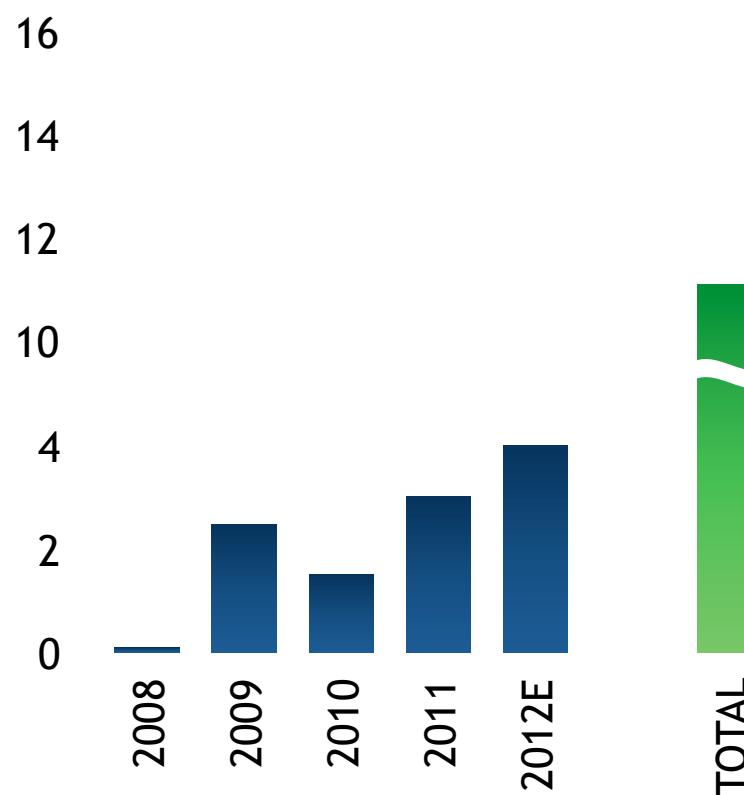
~\$22 billion of cash should be available 2013 through 2015

# Solid History Of Enhancing Shareholder Returns

## Annual Dividend Per Share (cents)



## Annual Share Repurchases (\$ billion)

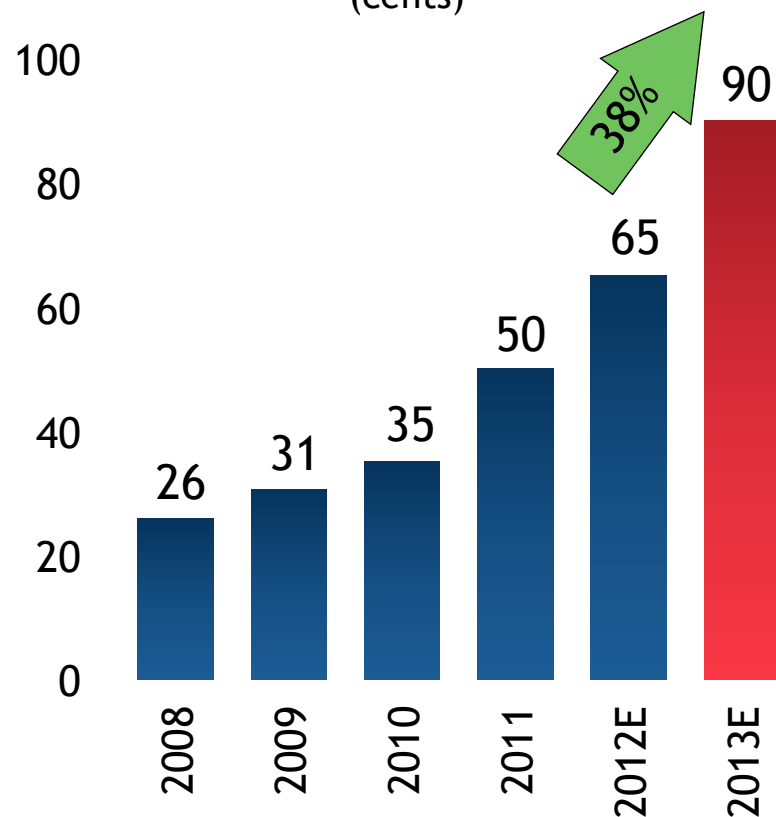




# Substantial Dividend Increase In 2013 ...

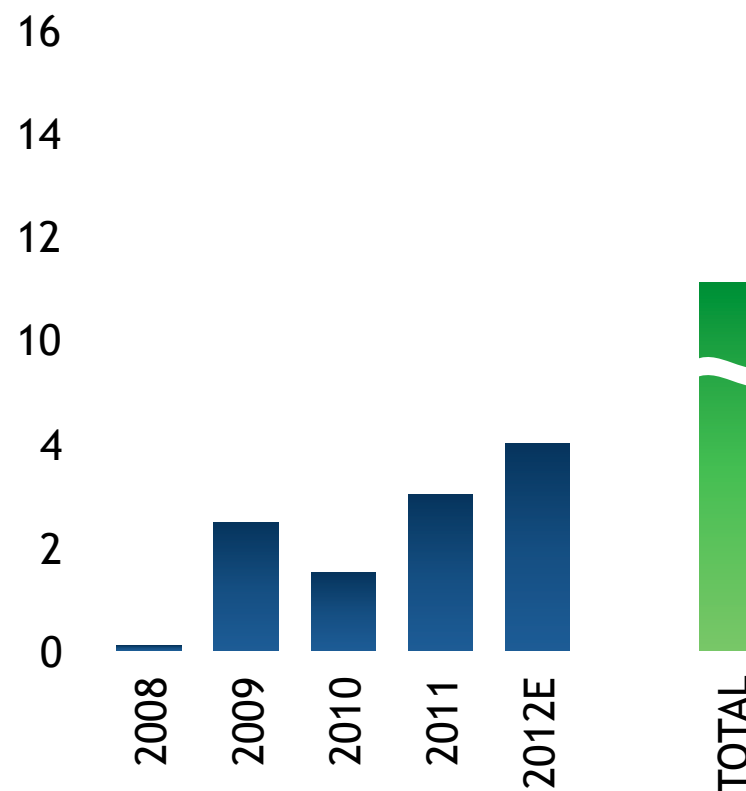
## Annual Dividend Per Share

(cents)



## Annual Share Repurchases

(\$ billion)

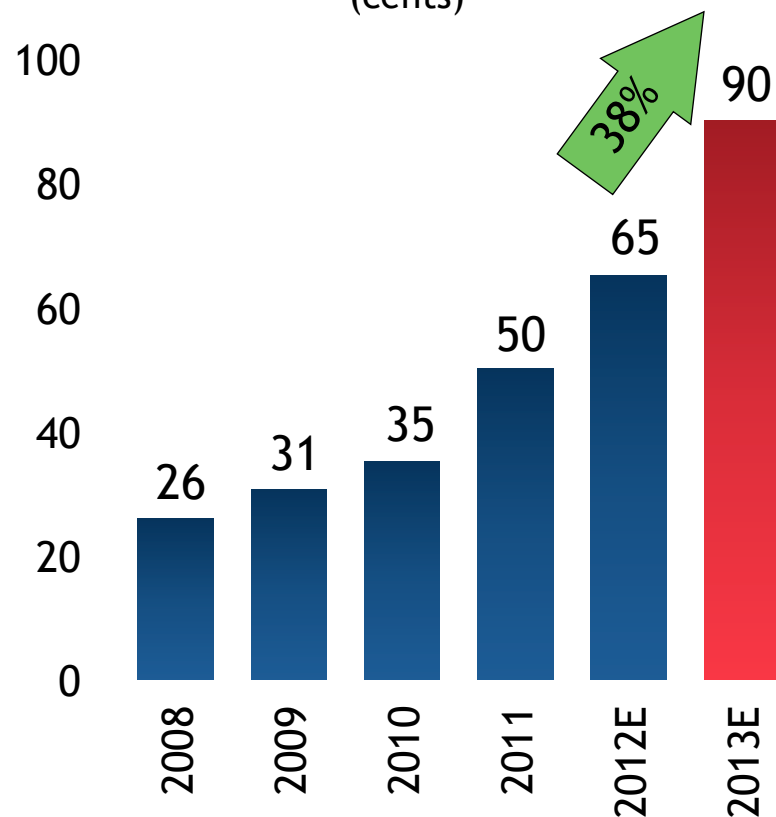


Achieve 25% dividend payout ratio ... **two years early!**

## ... And Significant Share Repurchases

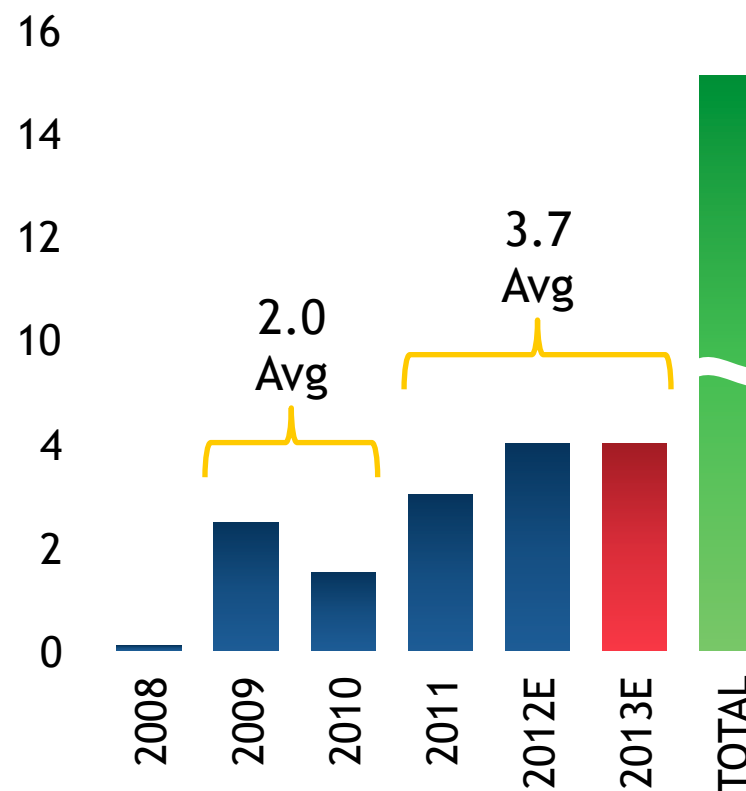
### Annual Dividend Per Share

(cents)



### Annual Share Repurchases

(\$ billion)



Nearly **\$5 billion** expected to be allocated to shareholders in 2013

# Agenda

2012 financial highlights

Capital allocation priorities

2013 guidance review

Steady state targets ... enterprise view



# 2013 Guidance: Solid Enterprise Growth



Full-year 2013	
Net revenue growth	0.75% to 2.0%
GAAP diluted EPS (from cont. ops.)	\$3.59 to \$3.73
Adjusted EPS (from cont. ops.)	\$3.84 to \$3.98
<i>Year-over-year growth</i>	<i>Up 13.25% to 17.25%</i>

## Notes:

1. EPS estimates assume completion of \$4 billion in share repurchases, as part of a \$6.0 billion share repurchase program authorized by CVS Caremark's board of directors in September 2012. Timing of repurchases should roughly follow the timing of share repurchases in 2012.
2. Year-over-year growth rate based on mid-point of 2012 guidance range.
3. Estimates include one less day in 2013 versus 2012 for leap year.
4. Estimates do not include the impact of the 2012 cash tender and debt refinancing.

# 2013 Guidance: Superior Free Cash Flow

<i>(billions)</i>	Full-year 2013
Operating cash flow	\$6.4 to \$6.6
<i>Gross capital expenditures</i>	<i>Approximately (\$2.1)</i>
<i>Sale-leaseback proceeds</i>	<i>\$0.5 to \$0.6</i>
Net capital expenditures	(\$1.6) to (\$1.5)
<b>Free cash flow</b>	<b>\$4.8 to \$5.1</b>
<i>Growth Over LY</i>	<i>Approximately 4%</i>

Notes:

1. The Company finances a portion of its store development program through sale-leaseback transactions. Use of sale-leaseback financing is subject to change, as we evaluate a variety of financing vehicles for future development; this may also result in changes to our definition of free cash flow.
2. Estimates include one less day in 2013 versus 2012 for leap year.
3. Figures might not foot due to rounding.

# 2013 Guidance: Healthy Outlook In Retail Pharmacy

Retail Pharmacy Segment	Full-year 2013
Net revenue growth	1.25% to 2.5%
<i>Same store sales</i>	<i>0.25% to 1.5%</i>
<i>Same store scripts</i>	<i>1.5% to 2.5%</i>
Gross profit margin	Moderate improvement
Operating expense ( <i>% of revenue</i> )	Flattish
Operating profit growth	5.0% to 6.75%
Operating profit margin	Up 30 bps to 40 bps

Notes:

1. Same store script growth is estimated using the standard convention of counting all scripts, regardless of the days supply, as one script.
2. Estimates, including “same store” estimates, include one less day in 2013 versus 2012 for leap year.

# 2013 Guidance: Significant Improvement In PBM

Pharmacy Services Segment	Full-year 2013
Net revenue growth	1.5% to 2.75%
<i>Total adjusted claims</i>	<i>1.035b to 1.045b</i>
Gross profit margin	Modest improvement
Operating expense ( <i>% of revenue</i> )	Modest improvement
Operating profit growth	10.0% to 14.0%
Operating profit margin	Up 30 bps to 40 bps

Notes:

1. Estimates include one less day in 2013 versus 2012 for leap year.



# Profitability In 2013 Affected By Several Factors

- Impact of Walgreens/Express Scripts impasse and resolution
- Even greater profitability from generics in 2013 versus 2012
  - Significant benefit from 2012 break open generics wraps into 2013
- Leap year in 2012
  - One day equals approximately \$21 million in earnings, or 2¢ in EPS

# Impact Of WAG/ESRX Impasse Exceeded Expectations



## At Last Year's Analyst Day, We Said We Expected ...

- Full-year EPS impact **between 8¢ and 11¢**
- Full-year EBIT impact of **\$175 million to \$235 million**
- Full-year pharmacy scripts impact of **16.9 million to 23.0 million**
- Full-year pharmacy same store sales **impact of ~ 300 bps**

## This Year, We Are Forecasting ...

- Full-year EPS impact of **at least 12.5¢**
- Full-year EBIT impact of **at least \$260 million**
- Full-year pharmacy scripts impact of **at least 24.0 million**
- Full-year pharmacy same store sales **impact of ~ 360 bps**

We gained disproportionate share ... we expect to retain disproportionate share

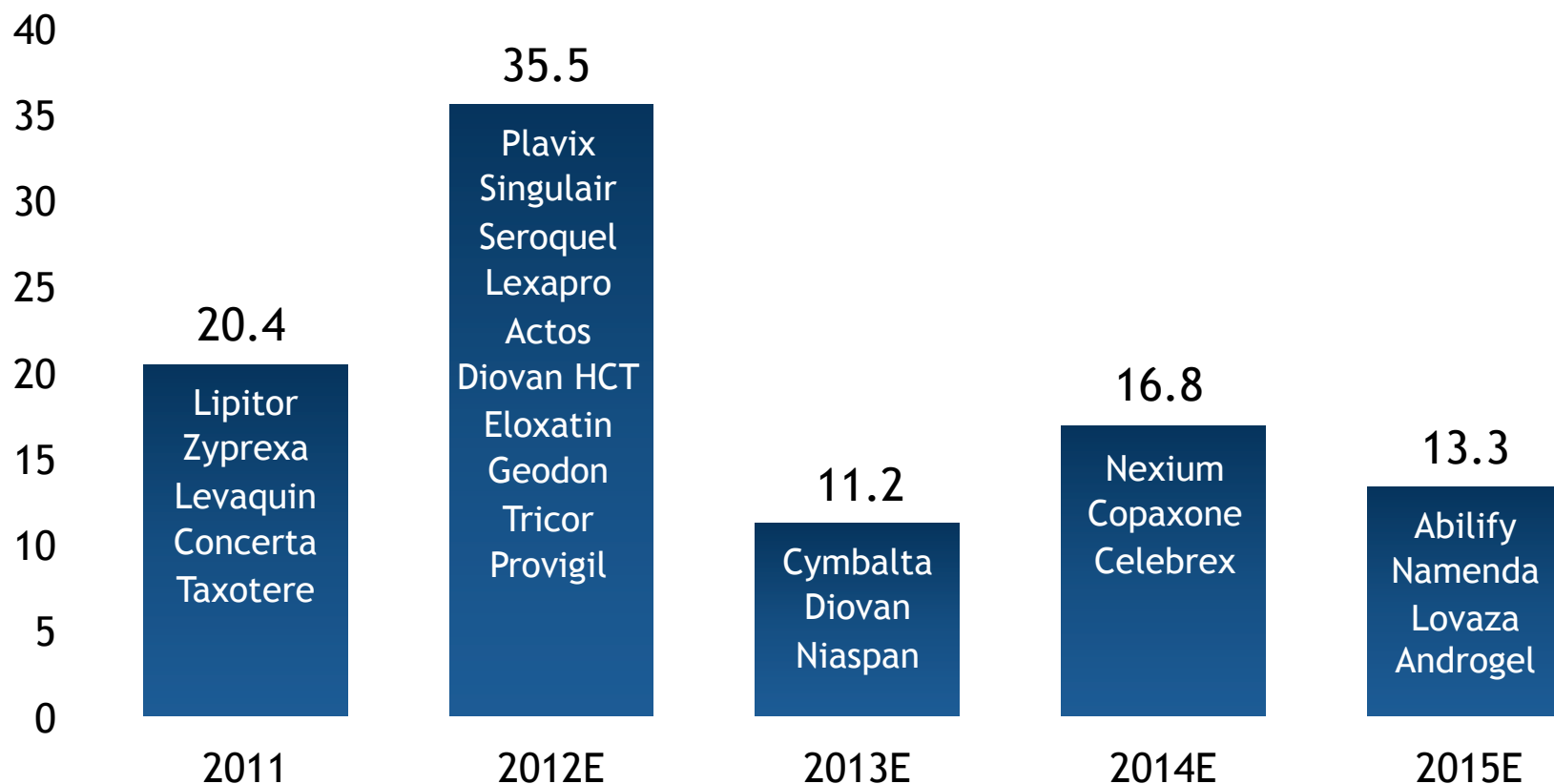
# WAG/ESRX Impasse Still Benefits Business In 2013

- Benefit from 2012 WAG/ESRX impasse embedded in underlying retail results
- Currently expect to retain **at least 60%** of scripts gained
- Comparison to strong share gains in 2012

2013 Estimates	With Impact	Without Impact	WAG Impact
Retail same store scripts	1.5% - 2.5%	2.9% - 3.9%	~ 135 bps
Retail same store pharmacy sales	0.0% - 1.0%	1.3% - 2.3%	~ 135 bps
Retail operating profit growth	5.0% - 6.75%	7.3% - 9.0%	~ 225 bps

# Generics Continue To Represent A Significant Opportunity In The Coming Years

## Total Brand Market Sales (\$ billions)



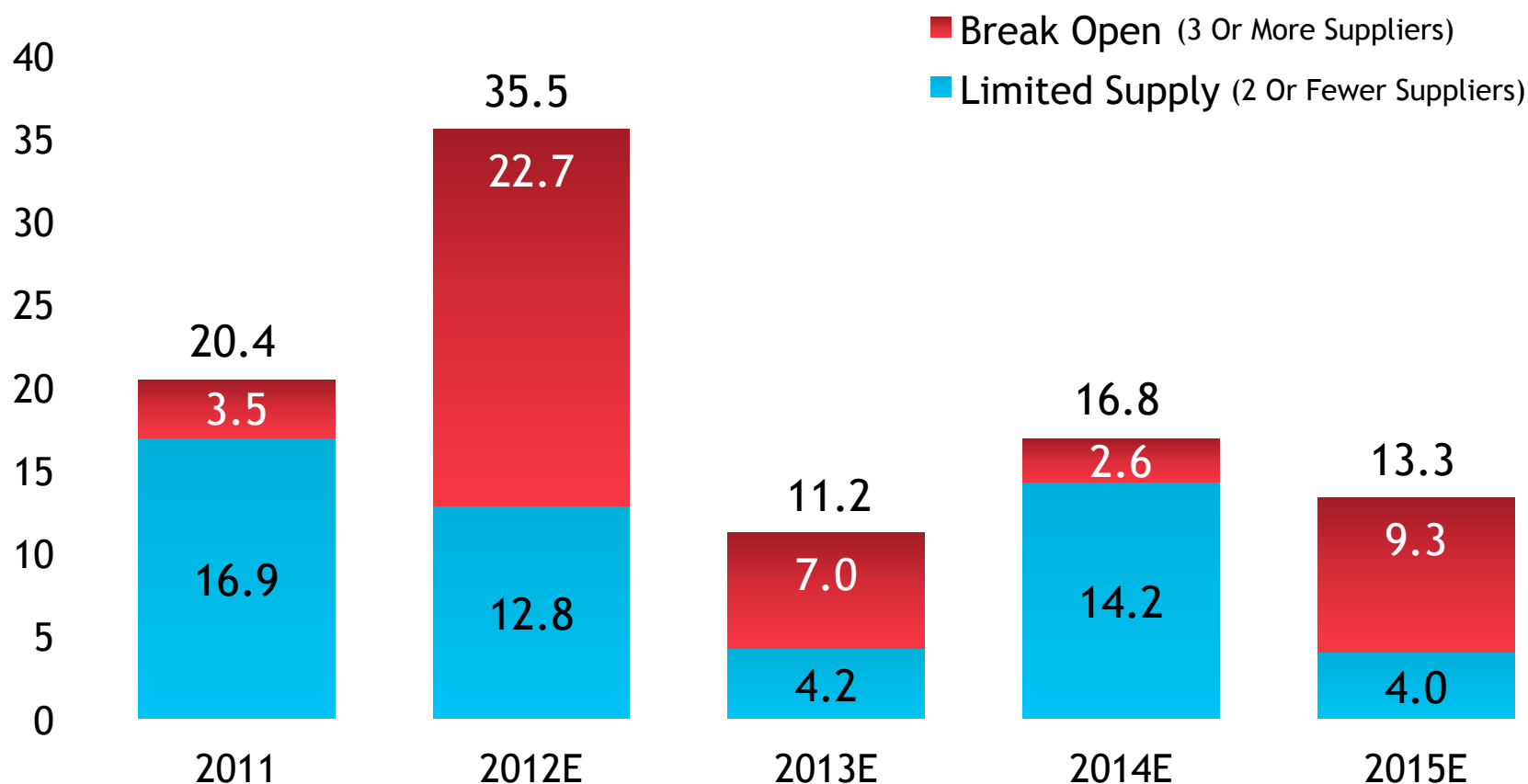
### Notes:

1. Total brand market sales estimates represent annualized sales; includes all expected generic launches in total brand numbers with key launches highlighted; assumes 6 months pediatric extension on all launches; forward looking information assumes no “at risk” launches.
2. The timing of generic introductions and number of suppliers can be impacted by a variety of factors, including legal challenges, regulatory issues and manufacturing capacity.

Sources: IMS Health; company estimates.

# Break Open Generics Enhance Profitability Yield

## Total Brand Market Sales (\$ billions)



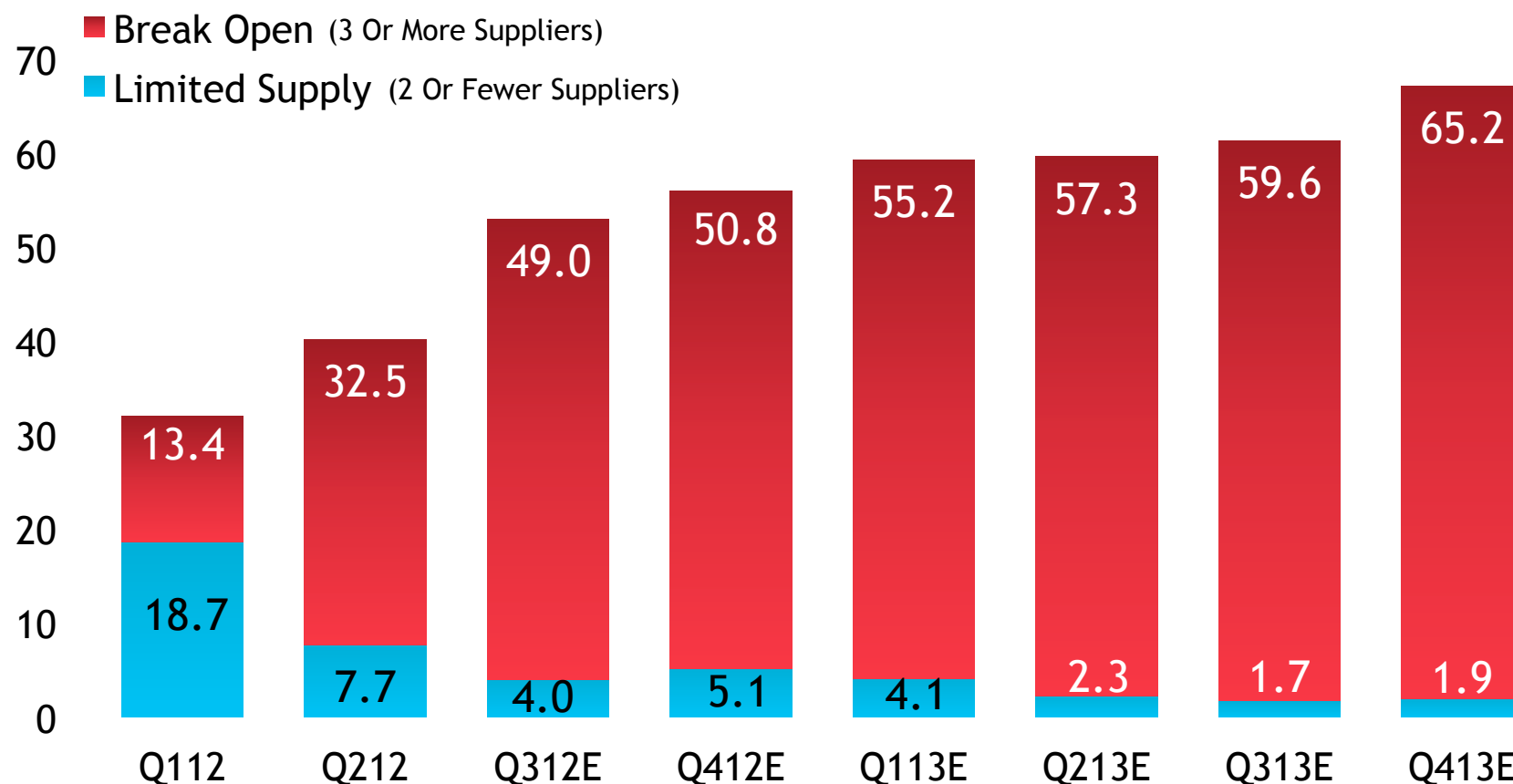
### Notes:

1. Total brand market sales estimates represent annualized sales; includes all expected generic launches in total brand numbers with key launches highlighted; assumes 6 months pediatric extension on all launches; forward looking information assumes no “at risk” launches.
2. The timing of generic introductions and number of suppliers can be impacted by a variety of factors, including legal challenges, regulatory issues and manufacturing capacity.

Sources: IMS Health; company estimates.

# 2013 To Benefit More From Break Open Generics

## Total Brand Market Sales: Cumulative Launches Since 2010 (\$ billions)



### Notes:

1. Total brand market sales estimates represent annualized sales; includes all expected generic launches in total brand numbers with key launches highlighted; assumes 6 months pediatric extension on all launches; forward looking information assumes no “at risk” launches.
2. The timing of generic introductions and number of suppliers can be impacted by a variety of factors, including legal challenges, regulatory issues and manufacturing capacity.

Sources: IMS Health; company estimates.

# First Quarter 2013 Guidance



Q1 2013	
Net revenue growth	(4%) to (2.5%)
GAAP diluted EPS (from cont. ops.)	71¢ to 74¢
Adjusted EPS (from cont. ops.)	77¢ to 80¢
<i>Year-over-year growth</i>	<i>Up 18% to 23%</i>

## Notes:

1. EPS estimates assume completion of \$4 billion in share repurchases in 2013, as part of a \$6.0 billion share repurchase program authorized by CVS Caremark's board of directors in September 2012. Timing of repurchases should roughly follow the timing of share repurchases in 2012.
2. Estimates include one less day in 2013 versus 2012 for leap year.
3. Estimates do not include the impact of the 2012 cash tender and debt refinancing.



# First Quarter 2013 Guidance

Q1 2013	
Pharmacy Services	Net revenue growth (3.0%) to (1.75%)
	Operating profit growth 24% to 31%
Retail Pharmacy	Net revenue growth (2.5%) to (1.0%)
	<i>Same store sales (3.5%) to (2.0%)</i>
	<i>Same store scripts 0.75% to 1.75%</i>
	Operating profit growth 9.5% to 11.5%

## Notes:

1. Estimates, including “same store” estimates, include one less day in 2013 versus 2012 for leap year. The one extra day due to leap year positively impacted pharmacy same store sales in the first quarter of 2012 by approximately 75 basis points and front end same store sales by approximately 120 basis points.
2. Same store script growth is estimated using the standard convention of counting all scripts, regardless of the days supply, as one script.

# Agenda

2012 financial highlights

Capital allocation priorities


2013 guidance review

Steady state targets ... enterprise view



# Steady State Targets Affirmed: Enterprise Growth Model

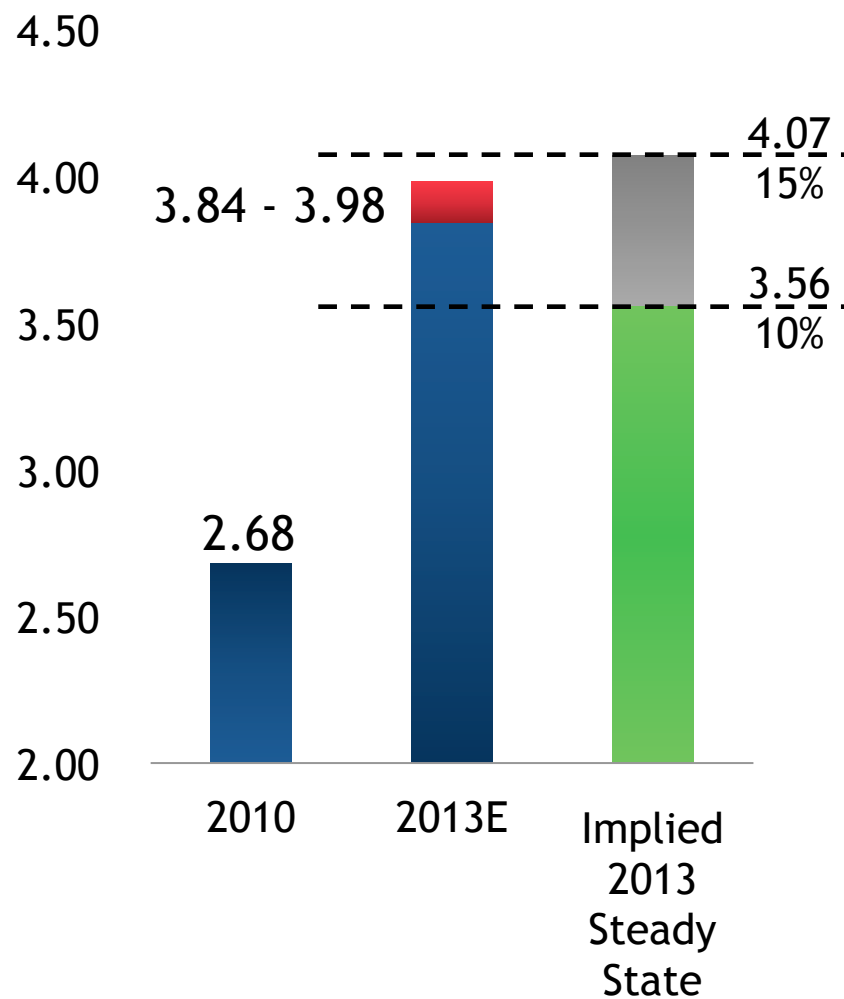
5-year CAGR 2010 - 2015	
Net revenue growth	5% to 8%
Operating profit growth	8% to 10%
Adjusted EPS (from cont. ops.) growth	7% to 9%
<i>Average annual cash available for enhancing shareholder value</i>	<i>\$5.5 billion to \$6.5 billion</i>
Share repurchase contribution	3% to 6%
<b>Total adjusted EPS growth</b>	<b>10% to 15%</b>



Note: Cash available for enhancing shareholder value = Free cash flow +/- change in net debt.

# Delivering On Our Promises

## Enterprise Adjusted EPS (\$)



- 2010 was springboard for steady state targets
- Adjusted EPS growth of between 10% and 15% annually targeted
  - 2013 implied range of \$3.56 to \$4.07
- Expected range of \$3.84 to \$3.98
  - Comfortably within high end of target

Enterprise on track to achieve target

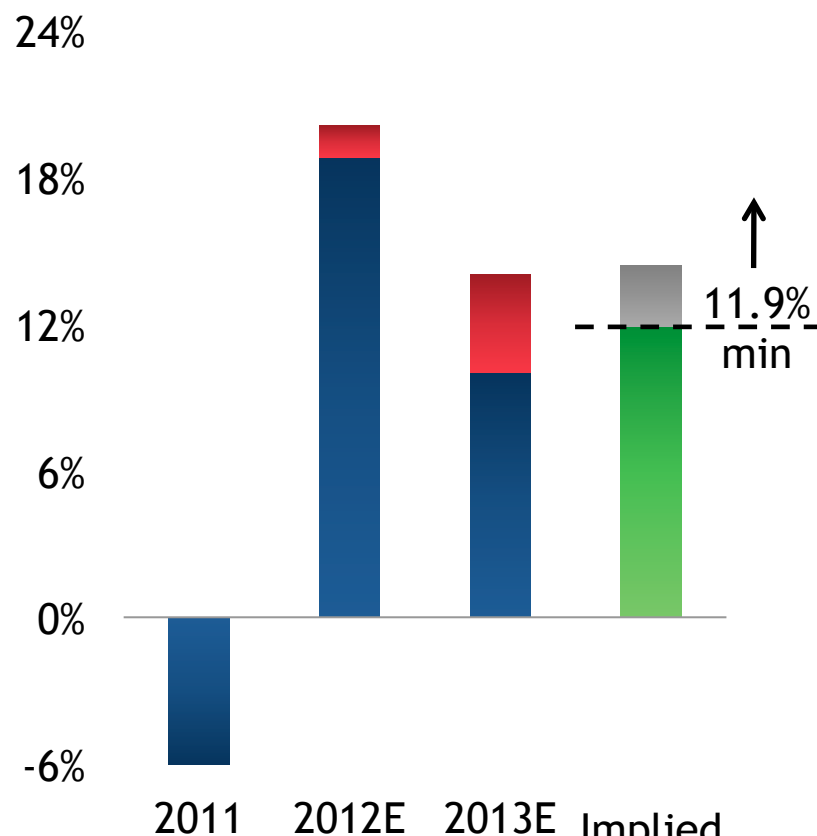
# Steady State Targets Affirmed: Segment Growth Model



5-year CAGR 2010 - 2015		
Pharmacy Services	Net revenue growth	11% to 13%
	Operating profit growth	9% to 11%
Retail Pharmacy	Net revenue growth	2% to 5%
	Operating profit growth	8% to 10%

# Segments Delivering Excellent Growth

## PBM Operating Profit Growth



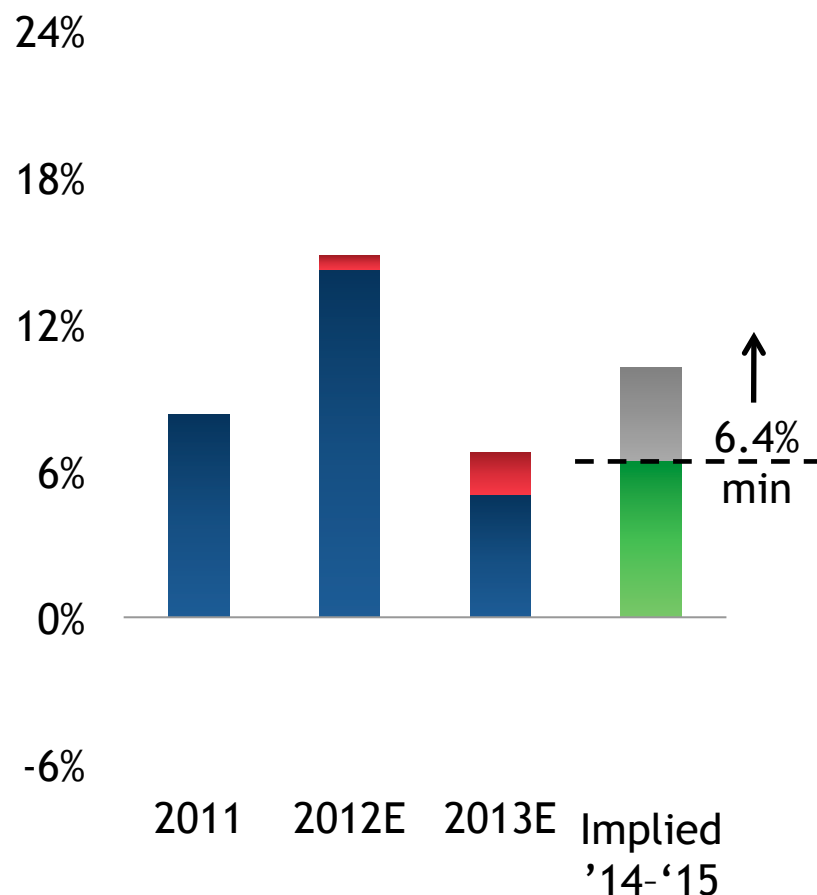
### Notes:

1. Minimum CAGR of 11.9% in 2014 and 2015 assumes that only the low ends of the guidance ranges (shown in red) in both 2012 and 2013 are met.

- Operating profit growth of between 9% and 11% annually targeted
- 2012 and 2013 re-establishing strong growth trend
- Need annual growth of **at least 11.9%** beyond 2013 to achieve implied 2015 target range

# Segments Delivering Excellent Growth

## Retail Operating Profit Growth



Notes:

1. Minimum CAGR of 6.4% in 2014 and 2015 assumes that only the low ends of the guidance ranges (shown in red) in both 2012 and 2013 are met.

- Operating profit growth of between 8% and 10% annually targeted
- Share gain in 2012 establishes strong base for continued growth in 2013
- Need annual growth of **at least 6.4%** beyond 2013 to achieve implied 2015 target range



# Goal Is To Successfully Grow Total Enterprise

- Focused on winning business that drives profits of whole company
- Important to think of CVS Caremark as **ONE** enterprise
  - Individual segment performance becoming less relevant
- Focused on growing share of pharmacy dispensing volume
  - Growth in covered lives remains an important factor
  - Will drive savings for clients and their members
  - Will drive enterprise profitability regardless of channel
- Channel- and business segment-agnostic offerings
  - Enhance enterprise performance
- *An example: Maintenance Choice 2.0* will disproportionately benefit retail

# Maintenance Choice 2.0 Plan Design Differs From 1.0

## Maintenance Choice 1.0

- Mandatory plan design required to drive 90-day utilization
- Mail order pharmacy distinct from CVS/pharmacy
- Binary choice for consumer (mail or CVS/pharmacy)

## Maintenance Choice 2.0

- No plan design changes required to gain 90-day economics for patient and payor
- Mail order pharmacy integrated with CVS/pharmacy
- Complete flexibility for consumers to alternate between mail and CVS/pharmacy

# Maintenance Choice 2.0 Accounting Differs From 1.0

## Maintenance Choice 1.0

- Mandatory plan design required to drive 90-day utilization
- Mail order pharmacy distinct from CVS/pharmacy
- Binary choice for consumer (mail or CVS/pharmacy)
- **Account for profitability in both segments**
- **Intercompany eliminations of dual-counting**

## Maintenance Choice 2.0

- No plan design changes required to gain 90-day economics for patient and payor
- Mail order pharmacy integrated with CVS/pharmacy
- Complete flexibility for consumers to alternate between mail and CVS/pharmacy
- **Unless transferred from CVS Caremark mail, account for profitability where script is filled only,**
- **Intercompany eliminations dramatically reduced**

# Maintenance Choice 2.0 Will Disproportionately Benefit Retail

## Advantage

## Disadvantage

## Client / Member Advantages

### Traditional PBM View

- More lives under management
- Mail order script opportunity limited
- Network margin impacted as 30-day retail network scripts shift to 90-day scripts at CVS/pharmacy

### Traditional Retail View

- Given choice, majority of consumers prefer retail for dispensing
- Greater share of Rx dispensing wallet
- Trade lower reimbursement rate for dispensing share gains

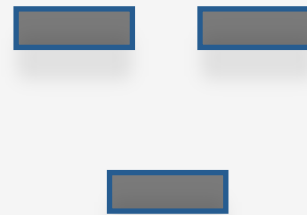
- Greater savings potential
- Improved member access and choice
- Greater percentage of claims at mail order pricing

# Maintenance Choice 2.0 Will Disproportionately Benefit Retail

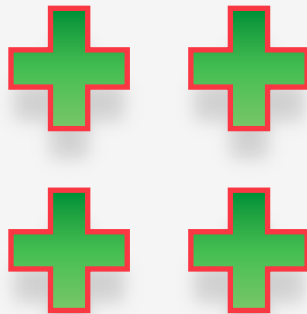
## Advantage

## Disadvantage

Traditional  
PBM View



Traditional  
Retail View



## Client / Member Advantages

- Greater savings potential
- Improved member access and choice
- Greater percentage of claims at mail order pricing

# Maintenance Choice 2.0 Will Disproportionately Benefit Retail

Advantage

Enterprise  
View



## Client / Member Advantages

- Greater savings potential
- Improved member access and choice
- Greater percentage of claims at mail order pricing

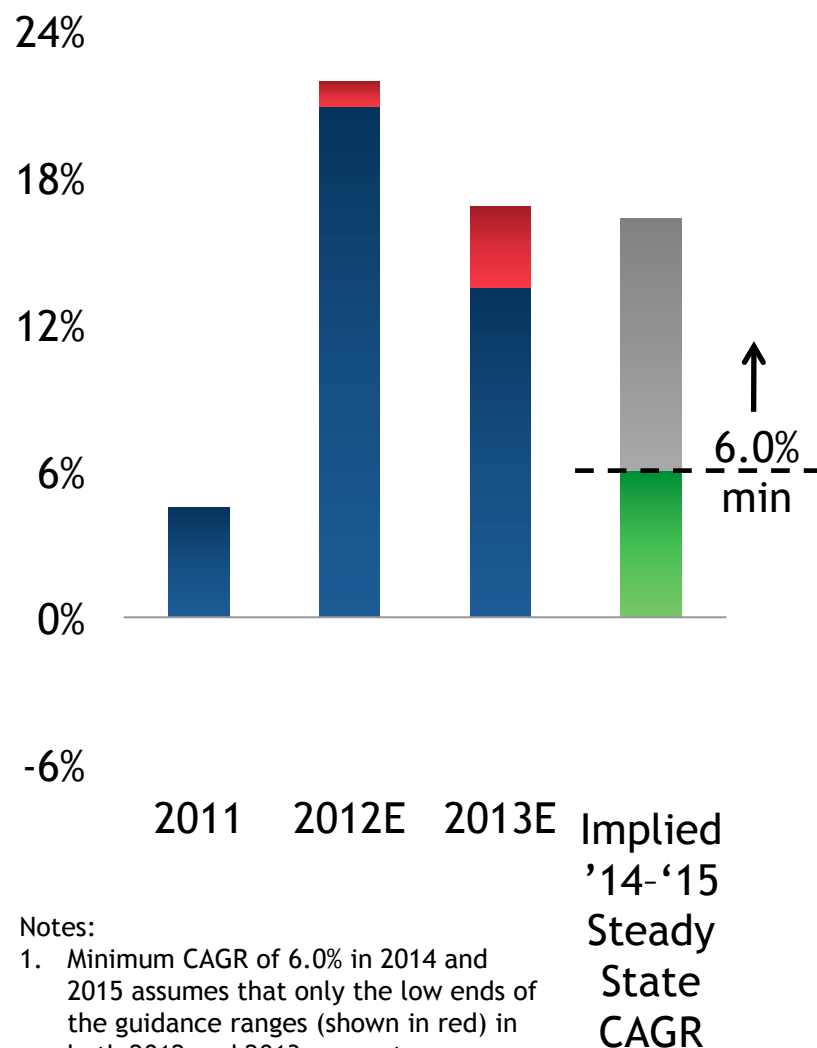
Enterprise WINS

# Blurring Of Segments To Intensify Over Time

- Innovative offerings might disproportionately benefit one segment ...
  - Example: Maintenance Choice 2.0 will benefit retail
  - Example: Integrated Specialty will benefit PBM
- ... But all products and services will benefit the enterprise
- Impact on 2013 is expected to be minimal
  - Programs just launching
  - Blurring will take place over time

# To Gauge Success, Focus On Enterprise Growth

## Adjusted EPS Growth



- Adjusted EPS growth of between 10% and 15% annually targeted
- Strong growth expected in 2012 and 2013
  - Combination of strong operating profit growth and disciplined capital allocation
- Need annual growth of **at least 6.0%** beyond 2013 to achieve implied 2015 target range



# To Gauge Success, Focus On Enterprise Growth

- Next year's analyst day to feature new steady state targets
  - Longer-term lens on the enterprise
  - No intention to step away from current commitments
- Migrating to integrated view of CVS Caremark
  - Evolving to capitalize on health care opportunities
- Innovative products and services will drive enterprise value
  - New metrics to better measure success

We remain focused on profitable **ENTERPRISE** growth

# Focused On Enhancing Shareholder Value

- 2012 built upon strong foundation for long-term growth
  - Expect to deliver Adjusted EPS well ahead of target
- Disciplined capital allocation leading to better returns
  - \$31 billion of cash should be available for enhancing returns over five years
- Enterprise should see robust growth in 2013
  - Expect Adjusted EPS to grow 13.25% to 17.25%
- On track to achieve steady state targets
  - Current guidance comfortably within high end of target
- Enterprise is the key to driving shareholder value
  - Focused on winning profitable business for the enterprise



# Appendix



# 2013 Guidance: Consolidated Income Statement

Full-year 2013	
Corporate segment expense	\$730m to \$745m
Intercompany eliminations <i>(% of combined segment revenues)</i>	~ 10.5%
Gross profit margin	Moderate improvement
Operating expense <i>(% of revenue)</i>	Flattish
Operating profit margin	Up 30 bps to 40 bps

## Notes:

1. EPS estimates assume completion of \$4 billion in share repurchases, as part of a \$6.0 billion share repurchase program authorized by CVS Caremark's board of directors in September 2012. Timing of repurchases should roughly follow the timing of share repurchases in 2012.
2. Year-over-year growth rate based on mid-point of 2012 guidance range.
3. Estimates include one less day in 2013 versus 2012 for leap year.
4. Estimates do not include the impact of the 2012 cash tender and debt refinancing.

# 2013 Guidance: Consolidated Income Statement



Full-year 2013	
Net interest expense	\$520m to \$530m
Effective tax rate	~ 38.8%
Weighted average shares	~ 1.21b
Consolidated amortization	~ \$485m
Consolidated D&A	~ \$1.9b

## Notes:

1. EPS estimates assume completion of \$4 billion in share repurchases, as part of a \$6.0 billion share repurchase program authorized by CVS Caremark's board of directors in September 2012. Timing of repurchases should roughly follow the timing of share repurchases in 2012.
2. Year-over-year growth rate based on mid-point of 2012 guidance range.
3. Estimates include one less day in 2013 versus 2012 for leap year.
4. Estimates do not include the impact of the 2012 cash tender and debt refinancing.

# Break Open Generics Enhance Profitability Yield

## Limited Supply

### Description

2 or fewer suppliers

### Economics

- Similar to branded drug economics
- Price and cost remain high
- Limited supply competition

### 2012-2013 Examples

Lexapro

Actoplus Met

Diovan HCT

Tricor 145mg

## Break Open

3 or more suppliers

- Significantly better than the brand
- Intense supply competition
- Purchasing scale enables lower procurement cost

Plavix

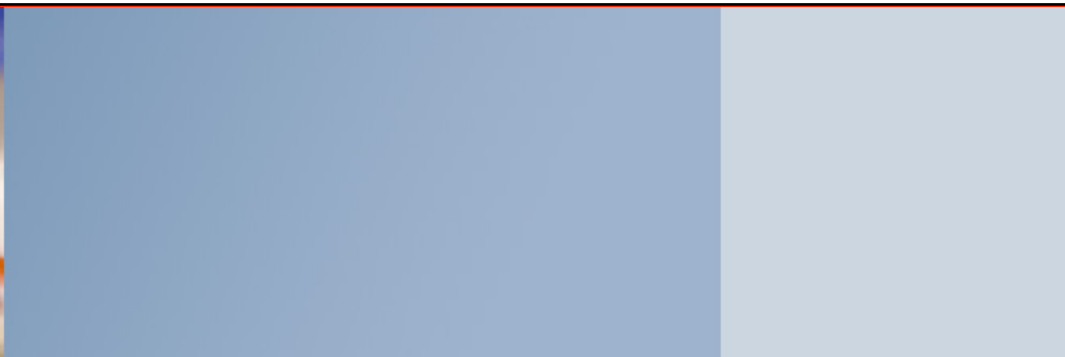
Seroquel

Cymbalta

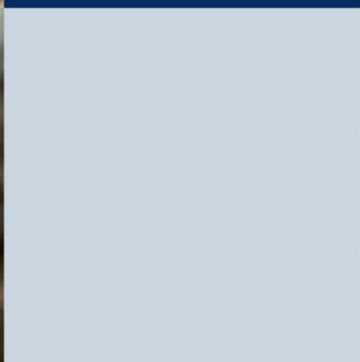
Singulair Tab

# Steady State Targets: Key Assumptions

	Anticipated Impact	
Favorable industry demographics	Utilization	+
Robust generic pipeline	Gross margin	+
Maintain & leverage purchasing scale	Gross margin	+
Retail share gains / SG&A leverage	Operating profit	+
Net new PBM contracts	Mix / Volume / Lives	+
Unique products and technology	Volume /Lives	+
PBM streamlining initiative	GM and SG&A	+
High-return, bolt-on acquisitions	Operating profit	+
Pharmacy pricing & reimbursement trends	Gross margin	-



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Innovation  
Company



# Industry Overview & Strategic Growth Framework

Larry Merlo

President & Chief Executive Officer



Rapidly-changing health care environment

Uniquely positioned to drive results

Our strategic growth framework



# Highlights From The Past 15 Years In Health Care



Health care system  
leaves many uninsured

Fee-for-service physician  
models

Rising chronic disease  
prevalence

Brand-to-generic shift in  
pharmaceuticals

Start of transition to a  
digital society



# How We See The Health Care Environment Changing In The Next 5-10 Years

## In the past ...

1

**Health care system  
leaves many uninsured**

2

**Fee-for-service  
physician models**

3

**Rising chronic disease  
prevalence**

4

**Brand-to-generic shift  
in pharmaceuticals**

5

**Start of transition to a  
digital society**

## In the future ...

Newly-insured lives &  
new funding sources

Providers as critical  
players in new ways

Focus on low-cost,  
high-quality solutions

Specialty pharmacy  
growth accelerates

New tech-driven  
delivery methods

1

# Health Care Reform Will Result In Newly-covered Lives And New Funding Sources

CVS  
CAREMARK

## Health Care Coverage (millions of lives)

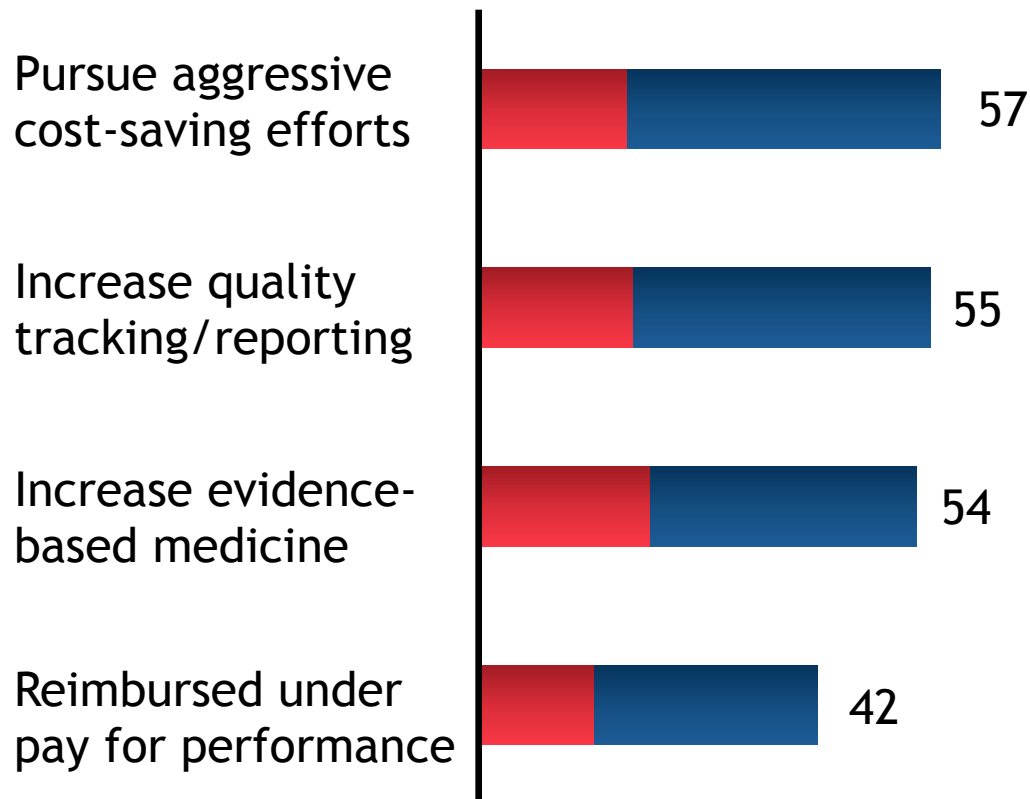
	2010	2016E	% Change
Uninsured	47	30	-36%
Medicaid	46	57	+24%
Medicare	44	52	+18%
Individual	14	35	+150%
Employer-sponsored insurance	153	146	-5%
<b>Total covered lives</b>	<b>257</b>	<b>290</b>	<b>+13%</b>

38% increase in government and individual segments

Source: CVS Caremark analysis.

### Physician Expectations On Practice Changes (percent of physicians)

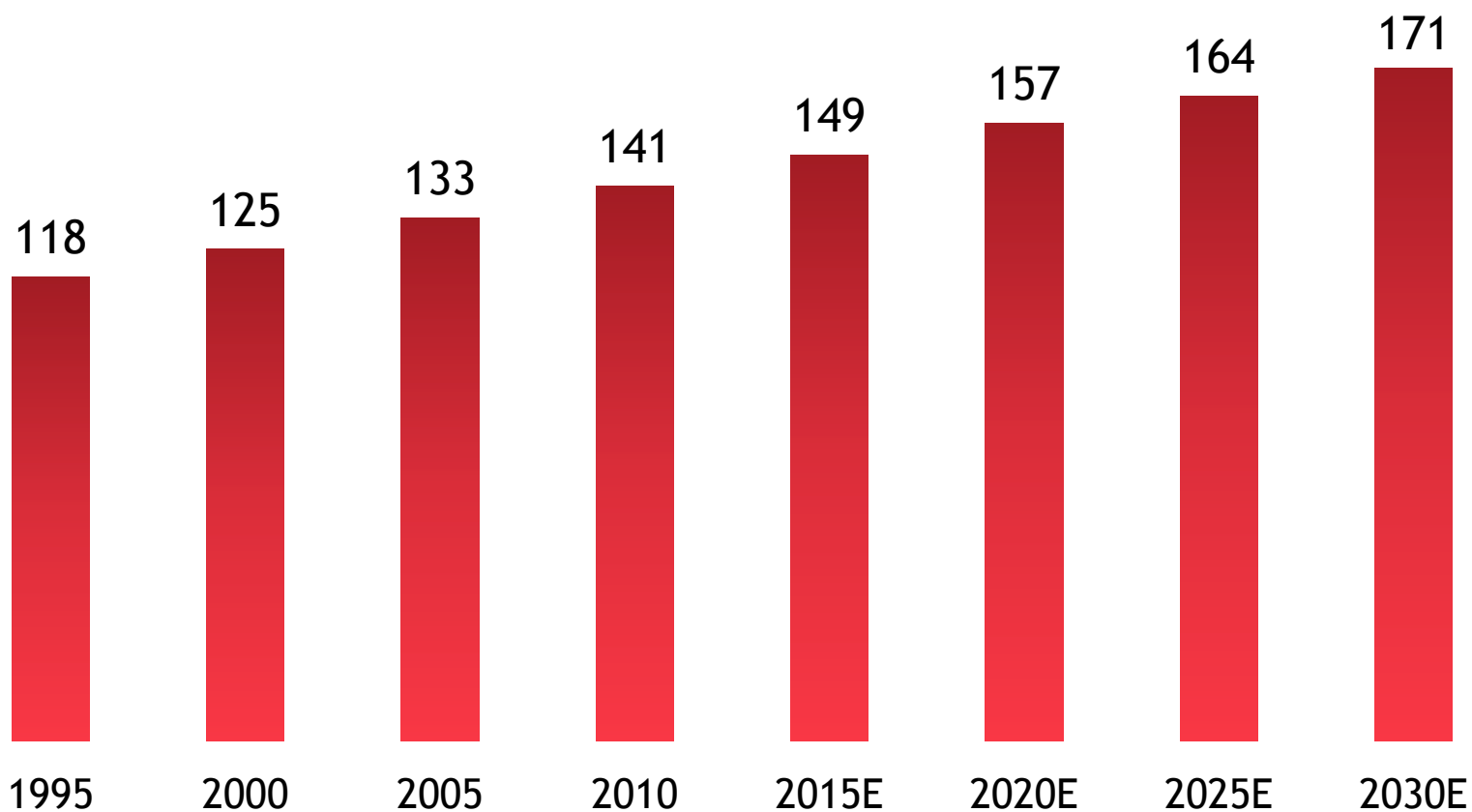
■ Already Doing This Now ■ Very Likely Within 3 Years



**Almost half of physicians believe they will be reimbursed under pay-for-performance within 3 years**

## Chronic Disease Prevalence Growing Rapidly

(millions of lives)



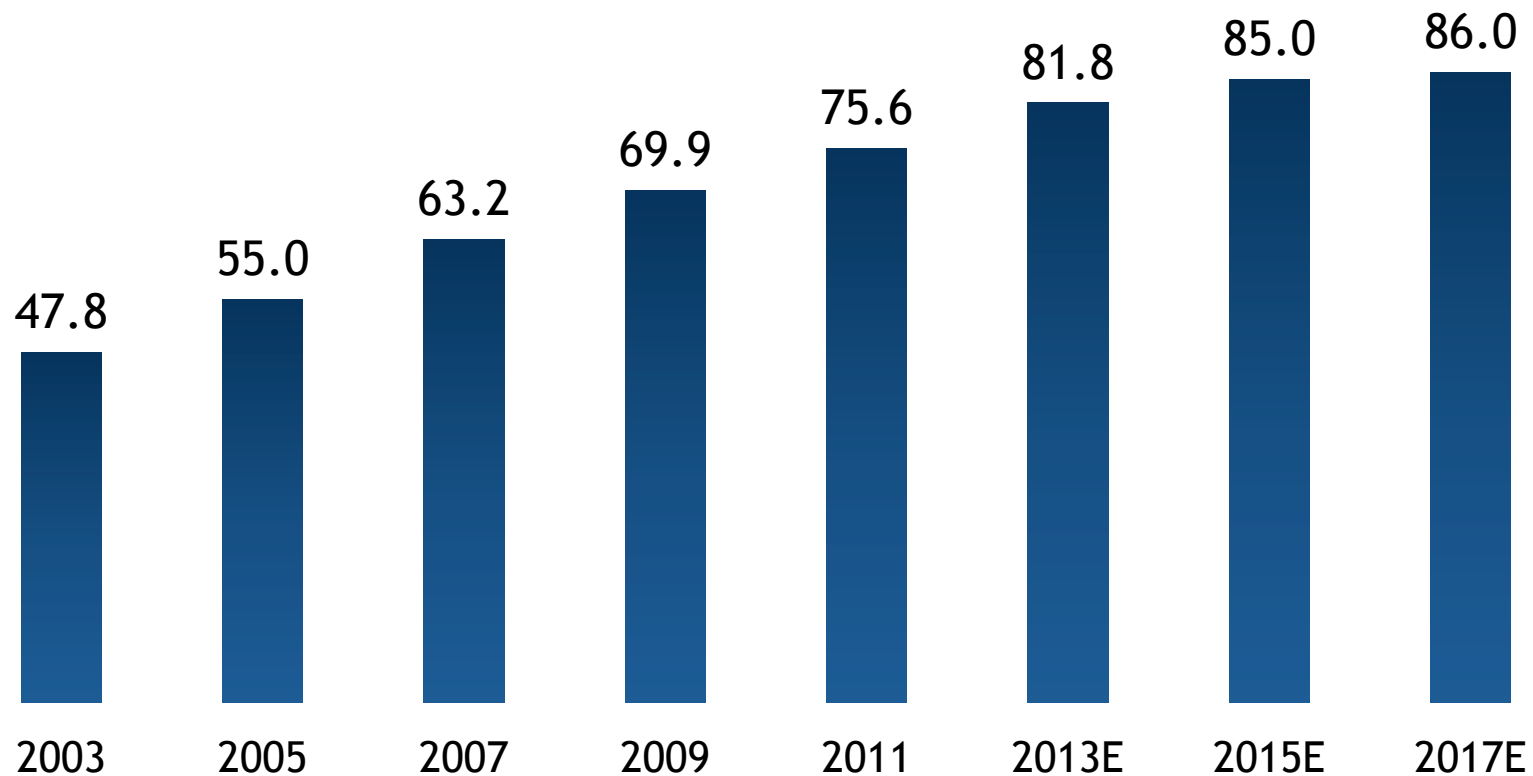
Chronic disease accounts for 84% of all health care spending

4

## Brand-to-generic Conversions Continue, But At A Slower Rate Than Recent Years

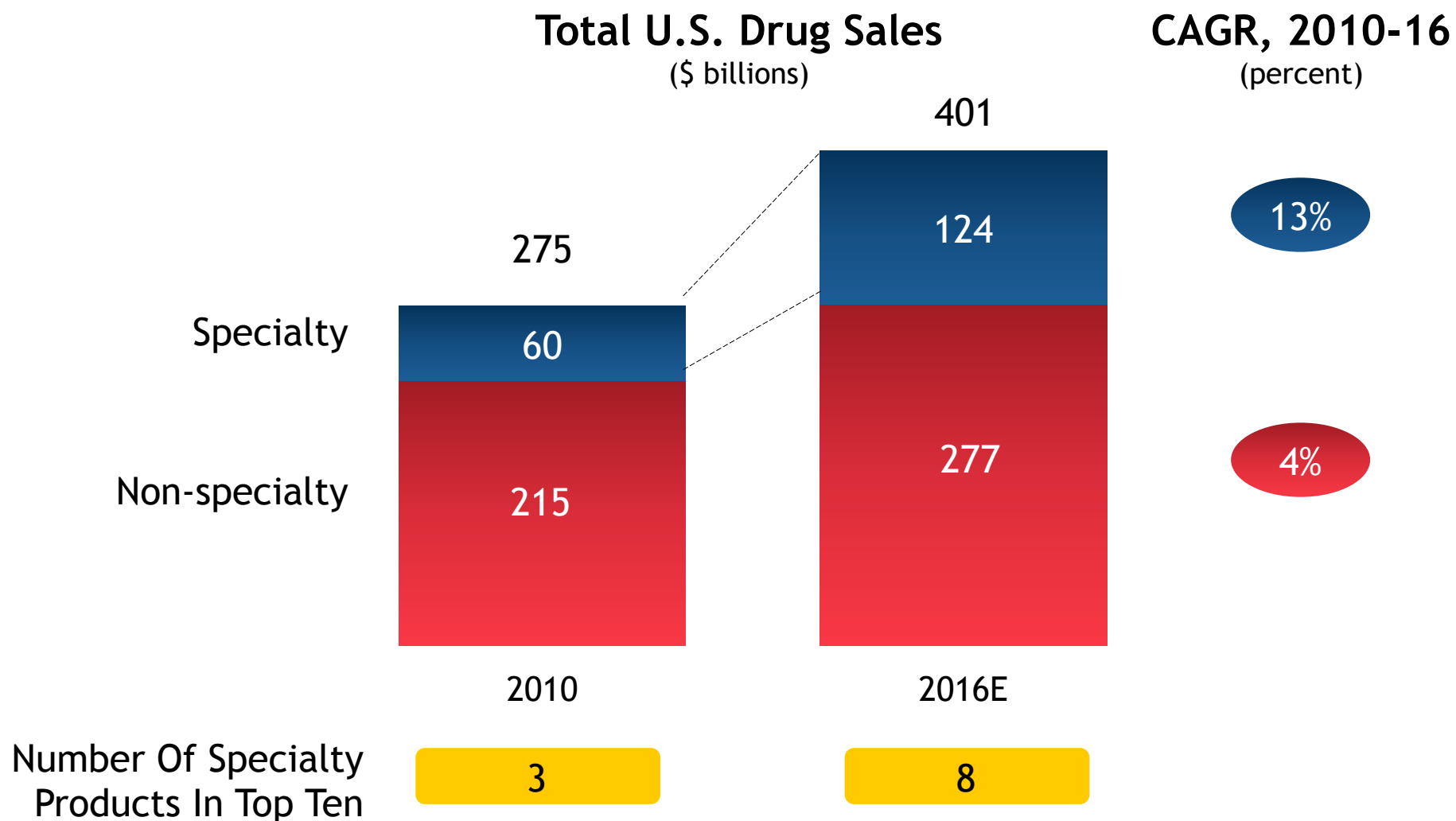
**CVS**  
CAREMARK

### Retail Generic Dispensing Rate (% prescriptions)



Source: CVS Caremark analysis.

## 4 Specialty Pharmacy Dominates Pharma Growth



Sources: CVS Caremark analysis; IMS Health; Buck Consultants; NHE; Credit Suisse; Kaiser Commission on Medicaid and the Uninsured; Kaiser Family Foundation; September 2011; 7 reasons why specialty drug dispensing will boom. Specialty Pharmacy Times, June 2012.



## Advances In Technology Have Potential To Significantly Reshape Consumer Behavior And Health Care Delivery



### Multi-channel Touchpoints

- Enhanced mobile platforms/apps
  - Social media
- 



### Innovative Delivery Models

- Telemedicine
  - Telepharmacy
- 



### HIT Tools

- E-prescribing
  - Electronic health records
  - Clinical decision support tools
- 



### Advanced Analytics

- Tools to support predictive modeling
- Next generation personalization

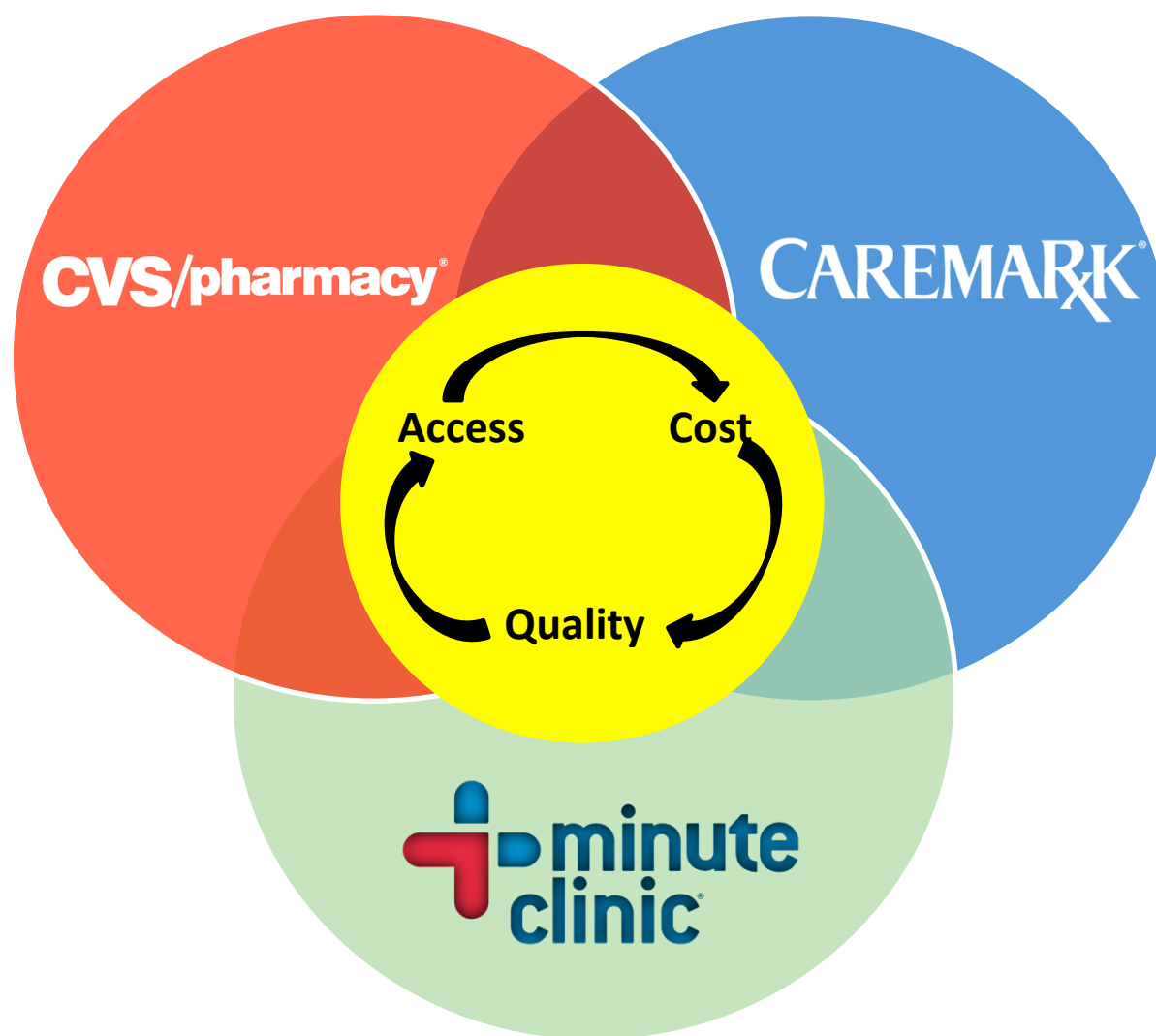
Rapidly-changing health care environment

Uniquely positioned to drive results

Our strategic growth framework



# Capitalizing On The Power Of Our Combined Entity To Drive Long-term Growth



# CVS Caremark's Distinctive Business Model Is Uniquely Positioned To Drive Results

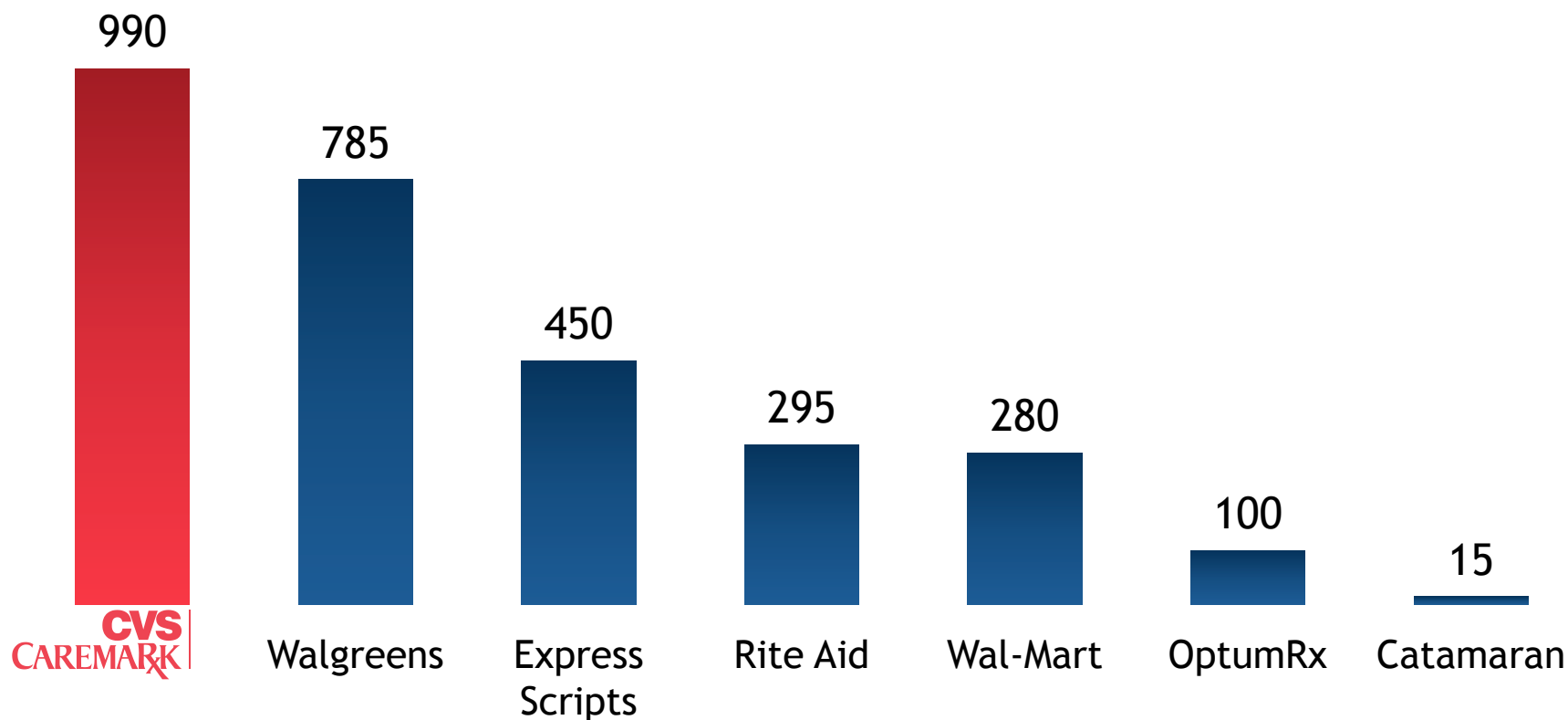


- 1 Unmatched purchasing scale
- 2 Deep clinical expertise
- 3 Strong client and consumer relationships
- 4 Channel-agnostic approach

# 1 Unmatched Purchasing Scale: A Major Competitive Advantage



## Prescriptions Filled Annually (millions)



### Notes:

1. Adjusted pharmacy claims normalize volumes for the difference in average days' supply for mail and retail claims.
2. Estimates for Express Scripts and OptumRx are on a pro-forma basis, assuming shift of UNH volumes from Express Scripts to OptumRx upon termination of the legacy Medco contract.

Sources: Company data & filings; Drugstore News; CVS Caremark analysis.

2

## Deep Clinical Expertise: Combining Best-in-class Clinical Experience Across The Enterprise

### Diverse Insights

- Cross-enterprise clinical expertise
- Deep understanding of consumer behavior
- Medical research collaborations

### Best-in-class Interventions

- Industry-leading adherence metrics
- Best use of most influential advisor
- Actionable information at point of care

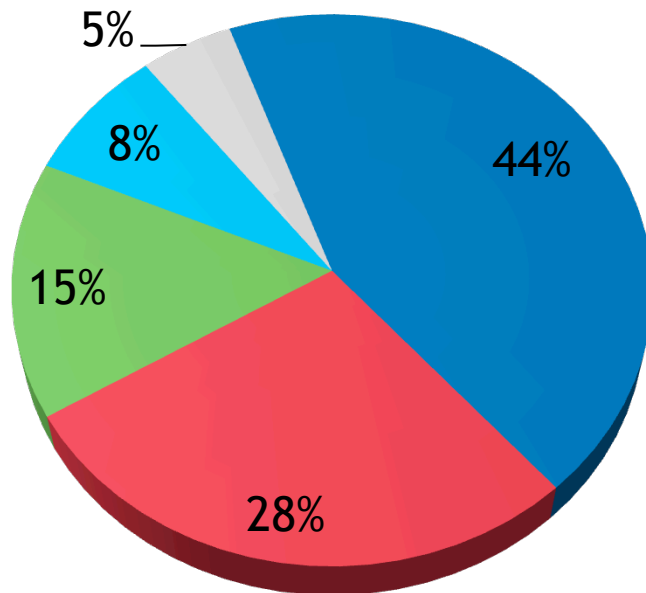
### Next Generation Pharmacy Care Programs

- Behavioral economics and predictive analytics
- Advanced targeting to effectively engage members

### 3 Strong Client And Consumer Relationships

#### Meeting The Needs Of A Diverse PBM Client Base ...

(% of 63 million PBM lives)



■ Employer   ■ Health Plan  
■ Aetna   ■ FEP  
■ PDP

#### ... Leveraging Consumer Insights And Highest Influence Advisor

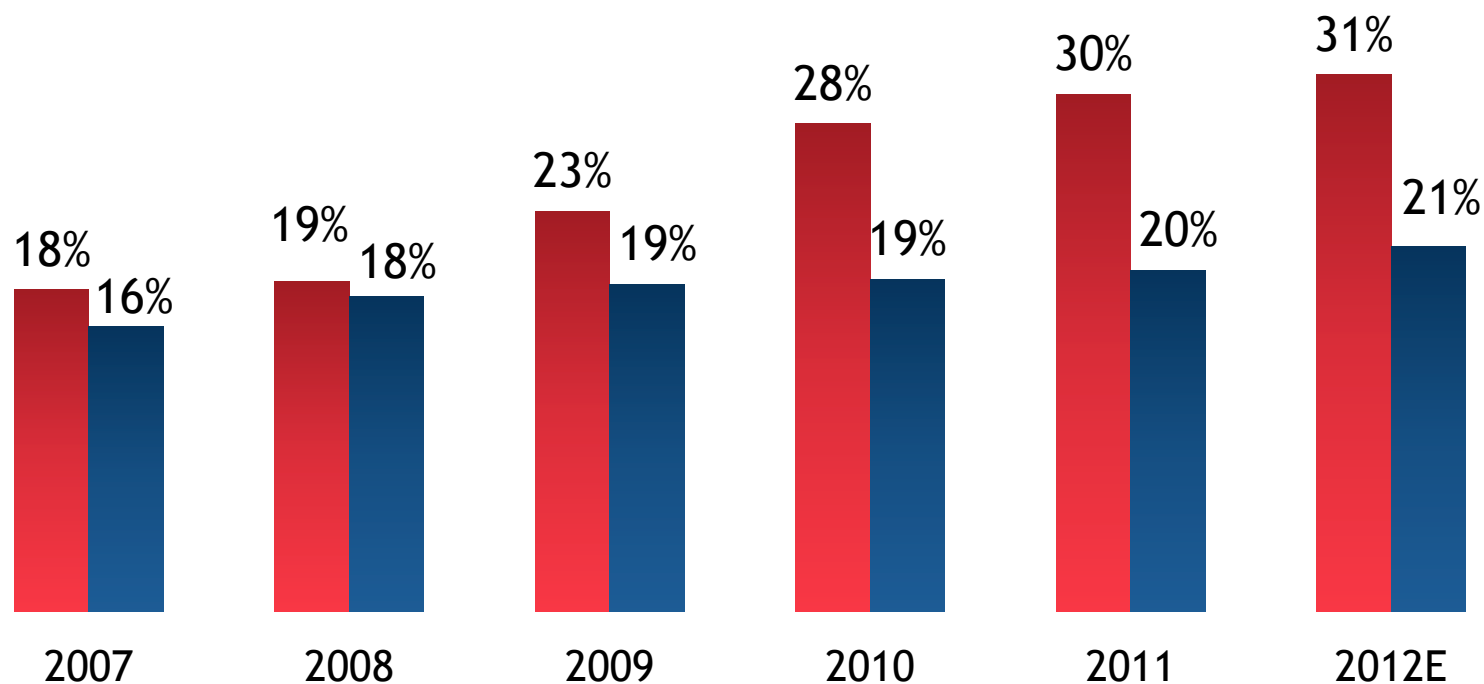
- ~5 million retail customers daily
- 70 million ExtraCare cardholders
- Retail pharmacist 2-3x more influential

Unmatched ability to coordinate plan designs  
and influence consumer behavior

Note: PBM client mix based on 2012 membership.

4

## Channel-agnostic Approach: Enhances Patient Access And Drives Enterprise Share

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■ CVS/pharmacy Share Of Caremark Retail Network Claims

■ CVS/pharmacy Share Of U.S. Retail Market

CVS/pharmacy share of Caremark book of business  
growing faster than overall retail market share

Notes:

1. 2011 and 2012E for CVS/pharmacy share of Caremark retail network claims excludes Aetna and CCRx claims.
2. Includes all 90-day claims filled at retail under the Maintenance Choice program.

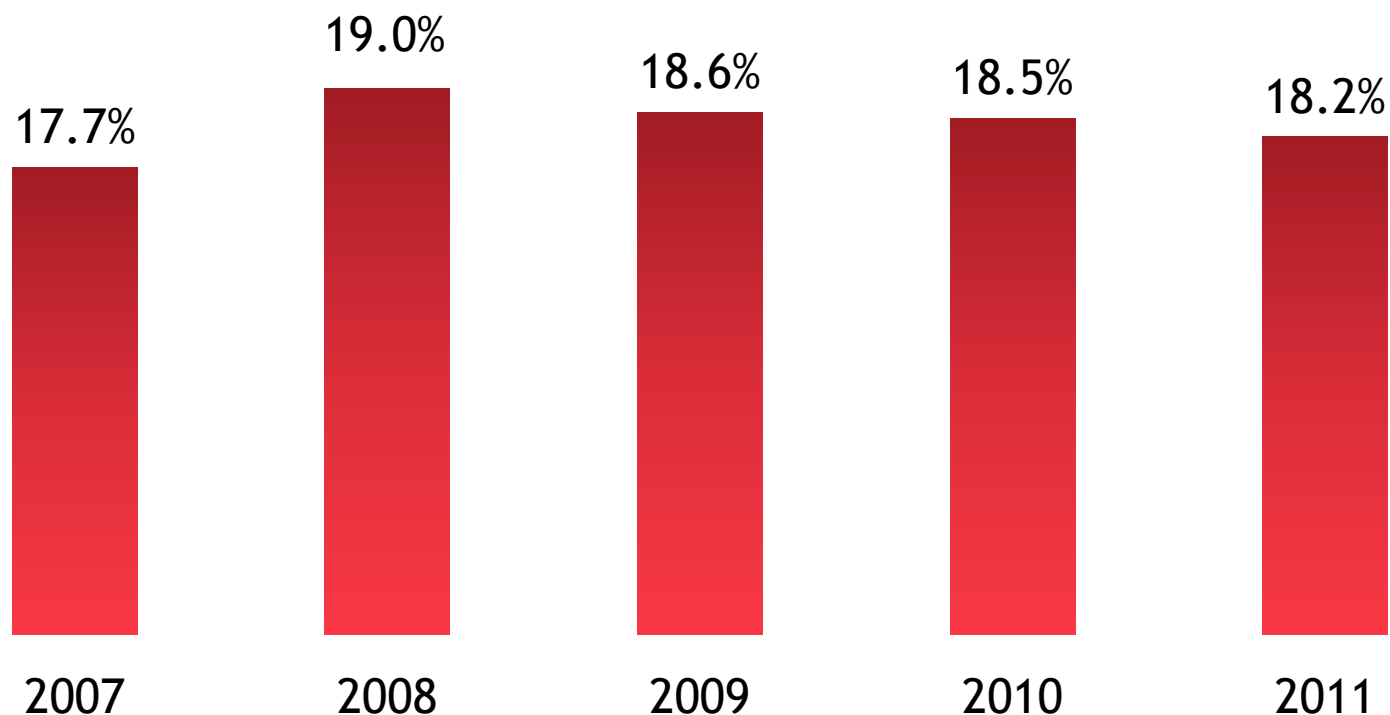


4

## Channel-agnostic Approach: Integrated Model Enables Share Gains Regardless Of Channel Shifts



### Industry Mail Order Share Of U.S. Prescriptions



Mail order growth may slow further in the coming years

# Unmatched Ability To Capture Outsized Share Of PBM Client Spend Across The Enterprise

% Of PBM Clients	CVS Caremark Share Of Client Rx Volume
18%	> 80%
22%	61% - 80%
40%	31% - 60%
20%	0% - 30%
100%	38% (avg.)

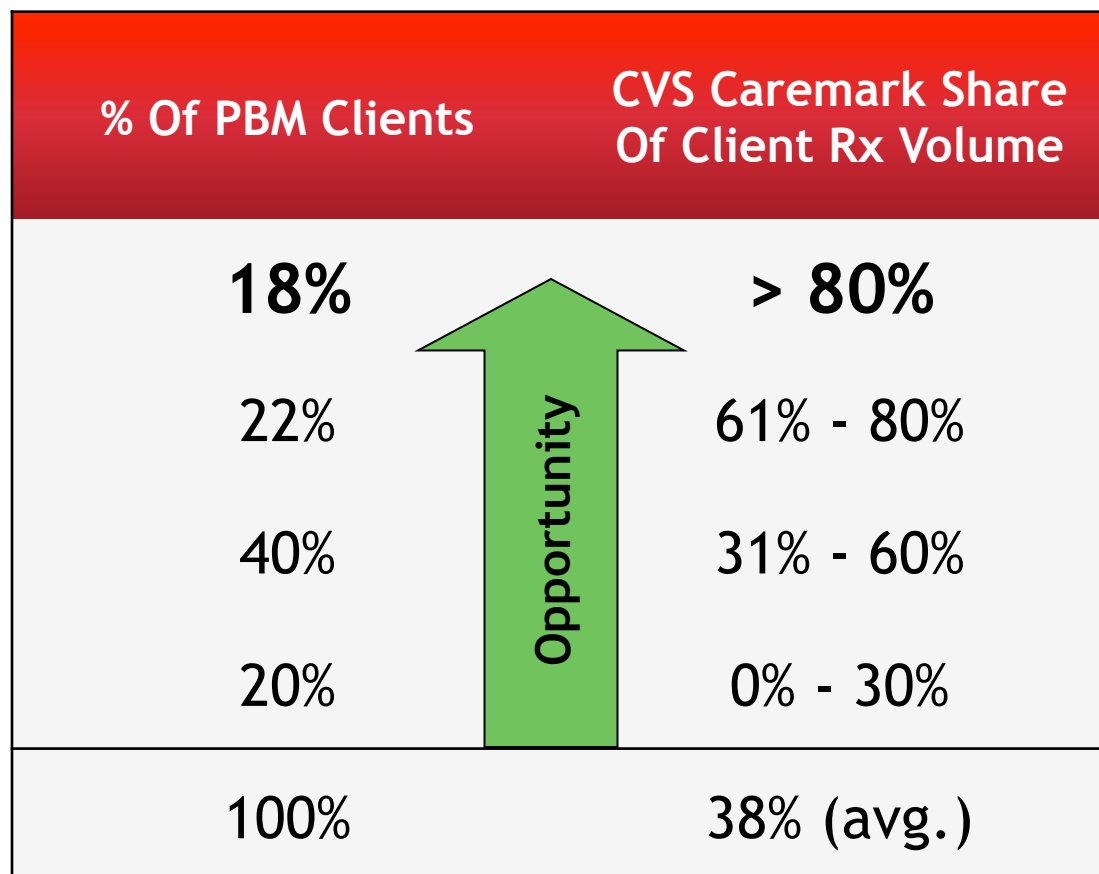
Capturing >80%  
of volume for  
18% of clients

# Unmatched Ability To Capture Outsized Share Of PBM Client Spend Across The Enterprise

% Of PBM Clients	CVS Caremark Share Of Client Rx Volume
18%	> 80%
22%	61% - 80%
40%	31% - 60%
20%	0% - 30%
100%	38% (avg.)

Capturing 60% - 80% of volume for another 22% of clients







# Unmatched Ability To Capture Outsized Share Of PBM Client Spend Across The Enterprise



Significant opportunity remains to capture greater share of client spend

















# Uniquely Positioned To Drive Better Health Outcomes And Lower Costs



	<u>Client A</u>	<u>Client B</u>
Maintenance Choice		
Pharmacy Advisor		
Exclusive Specialty		
Generic dispensing rate	77.0%	68.4%
Medication adherence (MPR)	83.5%	80.3%
Gross cost per eligible member	\$2,305	\$2,697
CVS Caremark enterprise share of Rx volume	86%	55%

Note: Client's A & B shown above reflect retiree populations.

# Uniquely Positioned To Drive Share Gains

	Purchasing Scale	Clinical Insights	Client / Customer Relationships	Channel Agnostic
CVS CAREMARK				
Standalone PBM				
Standalone Retail Pharmacy				
Integrated Health Plan/PBM				

Rapidly-changing health care environment

Uniquely positioned to drive results

Our strategic growth framework



# Strategic Growth Framework Will Help Define Our Key Opportunities And Priorities In The Coming Years





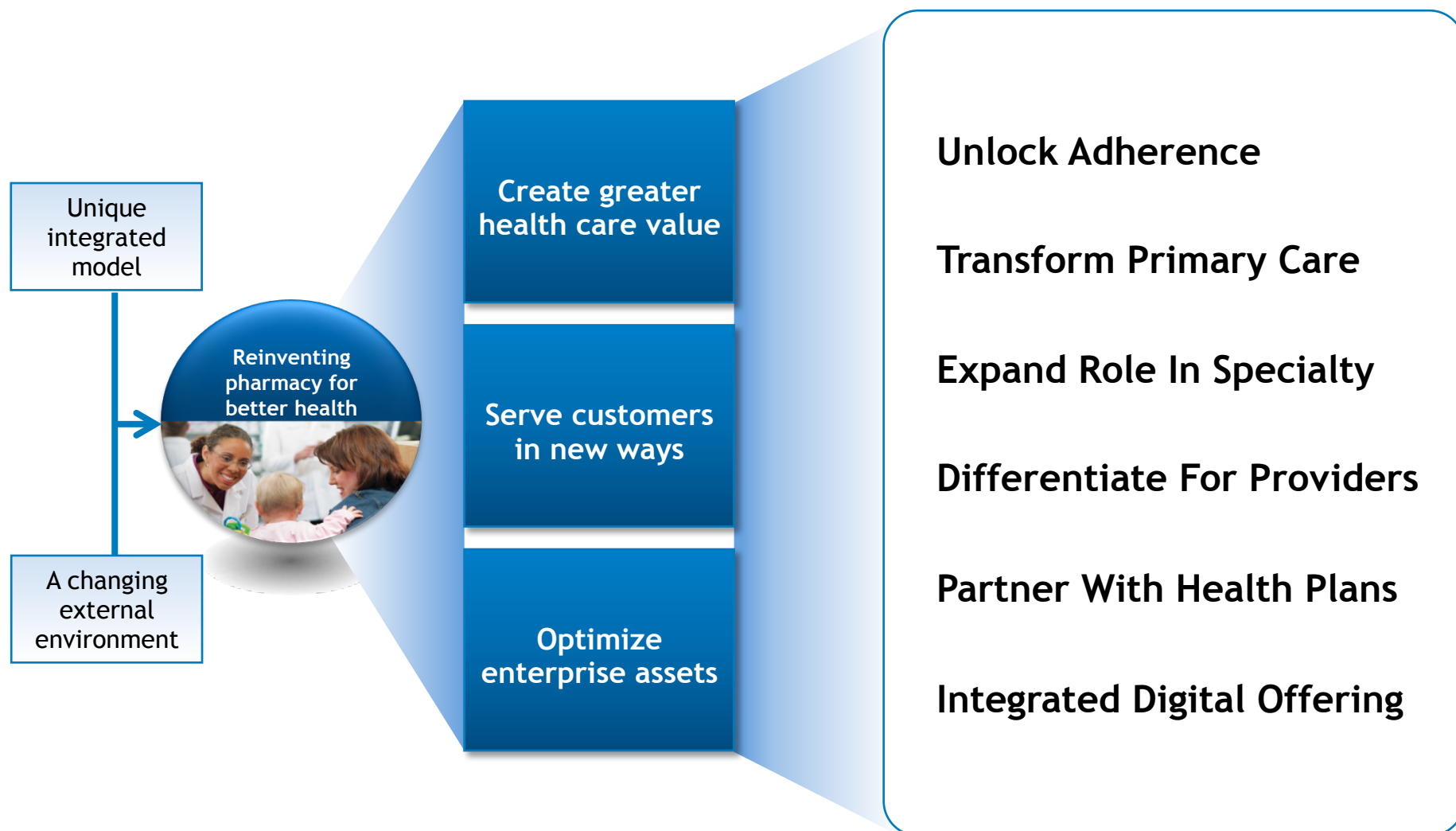
# Strategic Growth Framework Will Help Define Our Key Opportunities And Priorities In The Coming Years



# “Sweet Spot” Initiatives Began Building On Our Unique Integrated Model



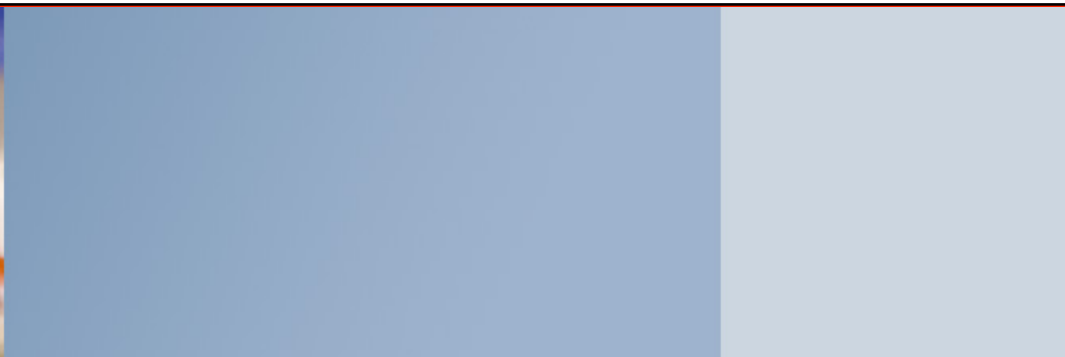
# Future Strategic Initiatives Motivated By Key Health Care Market Insights



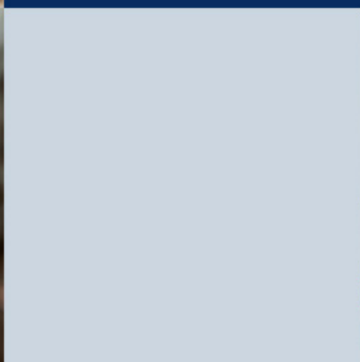
# Uniquely Positioned For Growth

- Rapidly-changing health care environment creates opportunities for growth
- Uniquely positioned to address those opportunities through pharmacy innovation
- Strategic growth framework provides lens for strategic investments and initiatives
- Capitalizing on unique integrated model to drive results and enhance value





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Company



# Positioning The PBM For Long-term Success

Per Lofberg

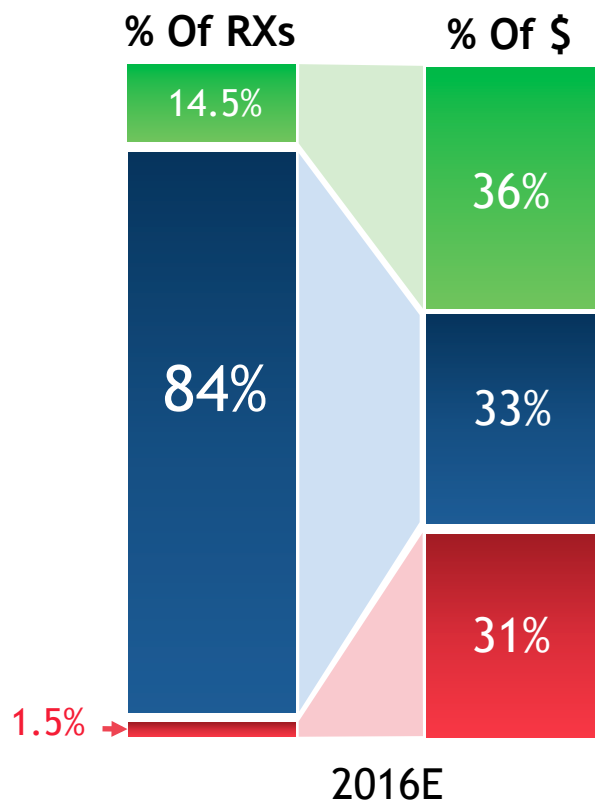
Executive Vice President

# The Past Three Years Have Set The Stage For Long-term Success



- Integrated model embraced by market and business fundamentals are strong
- \$24 billion of net-new business over past three years
- Established leadership positions in Medicare and Managed Medicaid
- Continued investments and rapid growth in specialty pharmacy
- Expanding suite of clinical programs gaining adoption
- Streamlining initiative improving competitiveness and cost structure

# Rapidly-changing Pharmacy Landscape Requires Increased Focus On Specialty



Brand Generic Specialty

Reduce spending on expensive drugs  
without unique clinical benefits

Maximize use of cost effective  
generics and improve adherence

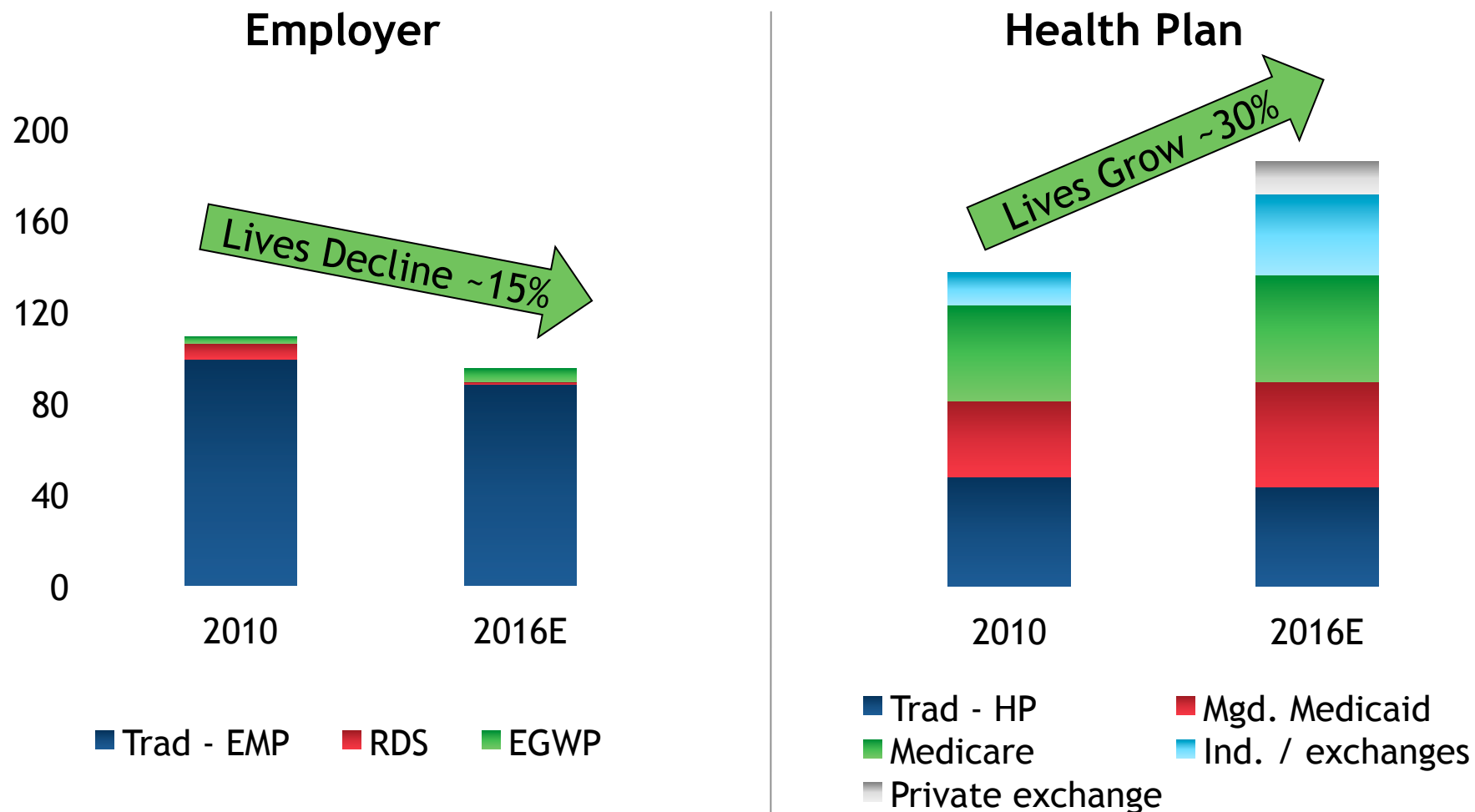
Proactive management to optimize  
use and control trend

Rigorous cost management is crucial, with focus on high-cost specialty drugs

Sources: CVS Caremark analysis; Generic Drug Savings in the U.S., Generic Pharmaceutical Assn. 2012; Payer Strategies to Manage High-Cost Specialty Drug Expected to Hit Market Soon, Atlantic Information Services Webinar, August, 2012.

# PBM Market Shifting From Traditional Group Plans To Individual Choice Plans
















## PBM Managed Lives By Segment (millions)



Note: Population of PBM managed lives excludes Uninsured and Medicaid FFS segments.  
Sources: CVS Caremark analysis; 2012 Medicare Trustees Report.



# PBM Industry Consolidation Driven By Changing Market Dynamics

Past		2013	
Companies		Company	Market Share
<ul style="list-style-type: none"> <li>PharmaCare (CVS)</li> <li>Caremark</li> <li>PCS</li> </ul>	<ul style="list-style-type: none"> <li>Advance Paradigm</li> <li>RxAmerica</li> </ul>	 	 26%
<ul style="list-style-type: none"> <li>Express Scripts</li> <li>ValueRx</li> <li>NextRx (WellPoint)</li> </ul>	<ul style="list-style-type: none"> <li>DPS</li> <li>NPA</li> <li>Medco</li> </ul>	 	 34%
<ul style="list-style-type: none"> <li>Prescription Solution / Optum</li> <li>Medco Carve-in</li> </ul>		 	 12%
<ul style="list-style-type: none"> <li>WHI</li> <li>Catalyst</li> <li>FutureScripts</li> <li>RegenceRx</li> </ul>	<ul style="list-style-type: none"> <li>SxC</li> <li>NMHC</li> <li>HealthTrans</li> </ul>	 	 5%
<ul style="list-style-type: none"> <li>Prime</li> </ul>		 	 5%

## Notes:

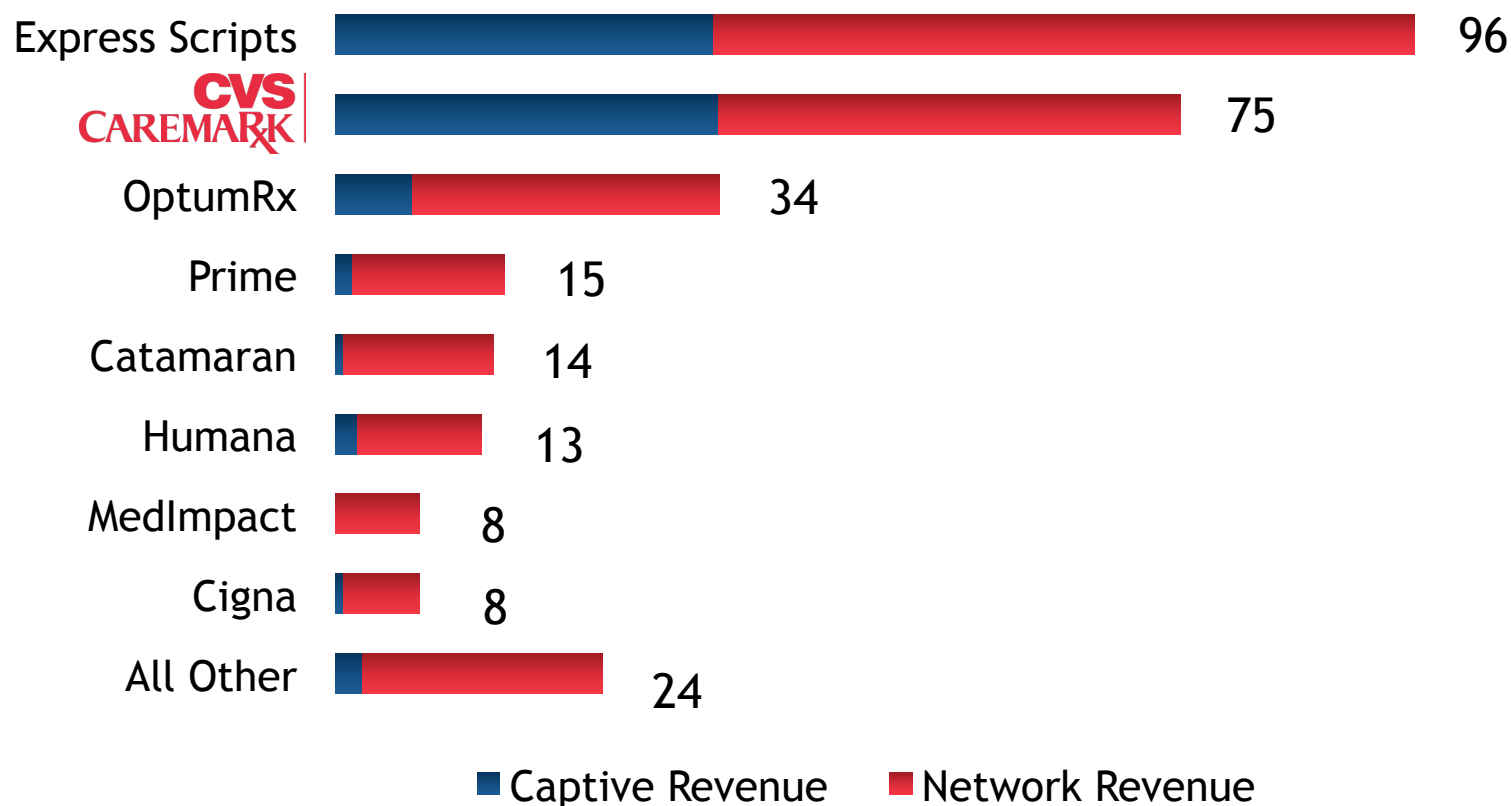
1. Market share calculated on revenue basis, as percent of estimated \$283 billion market.
2. Express Scripts and OptumRx estimated on a pro-forma basis, adjusted for shift of UNH volumes from Express Scripts to OptumRx upon termination of the legacy Medco contract.

# Significant Consolidation In PBM Industry



## Share Of Total PBM Market



















(\$ billions - 2013 projected revenues)



Top two PBMs represent 60% of overall revenues

Note: CVS Caremark figure reflects mid-point of guidance range; CVS Caremark captive revenues include mail, specialty and CVS Retail.  
Sources: Total Market Revenues, IMS 2008-2010; company 10-K filings; CVS Caremark analysis.

# Our Integrated Model Is Focused On Growth Areas

		CVS CAREMARK	Traditional PBM (ESRX)	Captive Health Plan (OptumRx)
Traditional	Employer			
	Commercial health plan			
Growing	Medicare			
	Medicaid			
	Individuals/ exchanges			
	ACOs			

# Our Capabilities Support The Increasing Importance Of Clinical Outcomes



## **Medicare Stars**

Focus shift to clinical measures

## **Accountable Care Organizations**

Moving toward provider risk models versus fee-for-service

## **Patient Centered Medical Homes**

Opportunity to collaborate with clients and physicians

Pay-for-performance models will play an increasingly important role

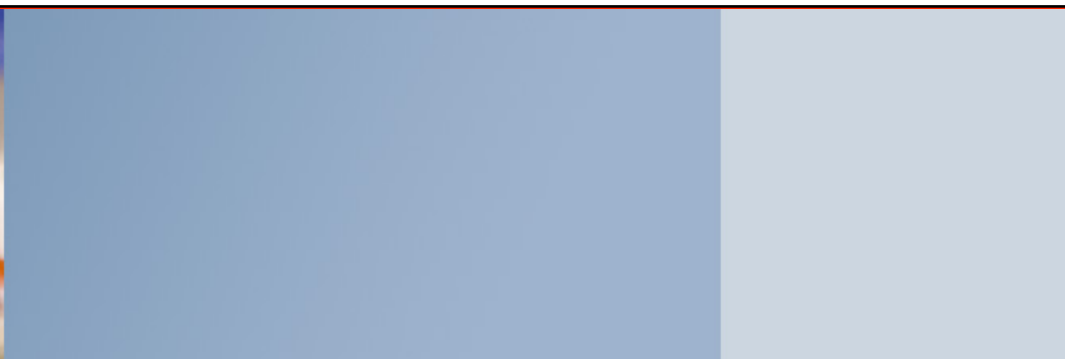
Improved outcomes from better adherence and addressing gaps in care critical to provider performance

# CVS Caremark Is Uniquely Positioned To Win In The Marketplace



- Differentiation through our integrated model
- Scale combined with financial, technological and people strengths
- Leadership in growing government market segments
- Investing in specialty pharmacy and clinical programs
- CVS Retail presence supports emerging product offerings





**CVS**  
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Innovation  
Company



# PBM Growth Strategy

**Jon Roberts**

Executive Vice President & President - CVS Caremark Pharmacy Services

# Agenda

Business update

Core growth opportunities

Unique enterprise initiatives

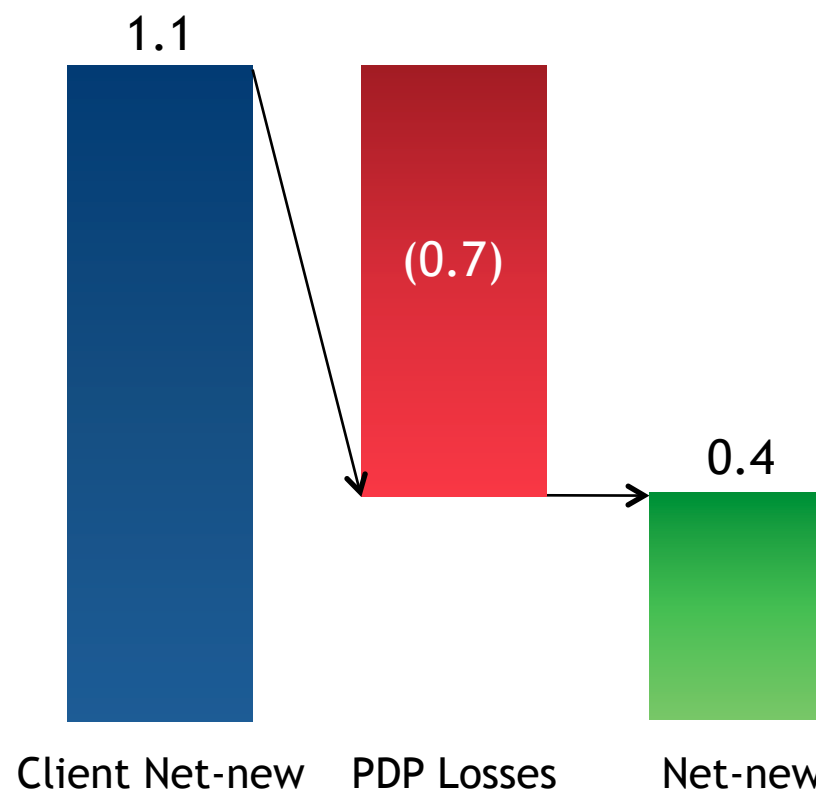


# Continued Positive Momentum In 2013 Selling Season

## 2013 Selling Season (\$ billions)

Gross new business	4.4
Retention rate	96%

## 2013 Net-new Business (\$ billions)



**\$24 billion of net-new business during the past three years**

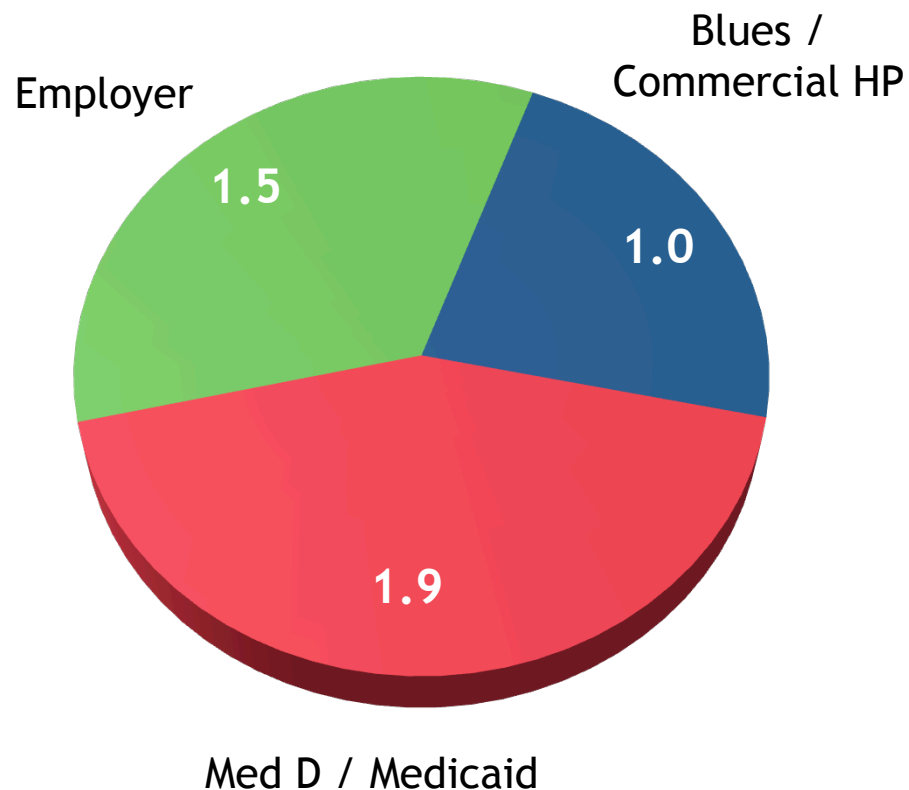
Notes:

1. PDP losses reflect impact of lost regions, net of benefit from new auto-assigns and open enrollment; excludes EGWPs.
2. Retention rate excludes impact of our net PDP losses.



# 2013 Selling Season: Winning Across All Segments

**Gross New Business:**  
\$4.4 billion



## Our Strategic Partnership With Aetna Is Gaining Share In The Marketplace In 2013



- Implementing more than one million new members
- Aetna CVS/pharmacy PDP offered in 29 Medicare regions
- Migration to CVS Caremark platform should be completed by the end of 2013
- Strategic programs an increasing part of Aetna's value proposition



# Pharmacy Advisor® Programs Are Gaining Rapid Adoption



## Condition Focus:

- 2012**
    - Diabetes
    - Hypertension
    - Dyslipidemia
    - Coronary Artery Disease
    - Congestive Heart Failure
  - 2013**
    - Asthma
    - COPD
    - Depression
    - Osteoporosis
    - Breast Cancer
- ~16 million lives enrolled in Pharmacy Advisor programs in 2013
  - Expanding Pharmacy Advisor to Medicare

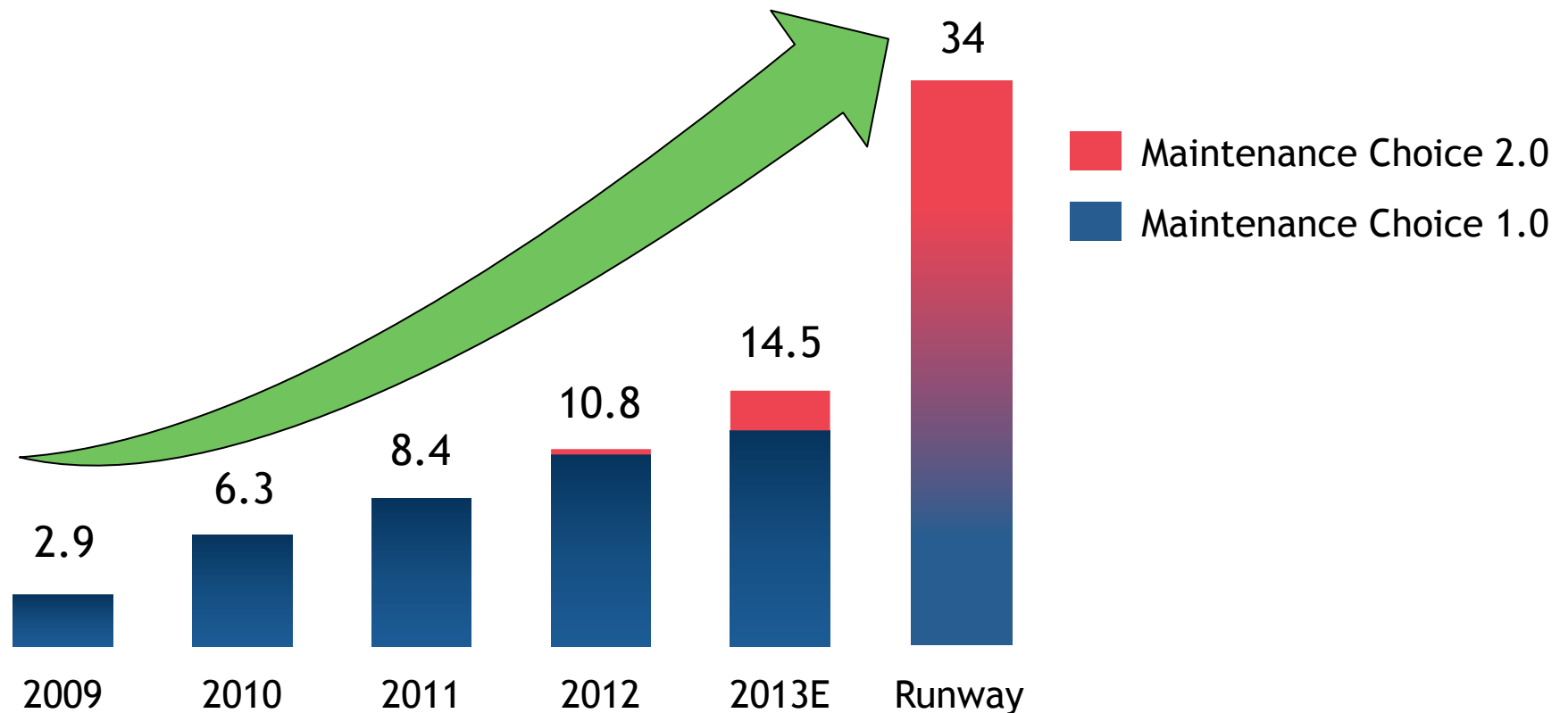


Members trust and value our pharmacists as part of their clinical team

# Client & Member Value Drive Continued Adoption Of Maintenance Choice®

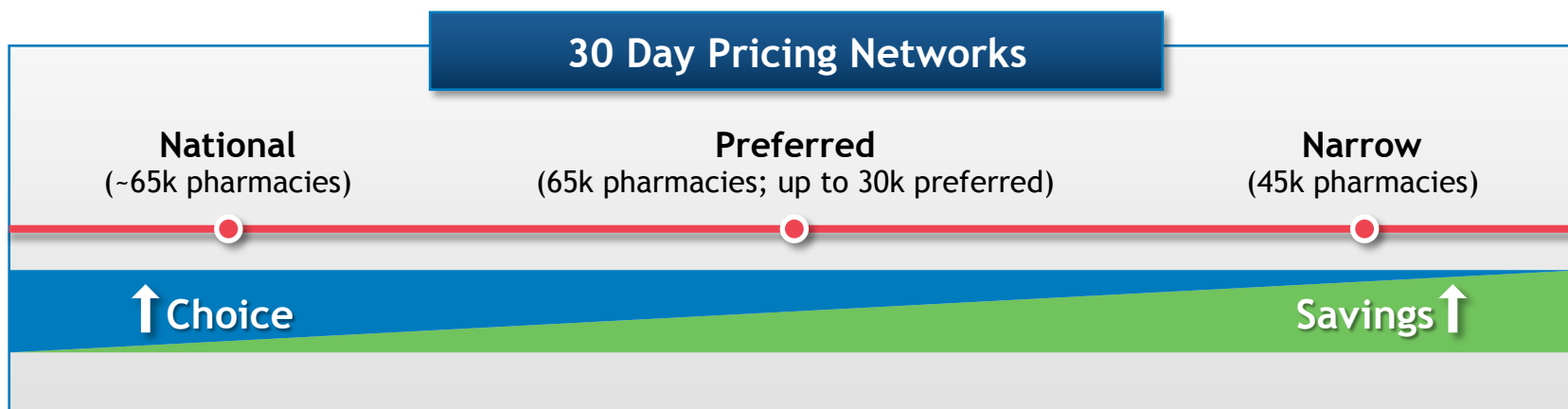
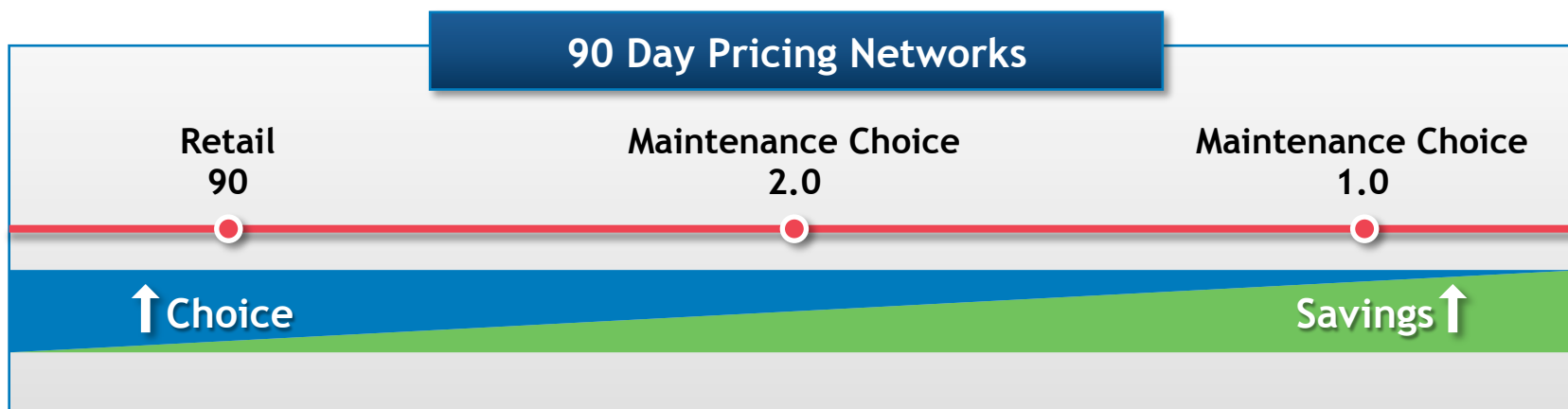


## Maintenance Choice Adoption (millions of members)

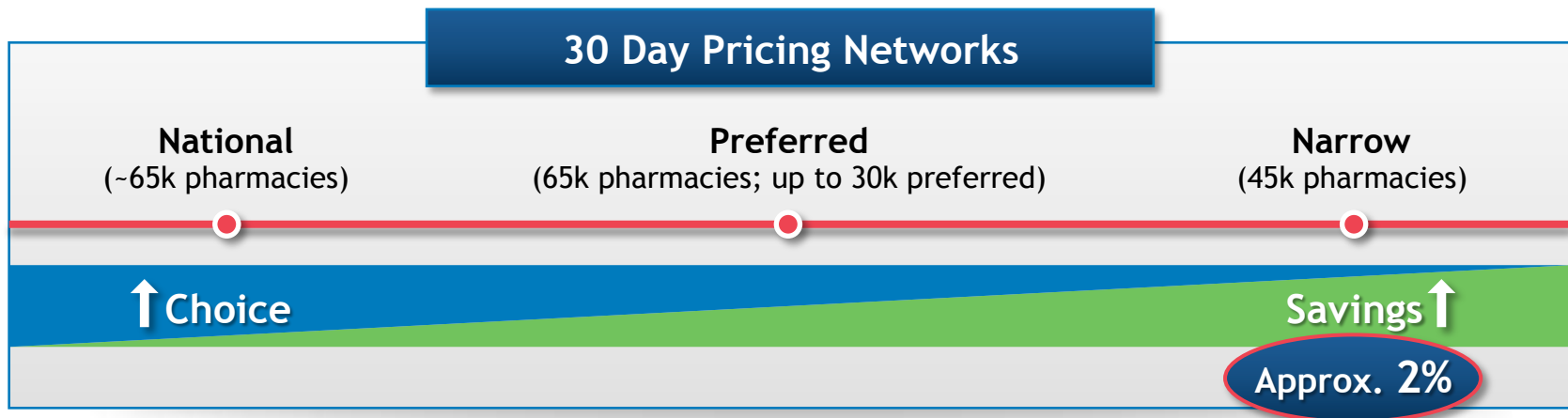
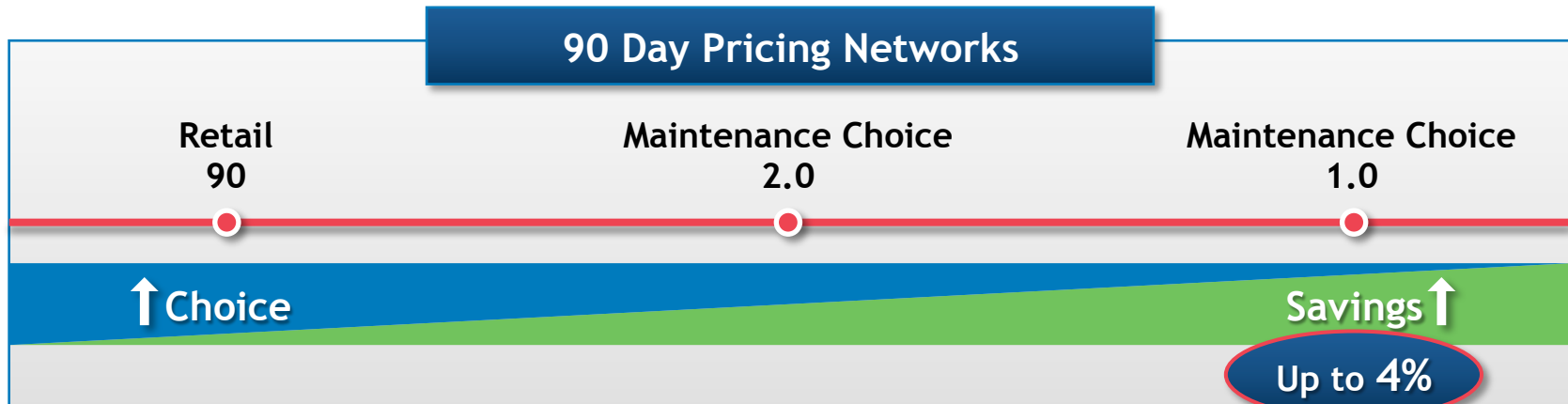


Note: Maintenance Choice 1.0 includes Mandatory, Mandatory Opt-Out and Incentive-based plans.

# Our Continuum Of Network Solutions Meet A Wide Range Of Client Needs ...



## ... And Enable Clients To Achieve Substantial Savings

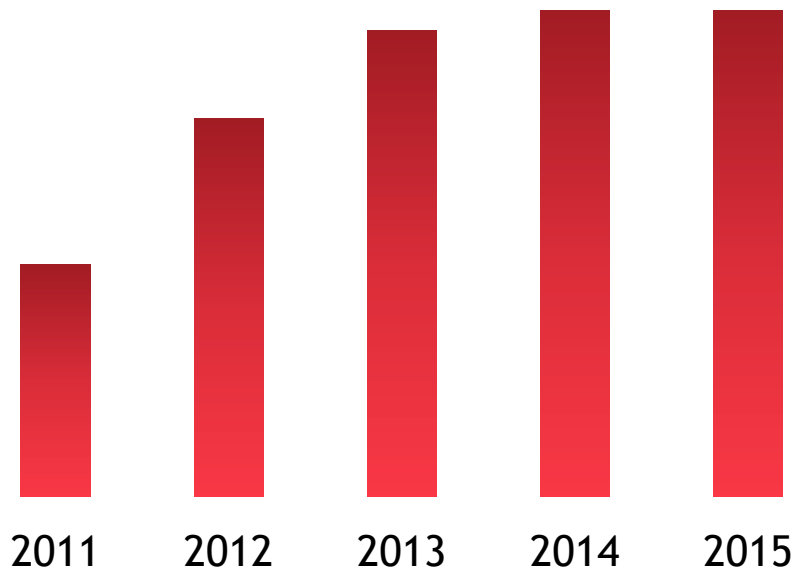


**~40% of new clients adopted a narrow network or Maintenance Choice**

Note: Savings as a percent of gross retail spend.  
Source: CVS Caremark Retail Strategies.

# Streamlining Initiative On Track To Deliver Substantial Savings

## \$225 To \$275 Million In Estimated Annual Savings



- On track to deliver more than \$1 billion of cumulative savings from 2011 through 2015
- Benefits outweighed costs in 2012; should be more favorable in 2013
- Expect to hit full run rate of annual savings in 2014

# Streamlining Initiative Lays The Groundwork For Continuous Productivity Improvements

## Streamline Operations

- Two new automated mail pharmacies operational

## Rationalize Capacity

- Completed workflow process redesign to improve efficiency
- Continued facilities consolidation

## Invest In Technology

- ~85% of business expected to be on destination platform by end of 2013



# Agenda

Business update

Core growth opportunities

Unique enterprise initiatives



# Well Positioned To Capitalize On Fastest-growing Market Segments

1

**Medicare Part D**

2

**Managed Medicaid**

3

**Specialty Pharmacy**

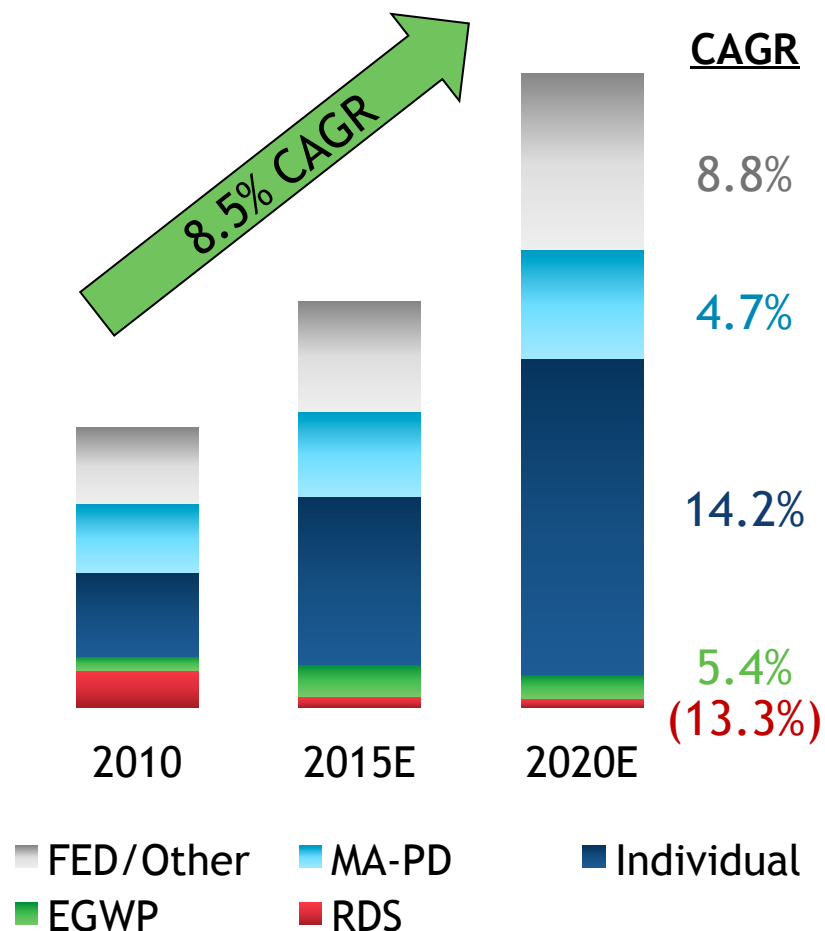
# Medicare Is Quickly Emerging As A Major Payor For Prescription Drugs In America

- Traditional employer-sponsored coverage being replaced by Medicare Part D plans
  - Employer Group Waiver Plan (EGWP): employer sponsored, often with secondary benefits
  - Prescription Drug Plan (PDP): drug plans open to Medicare-eligibles
  - Medicare Advantage - Prescription Drug (MA-PD): plans with medical and drug coverage
- Retirees below income thresholds eligible for low-income subsidies
  - Automatically assigned by Medicare, based on annual bid process

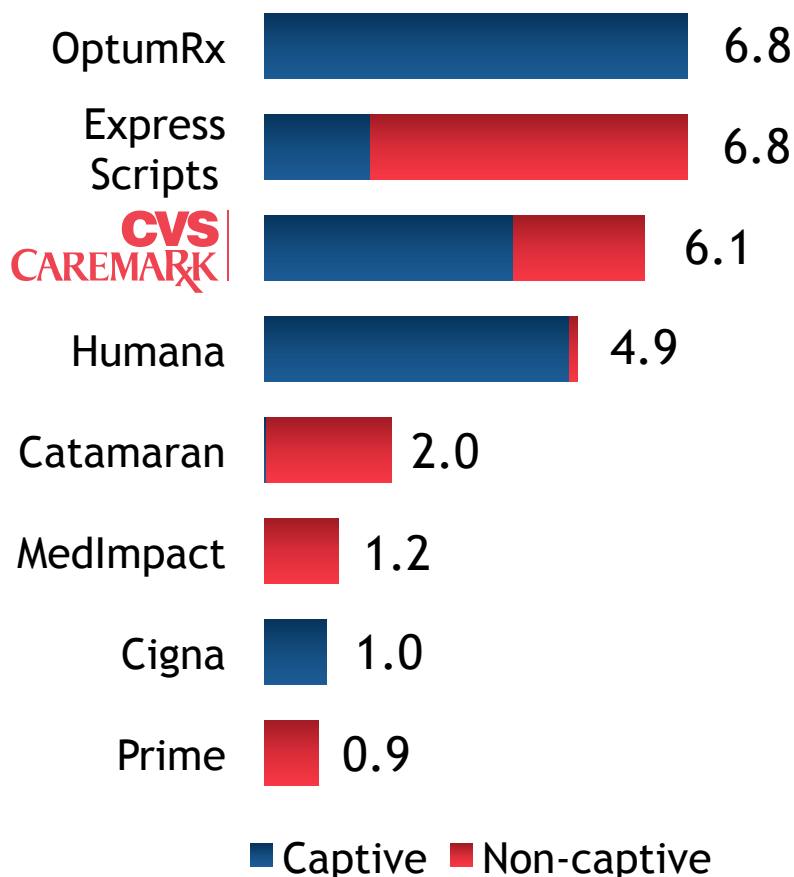
# Medicare Market Is Growing Rapidly And Consolidating



## Drug Spend By Medicare-eligibles



## Medicare Members Served By PBM (millions)



### Notes:

1. Reflects enrollments recognized by CMS as of October 2012.
2. Excludes other PBMs.
3. Membership figures include Employer Group members - reflecting CMS' standard enrollment reporting.

Sources: U.S. Bureau of the Census, Medicare Trust Fund Report, 2012; CVS Caremark analysis.

# New SilverScript Choice Plan Attractive For Choosers



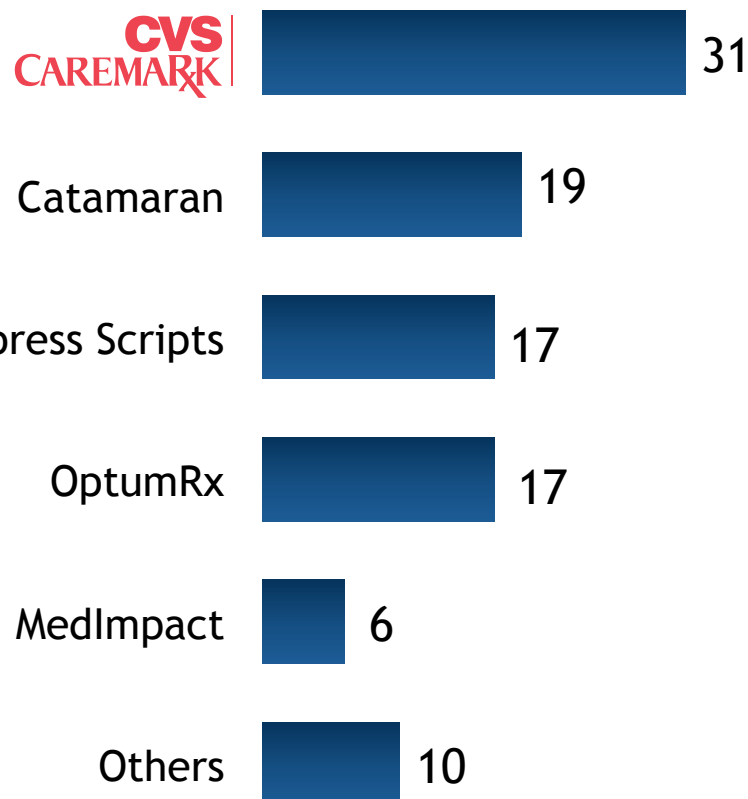
- Plan targeted at savvy senior shoppers
- Moderately priced, zero-deductible plan
- \$0 co-pay for tier one drugs in preferred network
- Innovative marketing solutions to drive enrollment

Enrolled more than 200,000 members in the 2013 plan year

# Medicaid Market Position Is Strong ... Tailoring Programs To Further Expand Our Leadership Position



## 2012 Managed Medicaid PBM Market (estimated % of lives)



### Member Engagement

Effective and direct interactions with Medicaid members to improve their care

### Clinical And Cost Control

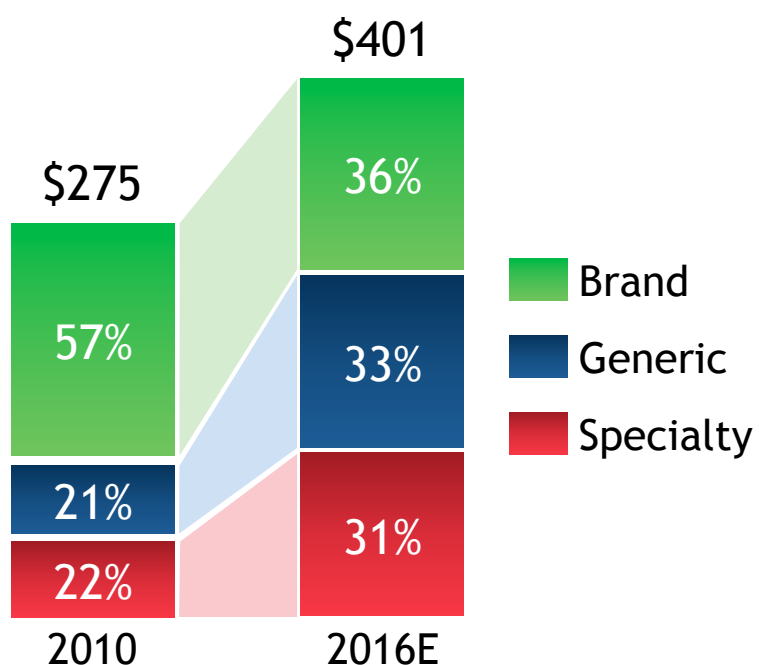
Products and services tailored to the needs of Medicaid plans and their members

### Operational Excellence

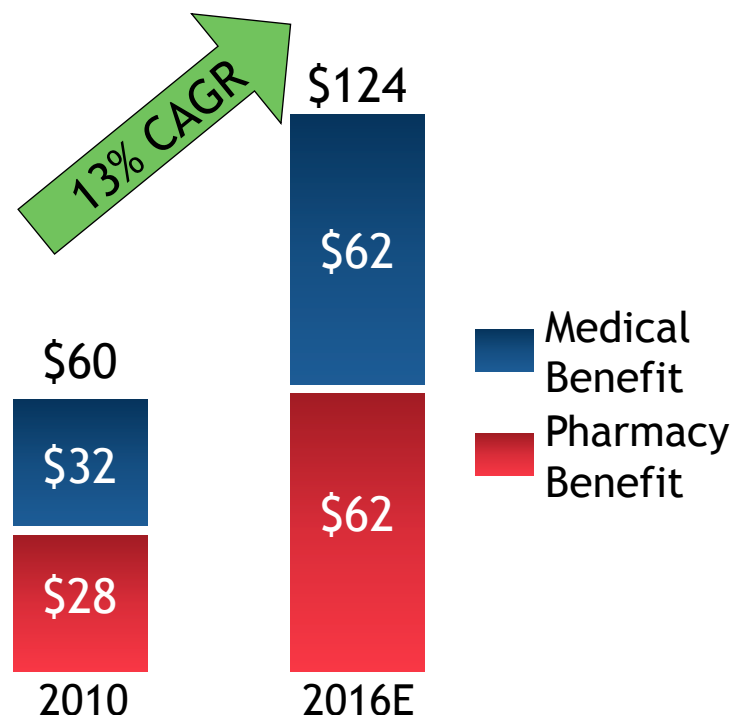
Meeting client needs for a partner with deep Medicaid knowledge and competence at a low administrative cost

# Specialty Spend Expected To Double By 2016

## Pharmacy Spend By Category (billions)



## Specialty Market Growth (billions)



By 2016, eight of the top ten drugs will be in specialty

Sources: CVS Caremark analysis; IMS Health; Buck Consultants; NHE; Credit Suisse; Kaiser Commission on Medicaid and the Uninsured, Kaiser Family Foundation, September 2011; 7 reasons why specialty drug dispensing will boom, Specialty Pharmacy Times, June 2012.

# Our Breadth Of Solutions Is Unmatched: A Continuum Of Options For Managing Specialty Trend



## Drugs In Pharmacy Benefit

Specialty  
Guideline  
Management

Preferred  
Drug  
Strategies

Exclusive  
Pharmacy  
Network

## Drugs In Medical Benefit

Benefit  
Alignment/  
Optimization

Site Of Care  
Management

Medical  
Pharmacy/  
Oncology  
Management

### Unit Cost

Optimize discounts, manage reimbursement and site of service

### Utilization

Expand prior authorization and step edits

### Drug Mix

Product selection

Clients can save up to 12% to 16% of specialty spend



# Our Breadth Of Solutions Is Unmatched: Rheumatoid Arthritis Example

## Drugs In Pharmacy Benefit

Specialty  
Guideline  
Management

Preferred  
Drug  
Strategies

Exclusive  
Pharmacy  
Network

## Drugs In Medical Benefit

Benefit  
Alignment/  
Optimization

Site Of Care  
Management

Medical  
Pharmacy/  
Oncology  
Management

**Has patient tried and failed methotrexate oral agent?**

**Estimated Cost Per Month:**

- Methotrexate ~\$15
- Biologic average \$2,000 - \$3,000



# Our Breadth Of Solutions Is Unmatched: Rheumatoid Arthritis Example

## Drugs In Pharmacy Benefit

Specialty  
Guideline  
Management

Preferred  
Drug  
Strategies

Exclusive  
Pharmacy  
Network

## Drugs In Medical Benefit

Benefit  
Alignment/  
Optimization

Site Of Care  
Management

Medical  
Pharmacy/  
Oncology  
Management

**What is the preferred self-injectable?**

Humira, Enbrel, Simponi, Cimzia, Orencia



# Our Breadth Of Solutions Is Unmatched: Rheumatoid Arthritis Example

## Drugs In Pharmacy Benefit

Specialty  
Guideline  
Management

Preferred  
Drug  
Strategies

Exclusive  
Pharmacy  
Network

## Drugs In Medical Benefit

Benefit  
Alignment/  
Optimization

Site Of Care  
Management

Medical  
Pharmacy/  
Oncology  
Management

### Where is the most cost-effective site of treatment?

#### Cost Per Treatment:

- Hospital \$5,900
- Home/Physician Office \$2,700 - \$2,900



# Agenda

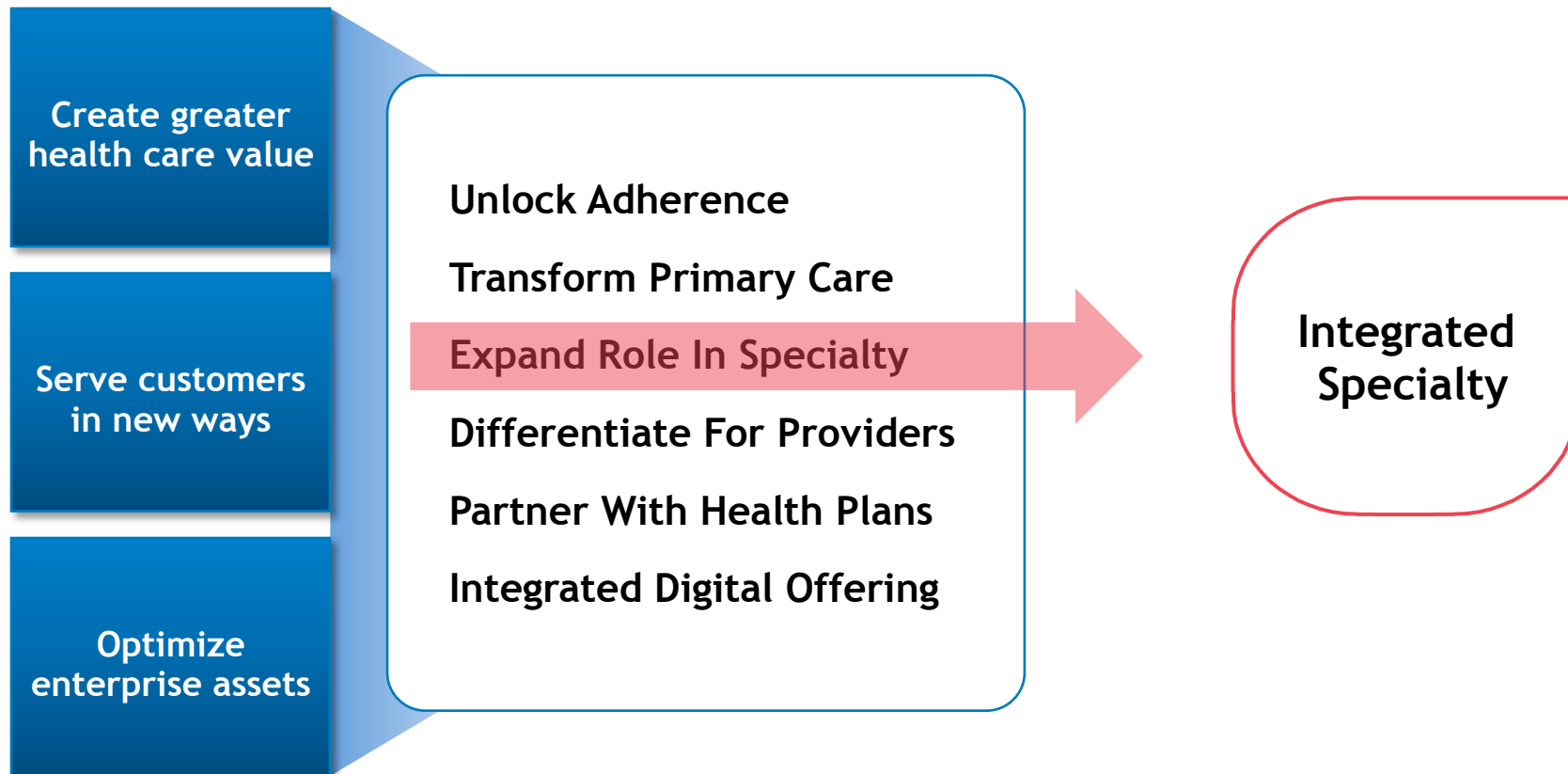
Business update

Core growth opportunities

Unique enterprise initiatives



# Unique Enterprise Initiatives



# Integrated Specialty: Uniquely Positioned To Offer Specialty Patients Pharmacy Of Choice



## Intake From Anywhere



**7,400 Retail Stores**



**Our Specialty Mail Pharmacies**

## Integrated Services Provided Centrally

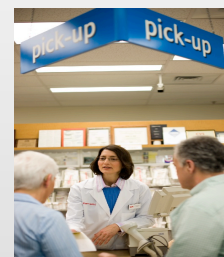


**Expert On-boarding And Processing**



**Consistent, High-quality Clinical Services**

## Convenient Delivery



**In-store Pick-up**



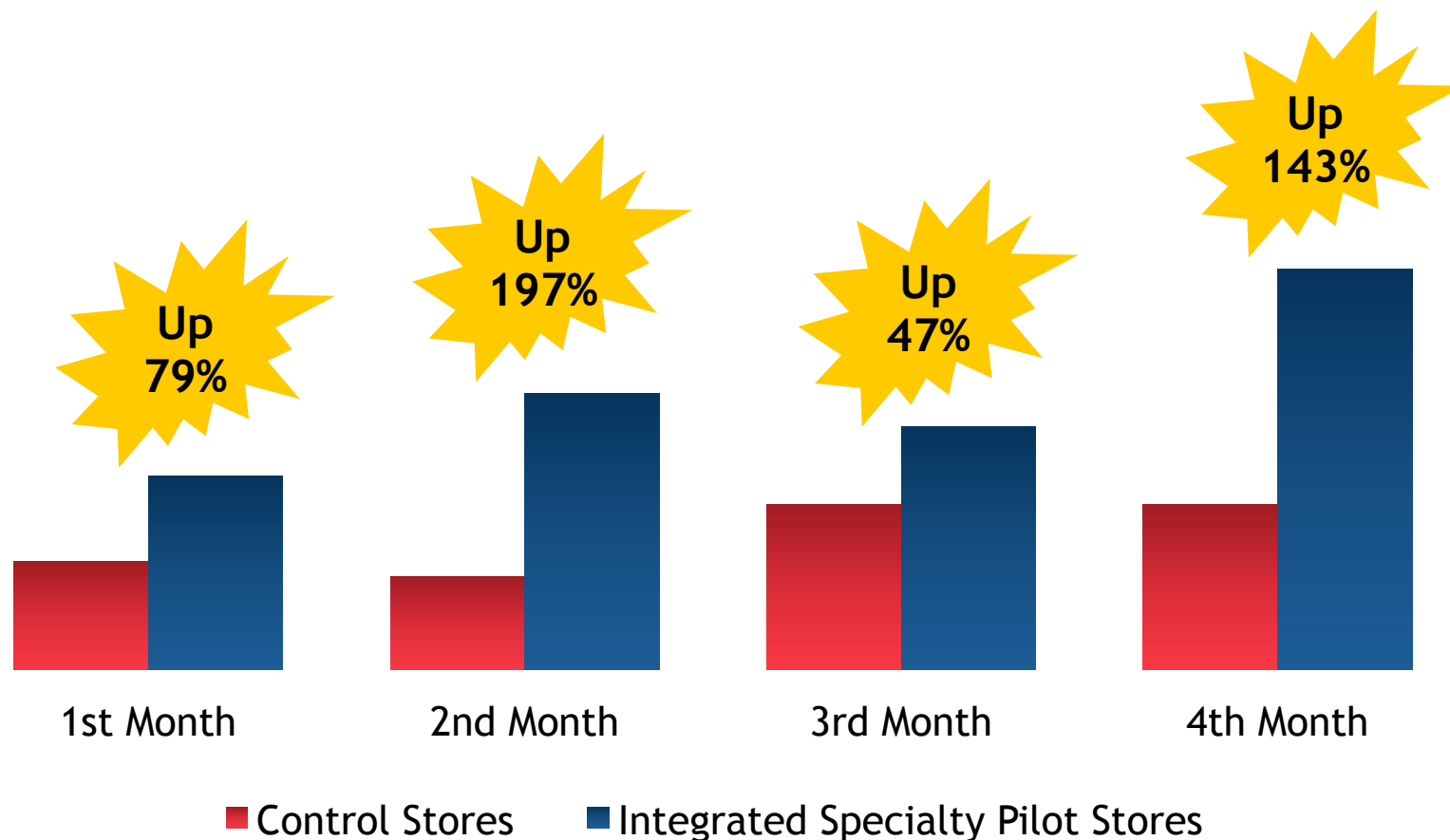
**Home Delivery**

**Unmatched access, convenience and clinical quality**

Note: Prescriptions enter through complete range of current channels—mail, digital, phone, voicemail, fax, walk-in, other pharmacy, and PBM, among others.

# Initial Pilot Results: New Therapy Starts Up 112% Over Four Months

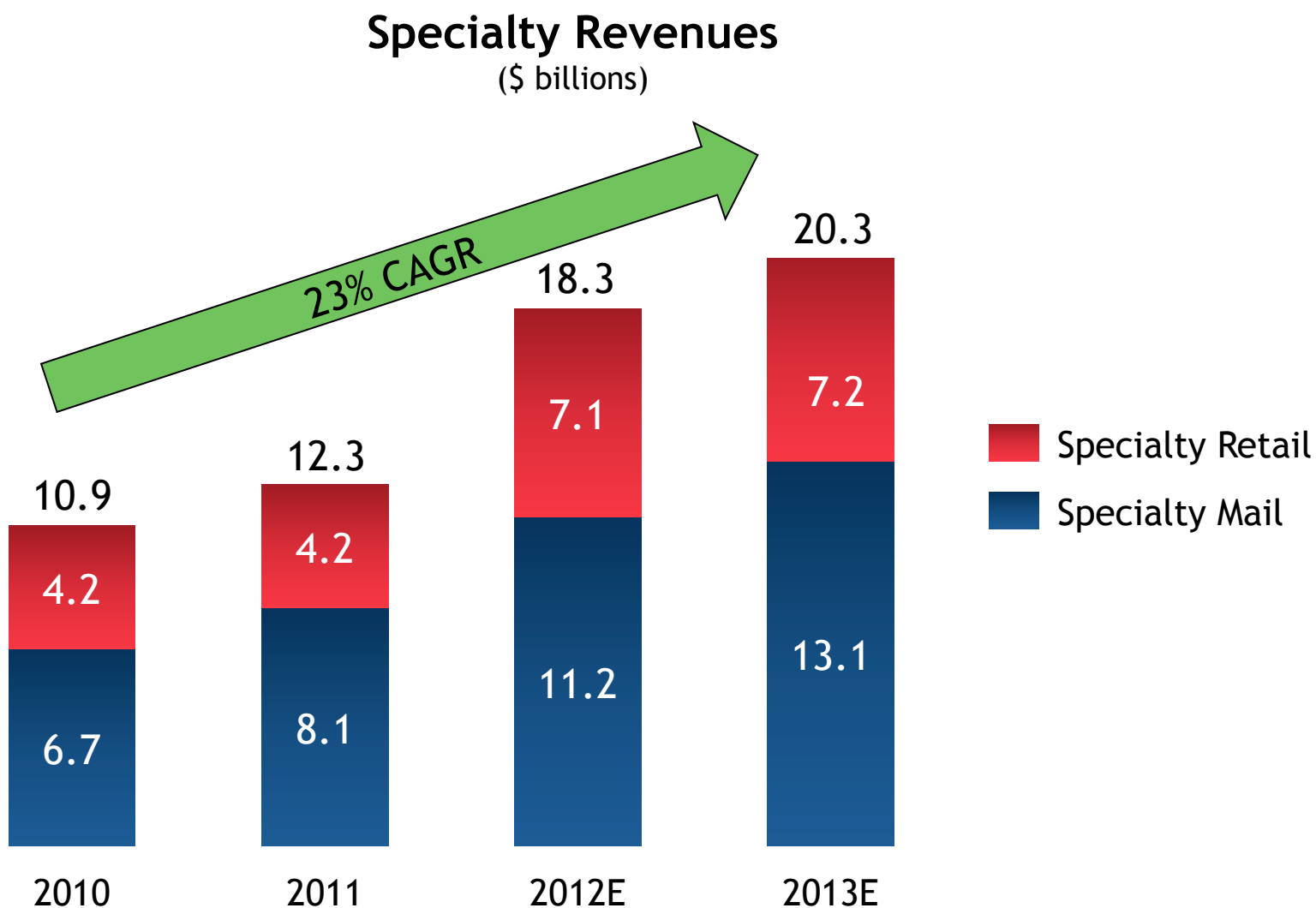
## Average New Scripts Per Store Per Week During Pilot



### Notes:

1. Non-Pilot Control based on data from 63 stores which was normalized to match the number of stores used for each test and indexed to Pre-Test Fills.
2. 3rd and 4th months for pilot only include data from mini-test.
3. Analysis excludes any patient and NDC combination which shows Rx Fill Nbr 0 but has been presented within pilot market during FY12.

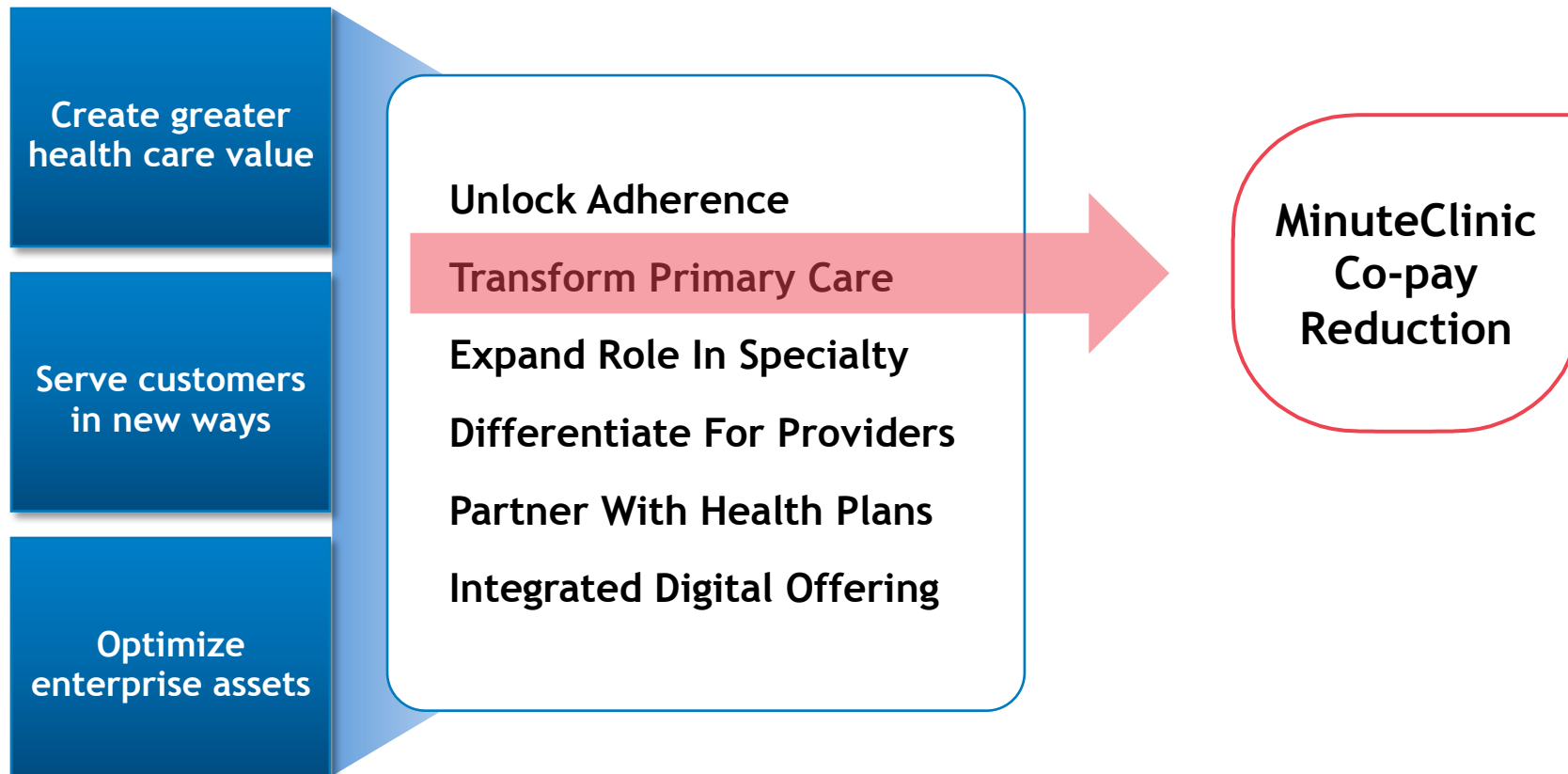
# Strong Specialty Growth Expected To Continue



Note: Specialty Retail includes PBM Network Revenues and specialty product revenues at CVS/pharmacy.



# Unique Enterprise Initiatives



# MinuteClinic Co-pay Reduction With Marriott: Program Yielding Promising Results



Member out-of-pocket cost

↓ 80%

Visits vs. baseline

↑ 3x

First-time users

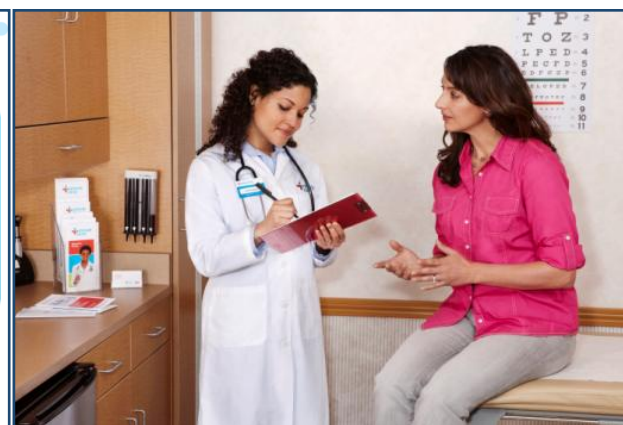
67%

**MARRIOTT ASSOCIATES:**  
Empleados del Marriott:

**Your copay just got lighter.**  
*Su copago es ahora más bajo.*

**SAVE up to \$20**  
on your medical copay at MinuteClinic.\*  
Ahorre hasta \$20 en su copago médico en MinuteClinic.\*

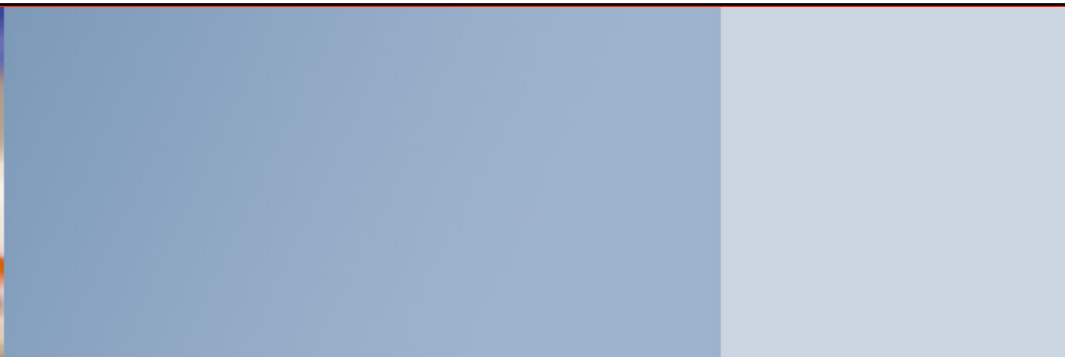




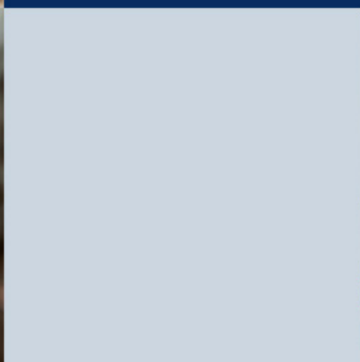
# Uniquely Positioned For Growth

- Continue to achieve profitable net-new business
- Leverage unique model to create truly distinctive client and member value
- Continue progress in driving clinical outcomes
- Build on leadership position in Specialty, Medicare and Medicaid
- Establish a culture of continuous productivity improvement





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Innovation  
Company



# Retail Pharmacy Growth Strategy

**Mark Cosby**

Executive Vice President & President, CVS/pharmacy

# Agenda

Business update

Core growth opportunities

Unique enterprise initiatives



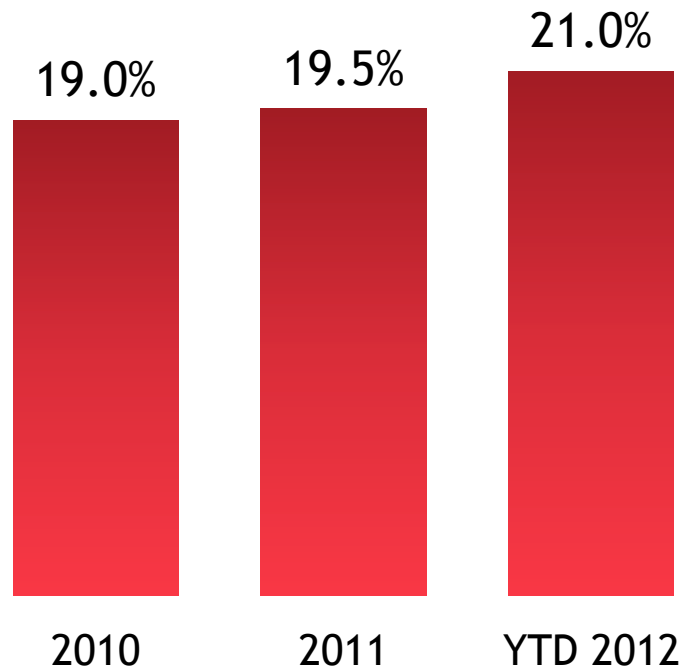
# Retail Pharmacy Business Is Performing Well

- Continuing to grow market share
- Outpacing competition in same store sales growth
  - Front store
  - Pharmacy
- Capitalizing on WAG/ESRX impasse
- Underlying core business is strong

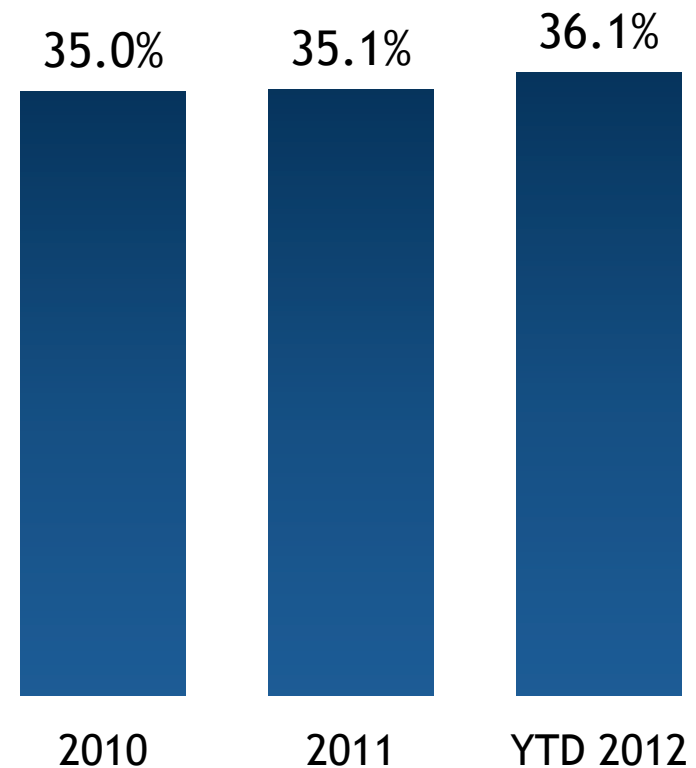
# We Continue To Gain Market Share



## CVS Share Of Total U.S. Prescription Market



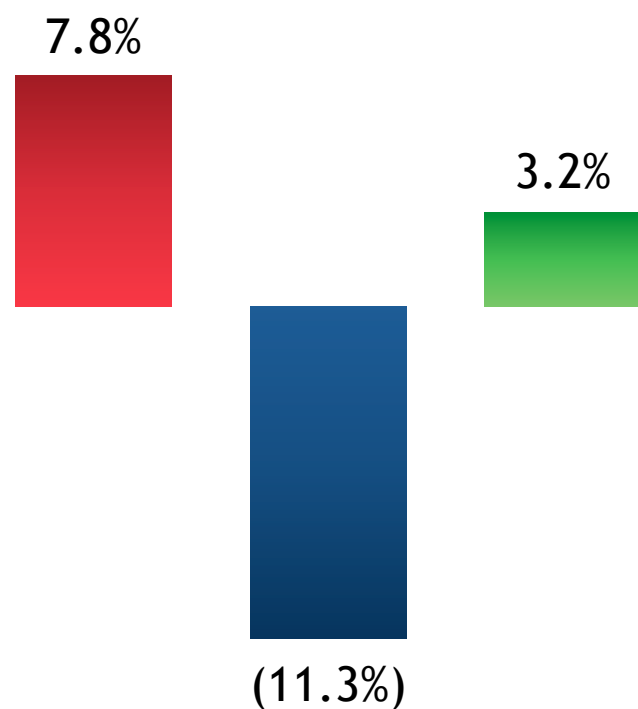
## CVS Front Store Share Of Total U.S. Drug Store Channel



Source: IMS Health and IRI Infoscan.

# We Are Outperforming Our Competitors

## YTD Comp Script Performance



Peer A

Peer B

## YTD Front Store Comp Performance



Peer A

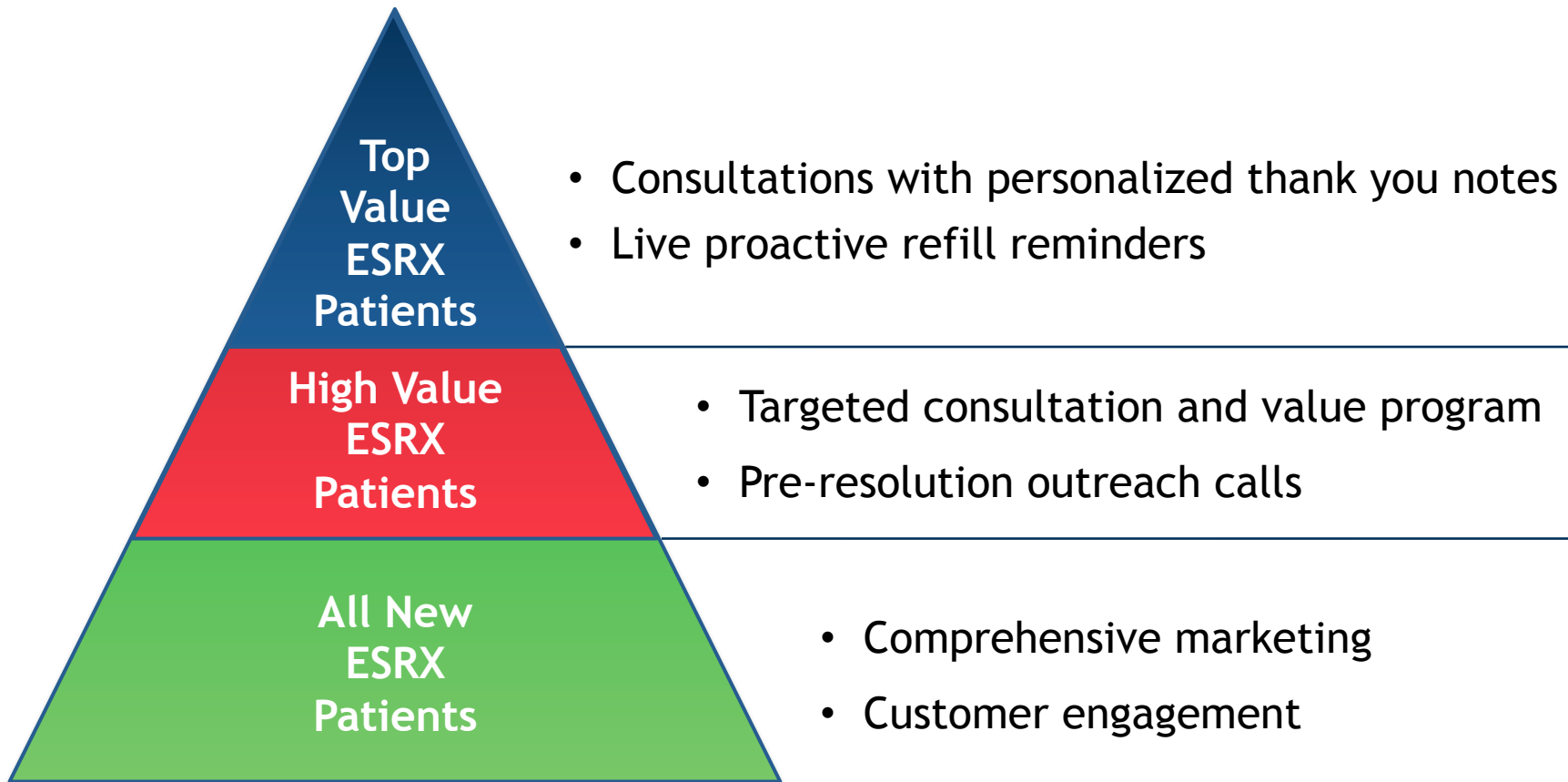
Peer B

### Notes:

1. Results through YTD September 2012.
2. 90 Day Scripts counted as 1.
3. CVS figures are as reported on a calendar basis, peer figures are as reported for the nine month period ending closest to CVS calendar

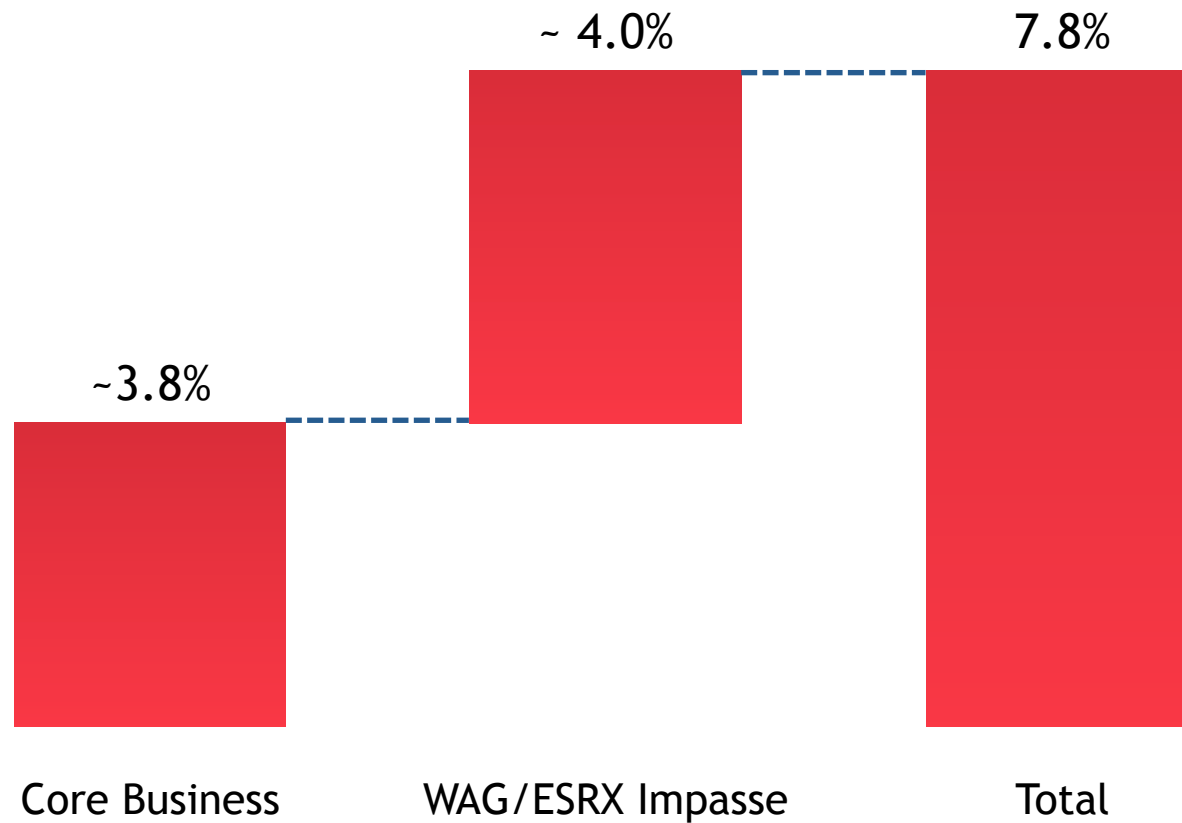


# Comprehensive WAG/ESRX Retention Plan Is Working



Successfully engaged with 850,000 high value customers

# YTD Script Comp Growth Is Strong In The Core Business



# Agenda

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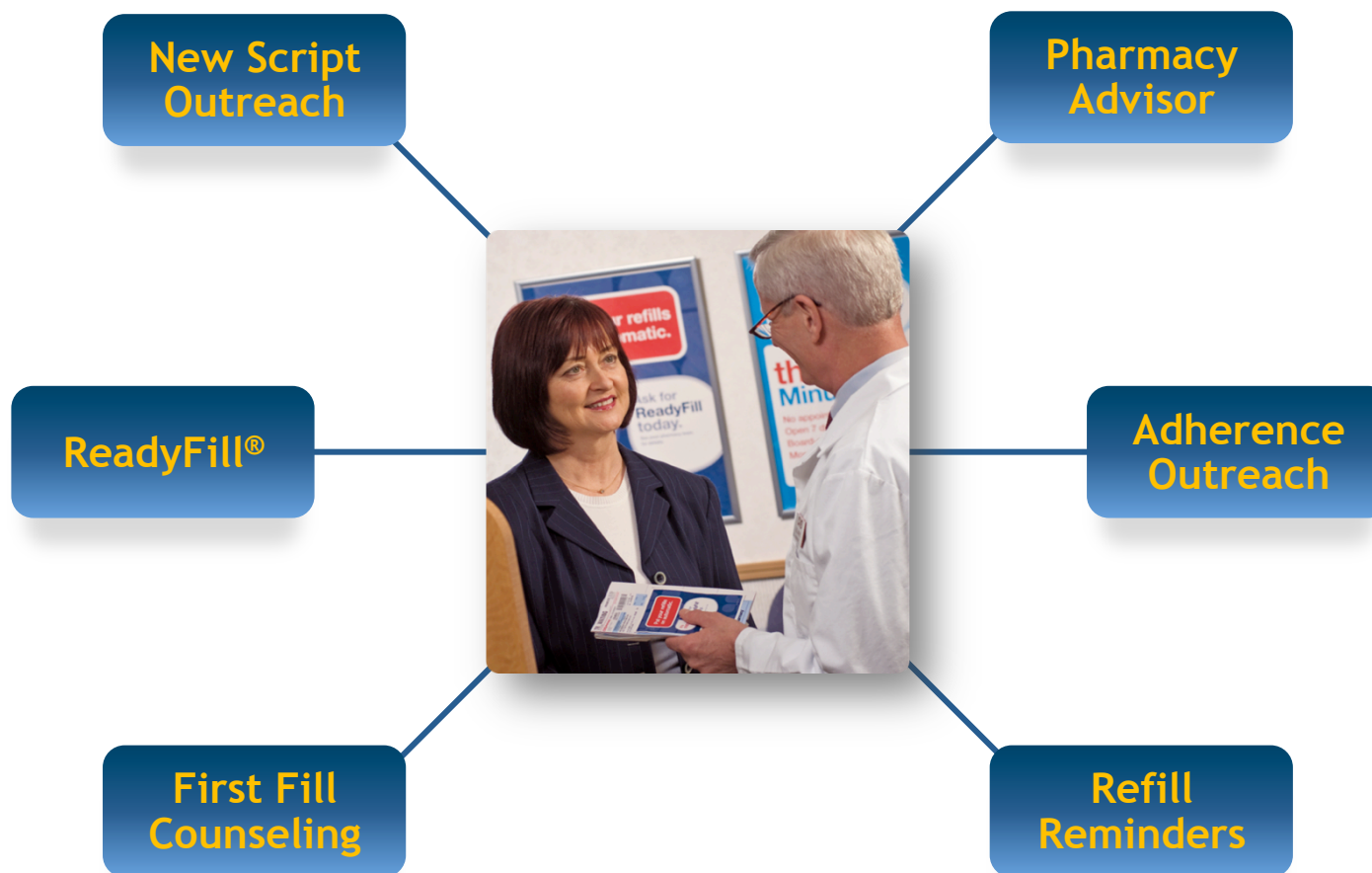
# Core Growth Opportunities

- 1 Driving pharmacy growth
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- 3 Growing store base and building growth culture
  - Expanding footprint
  - Stores Own Sales

1

# Driving Pharmacy Growth: Patient Care Excellence

CVS  
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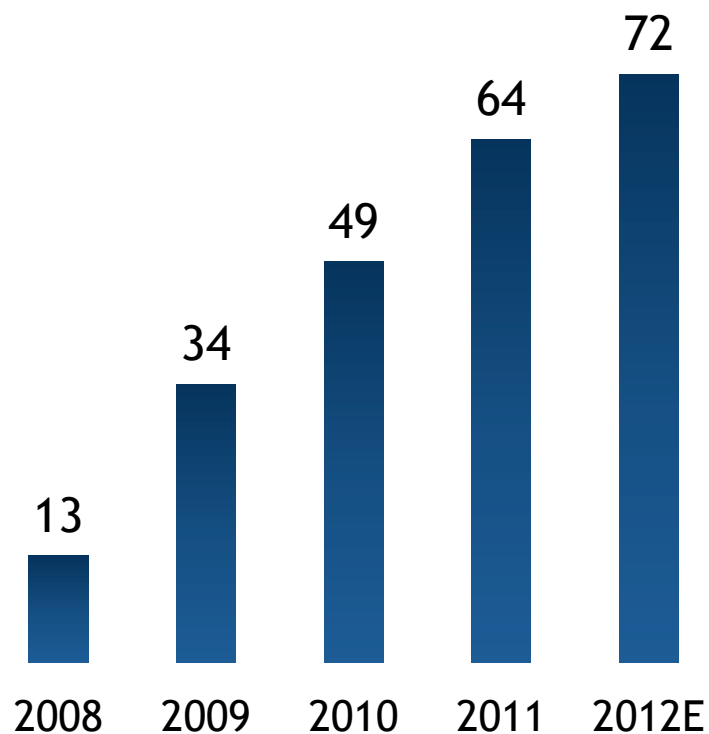
Bringing solutions to non-adherence

1

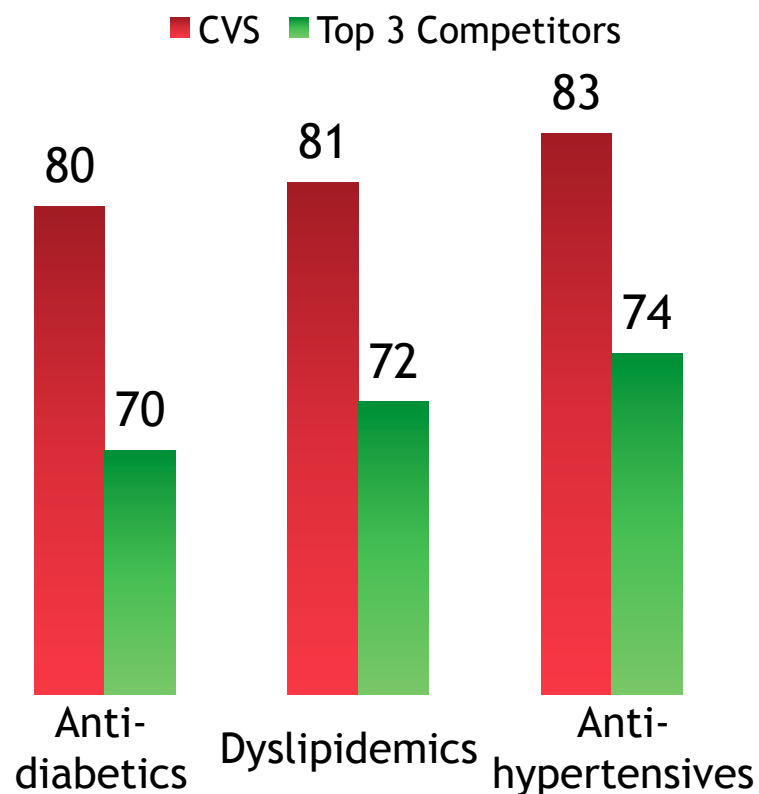
# Driving Pharmacy Growth: Pharmacist Interventions Drive Adherence

CVS  
CAREMARK

## Pharmacy Team Interventions (millions)



## Adherence (medication possession ratio)



230+ million interventions has helped drive best-in-class adherence results

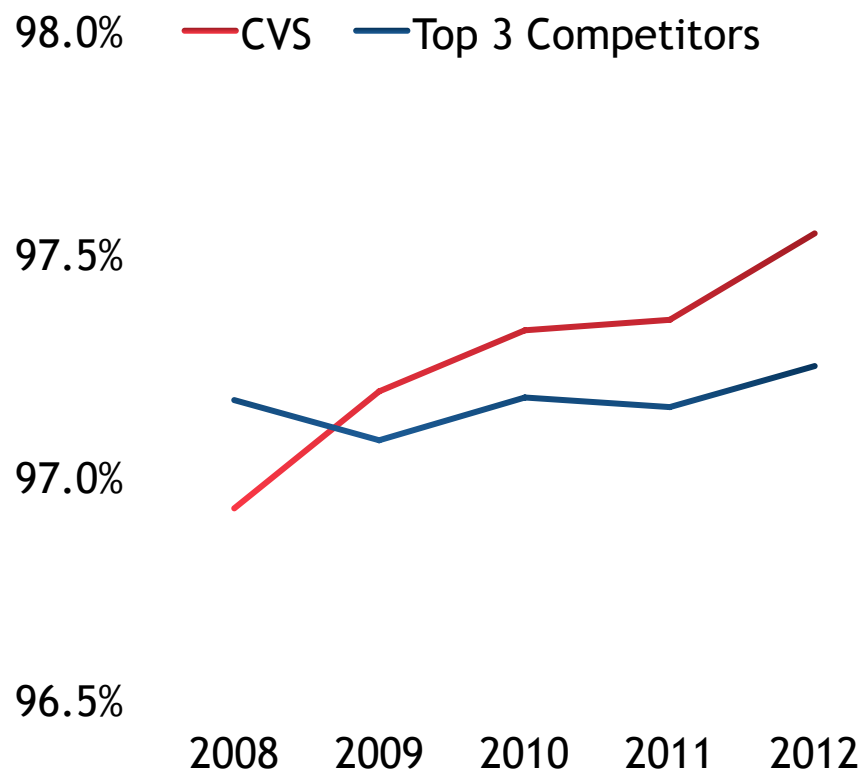
Note: Patients with a medication possession ratio over 80 are considered “optimally adherent.”  
Source: CVS Caremark Quarterly Adherence Report.

1

# Driving Pharmacy Growth: Helping Patients Optimize Value Of Generics



## Generic Substitution Rate



## Lipitor Generic Substitution Rate



## Plavix Generic Substitution Rate



CVS/pharmacy has outperformed all other chains in GSR

Notes: 2012 numbers are YTD. Top 3 Competitor figures are averaged.  
Source: Caremark Analytics.

1

## Driving Pharmacy Growth: The Pharmacy Landscape Is Shifting

CVS  
CAREMARK

	2007	Today
% of eligible scripts e-prescribed	5%	60%
% of customers using drive-thru	19%	35%
Annual interventions	minimal	72 million
Flu shots per year	N/A	3.7 million
Reimbursement based outcomes	N/A	Star Ratings



Notes: CVS/pharmacy data.



# Driving Pharmacy Growth: WeCARE Addresses Changing Landscape

## Objectives

- Improve service and outcomes and grow scripts

## Components

- RxConnect system enhancements
- Seamless integration into patient care
- Role clarification

## Timeline

- Chain-wide roll out by end of Q1 2013



## Driving Pharmacy Growth: WeCARE Results Are Encouraging

### Expected Benefits

- Enhanced customer service
- Elimination of prescriptions that are not picked up
- Optimization of our Patient Care services
- Improved efficiency

### Early Results

- Greater than 50% reduction in 'Surprise Waiters'
- Customer receives all of their prescriptions
- 5% improvement in successful patient care outreaches
- 6% improvement in time-to-fill



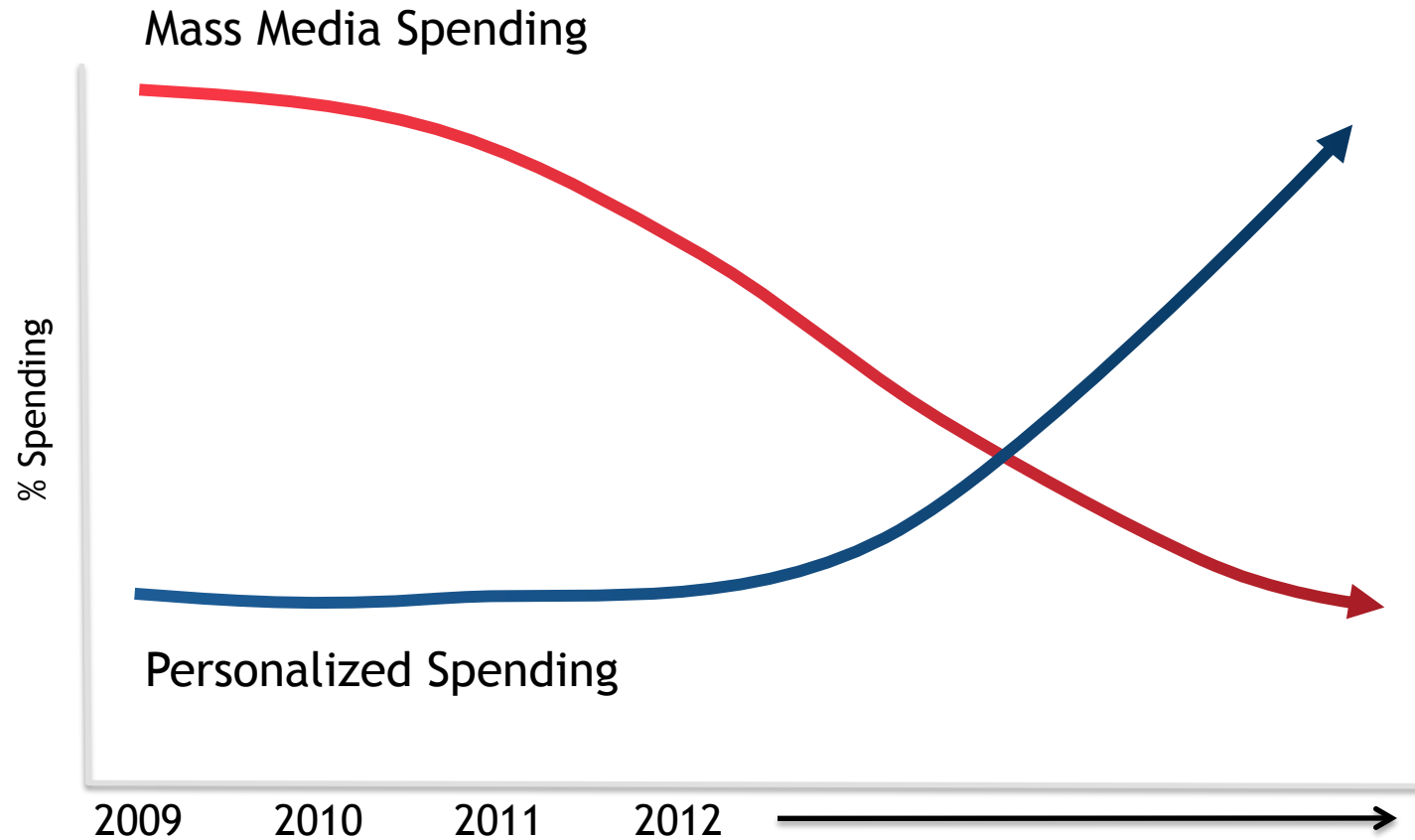
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  - Stores Own Sales

2

## Differentiating The Front Store: Personalization Is Key To Addressing Consumer Shift

CVS  
CAREMARK



## Differentiating The Front Store: Several Initiatives Fuel Personalization



## Differentiating The Front Store: Several Initiatives Fuel Personalization



## Differentiating The Front Store: ExtraCare - The Industry's #1 Loyalty Program

**15** year history

**275** million unique cards issued

**70** million active households

**68%** of front store transactions

**84%** of front store sales



## Differentiating The Front Store: Future Of ExtraCare

- Convert circulars to personalized digital circular
- Build on strength of Beauty Club
- Launching industry-leading pharmacy and health program
- Drive usage of our ExtraCare coupon center
- Leverage insights to convert customers to multiple category shoppers



We are taking ExtraCare to the next level



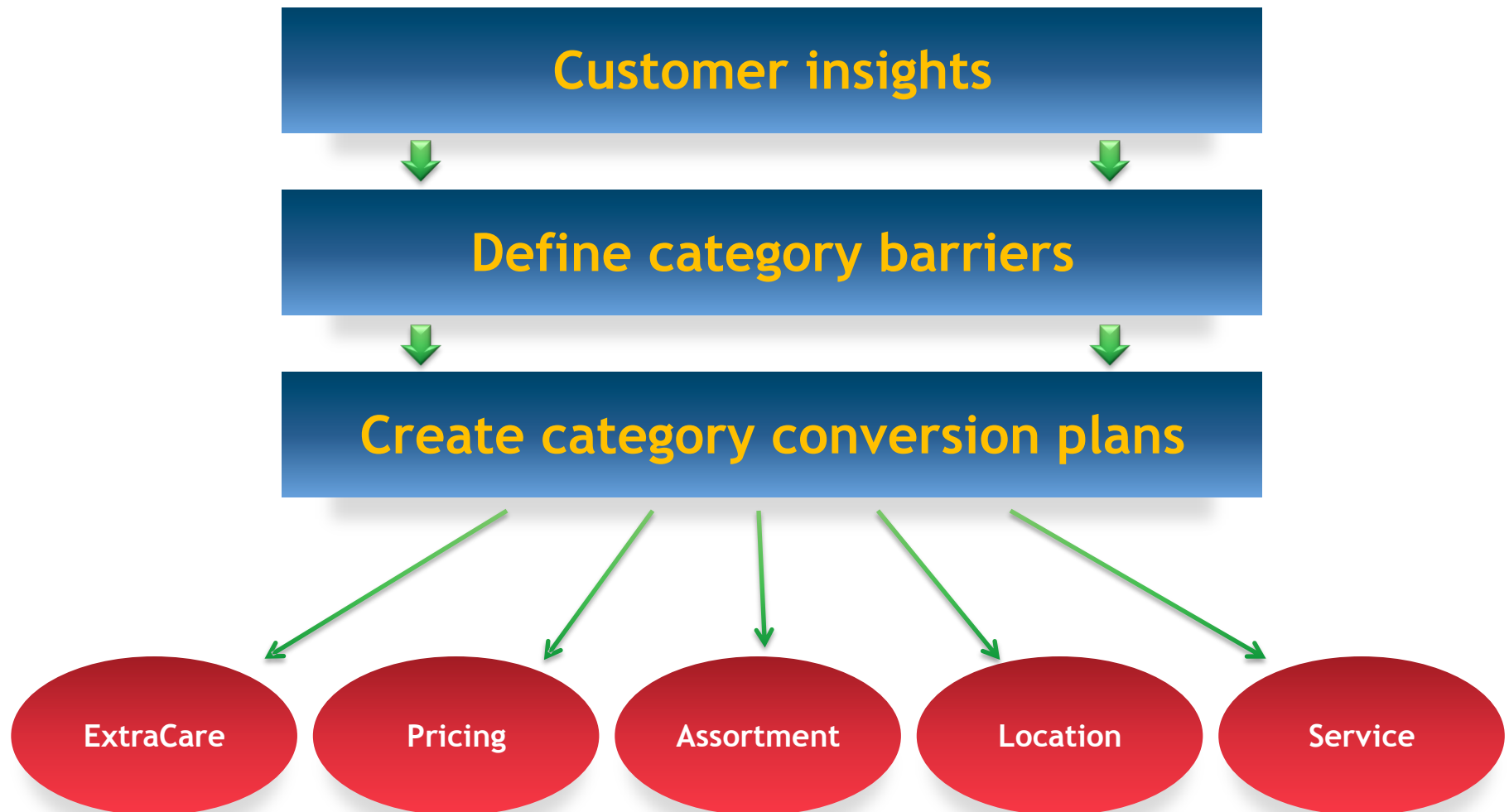
## Differentiating The Front Store: Opportunity To Convert Existing Customers

Customer Conversion Opportunity Examples	% Of Customers
Cosmetics customers bought facial care	38%
Vitamin customers bought deodorant	35%
Pain customers bought hair care	42%
Oral care customers bought vitamins	36%

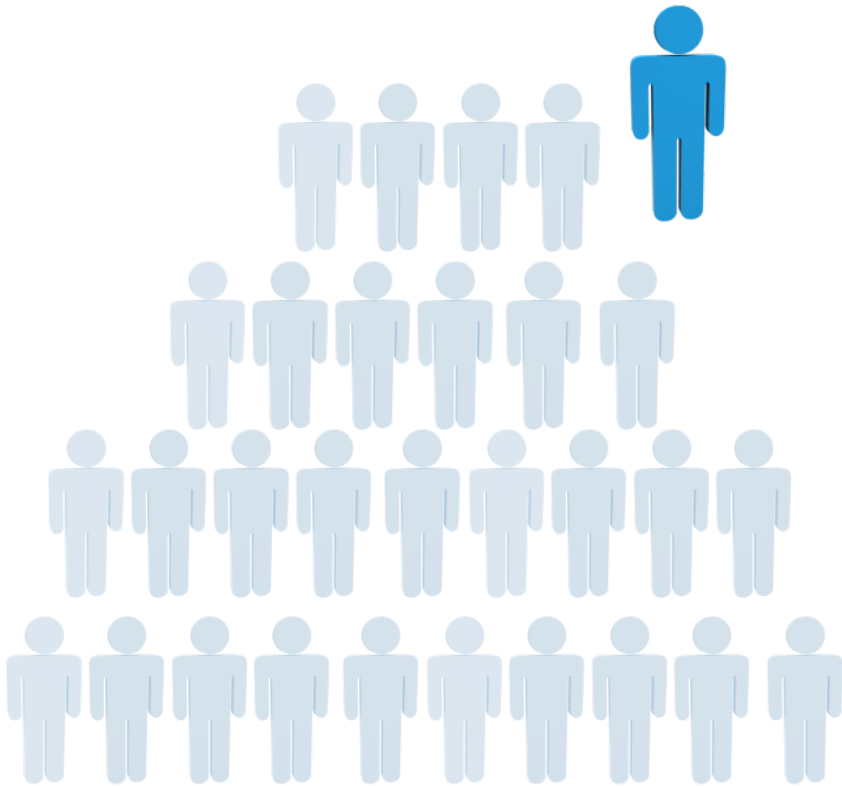


Opportunity to increase sales by encouraging multi-category shopping

## Differentiating The Front Store: Driving Plan To Convert Customers By Category



## Differentiating The Front Store: myCVS Clustering Will Expand



- Design stores to better meet the needs of customers
- Customer insights influence store design
- Eight defined clusters
- Execute/leverage existing programs
  - Plan-o-grams
  - Remodels
  - New stores

## Differentiating The Front Store: Urban Clusters Delivering Results

### Profile

General store for dense  
trade areas with limited  
competition

### Store Count

Now: 450  
2013: Plan to build 85 more

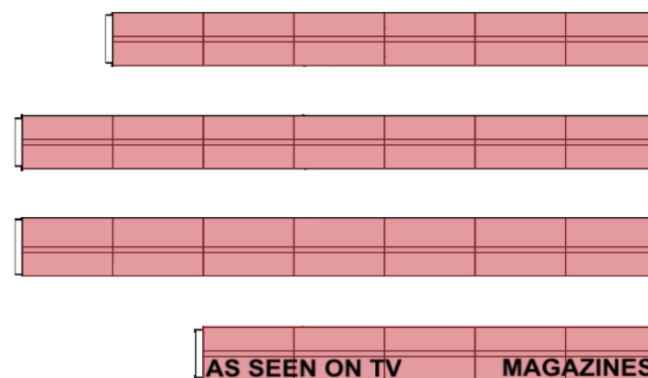
### Results

Sales + 8%  
Margin + 9%



## Differentiating The Front Store: Begin Expanding myCVS Clustering In 2013

	2013	2014 +
Urban	Expand	Expand
Suburban	Pilot	Expand
New clusters	Test	Pilot
<hr/>		
Quick wins	Incorporate in planograms for remodels and new stores	



Incorporate suburban cluster lessons into health care reset

Plan to roll out to 600 units in 2013

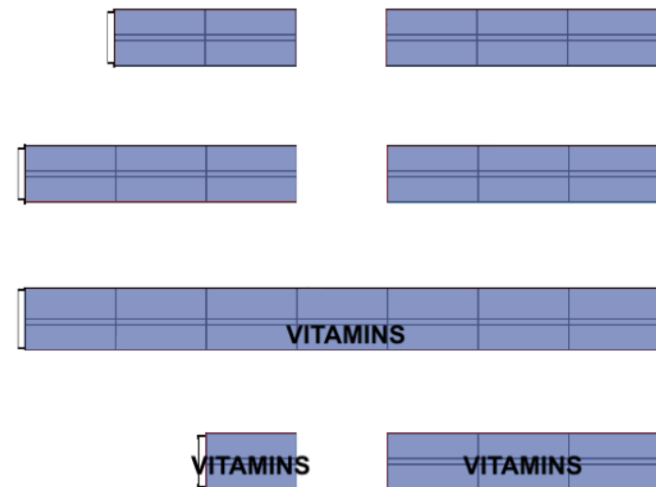


2

## Differentiating The Front Store: Health Care Reset Will Drive Sales

CVS  
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After

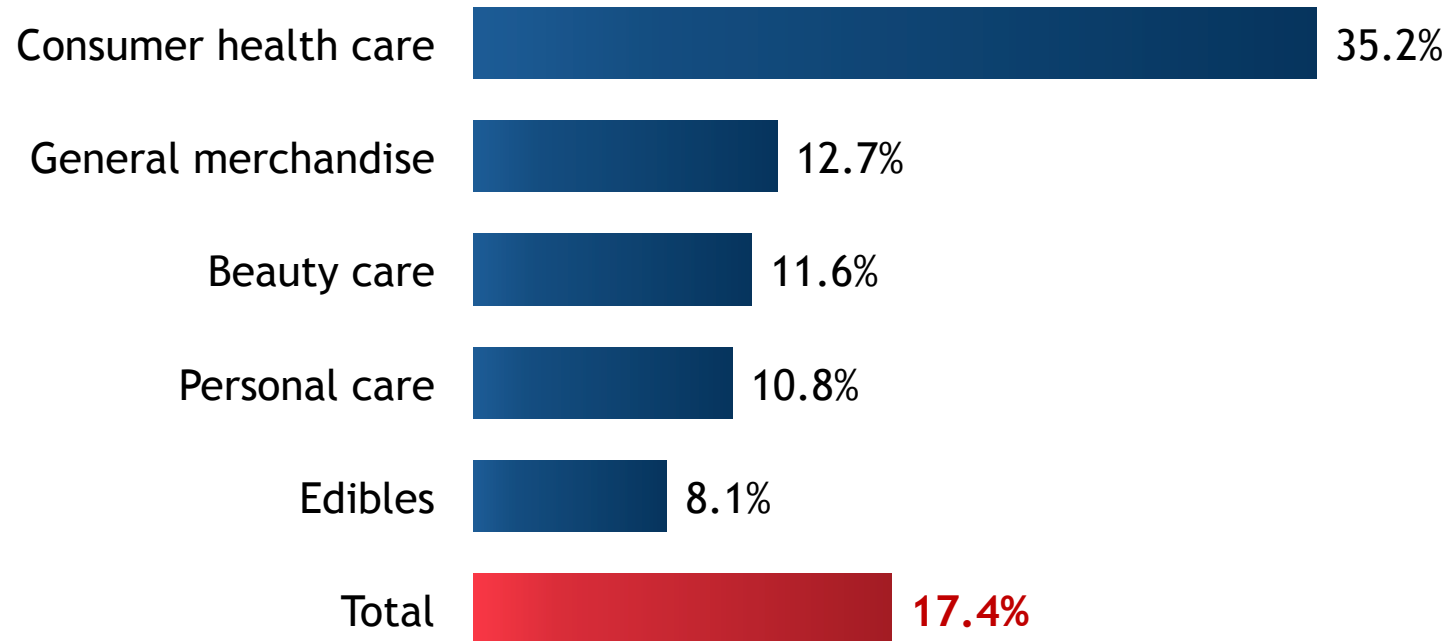


3% to 5% incremental sales increase in entire health quadrant

## 2 Differentiating The Front Store: Store Brands Drive Margins And Customer Loyalty



### Store Brands Category Sales (% of total front store sales)



Significant upside for Store Brands across our front store categories

Note: Sales numbers are 2012 estimates.



## Differentiating The Front Store: Plan To Grow Store Brands

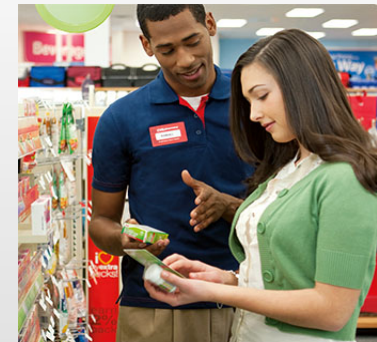
### PLAN

- Increase organizational capability
- Define category white space
- Develop action plan to fill white space
- Focus on differentiated brands



### GOAL

- Move Store Brand penetration to 20%+ from current 17% of front store sales



2

# Differentiating The Front Store: Improving Existing Store Brands - Gold Emblem

CVS  
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NEW!

Current



**Gold Emblem**

Re-defined to drive  
breakthrough growth



2

# Differentiating The Front Store: Improving Existing Store Brands - Total Home

CVS  
CAREMARK

NEW!

Current



Total Home

Replacing CVS/pharmacy  
and Round The House  
brands for all home-care-  
related items

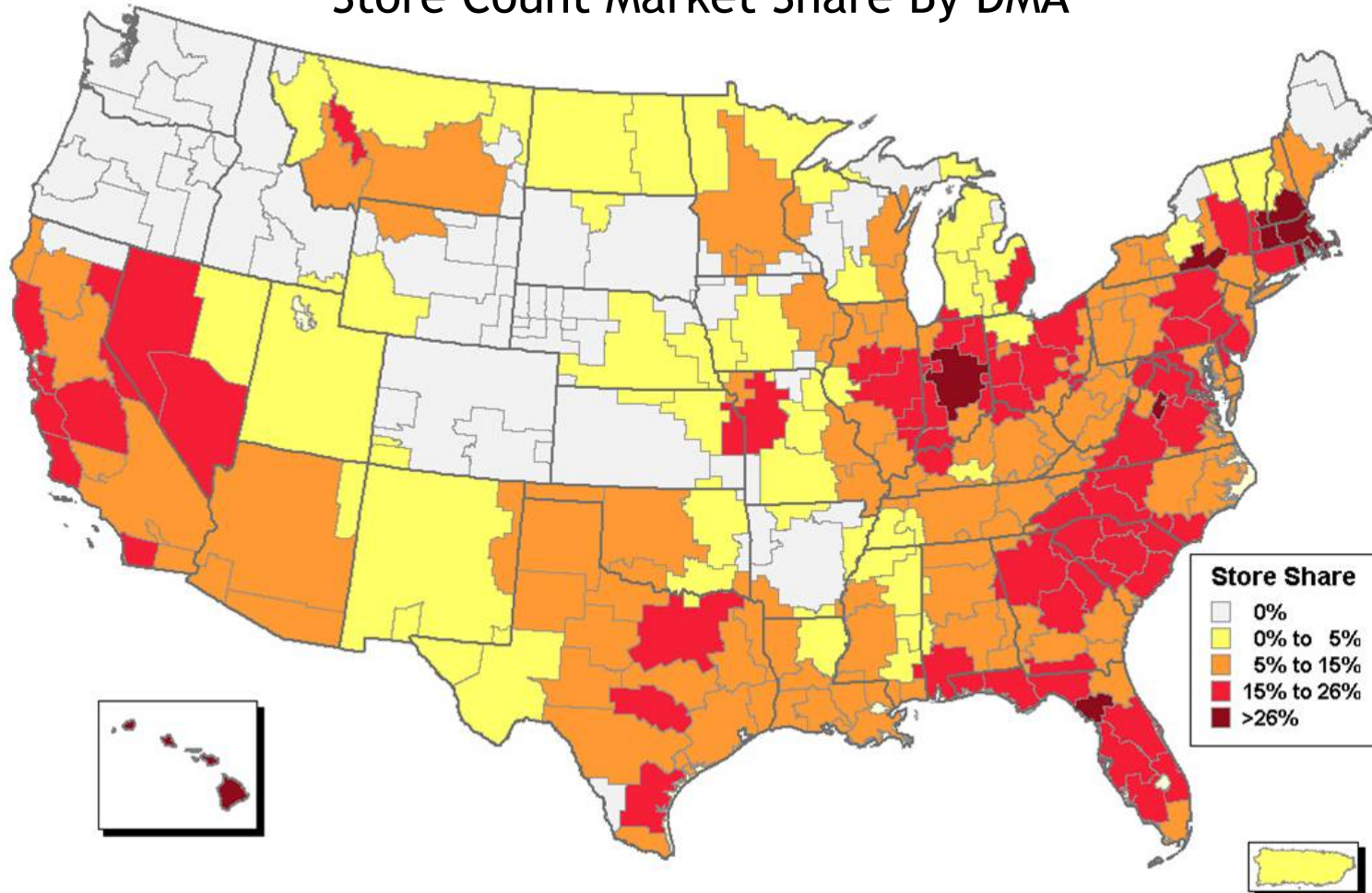


# Core Growth Opportunities

- 1 Driving pharmacy growth
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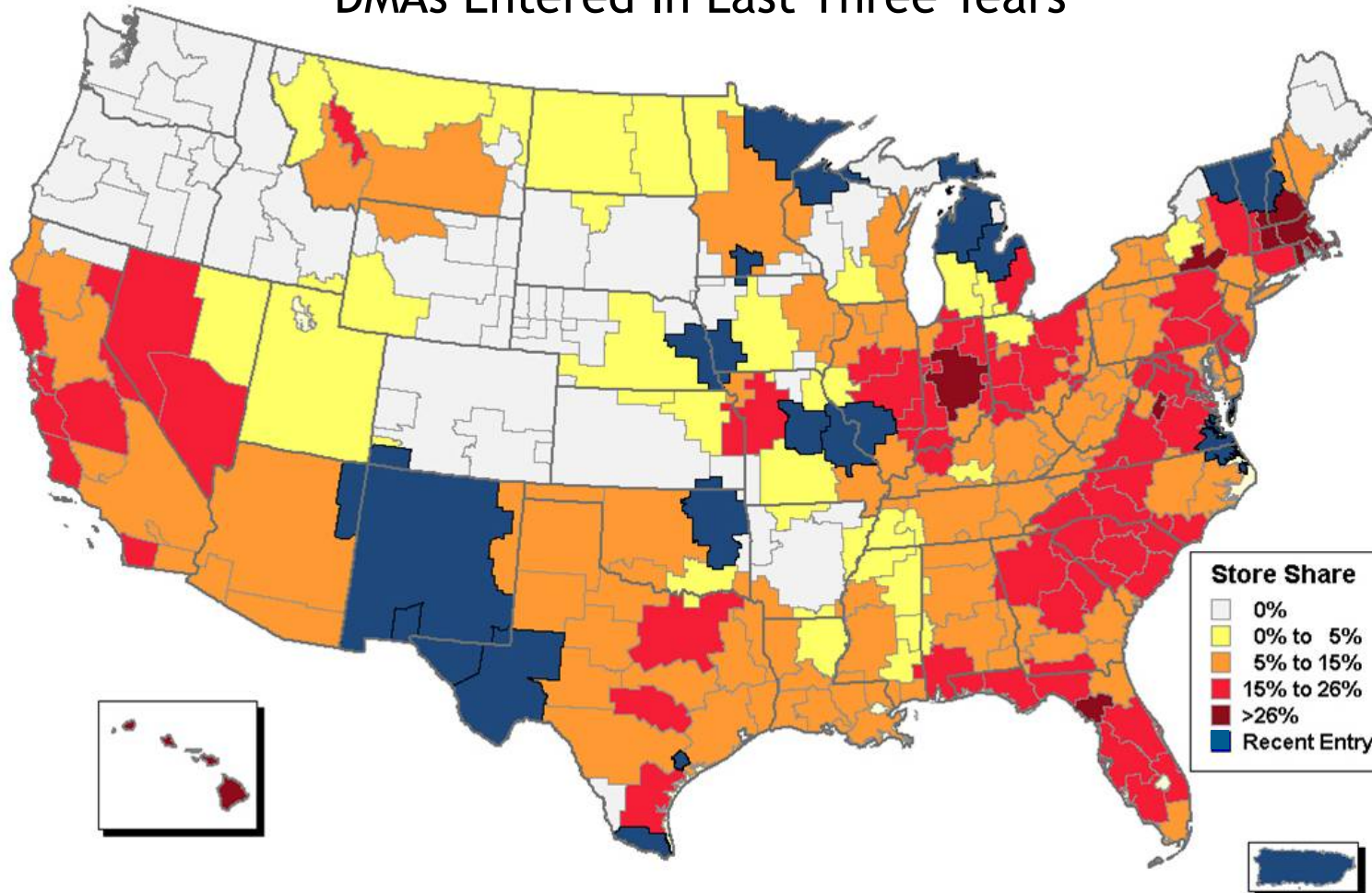


### Store Count Market Share By DMA



## Growing Store Base And Building Growth Culture: Expanding Footprint

### DMAs Entered In Last Three Years



Adding 2% - 3% square footage annually

## Consistent Growth Culture

### Sales Growth Mentality

- Organization focus on stores
- Stores accountable for growth



+

### Sales Growth Process

- Scorecards
- Best practice tactics
- Standardized coaching
- Recognition program



# Agenda

Business update

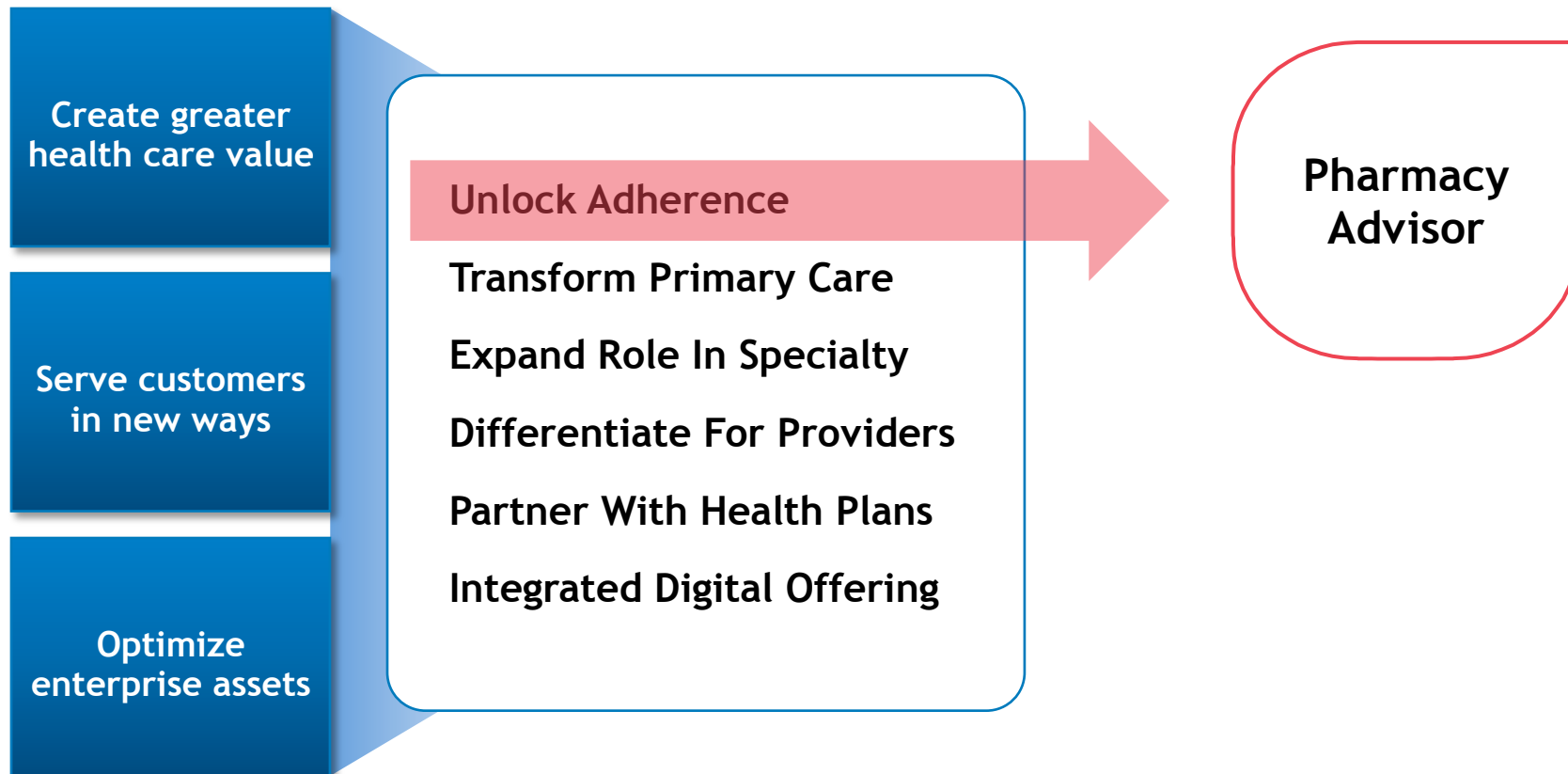
Core growth opportunities

Unique enterprise initiatives





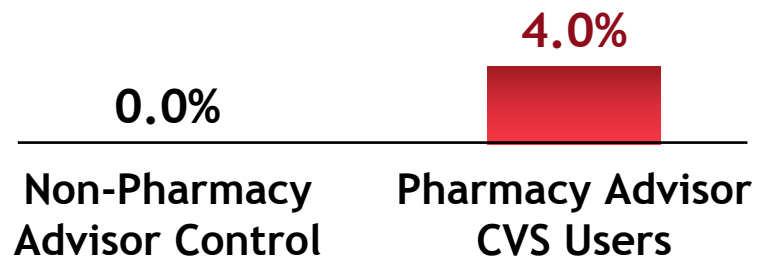
# Unique Enterprise Initiatives



# Pharmacy Advisor Delivers Results

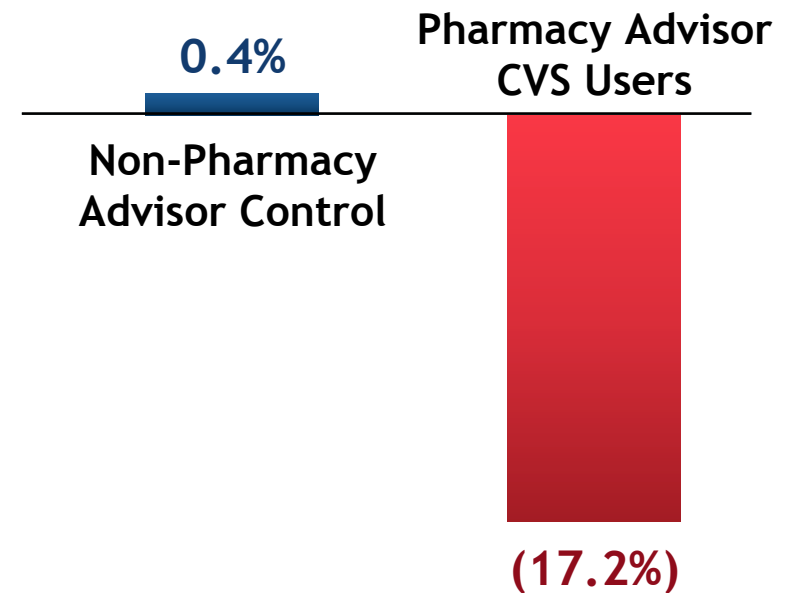
## Percent Change In Optimally Adherent Users

(diabetes medications)



## Percent Change In Members With Diabetes With Gaps

(no blood pressure lowering medications)



Note: Percent change is calculated as change in users or members relative to the baseline study over a 1 year period.  
CVS Caremark Enterprise Analytics

# Positive Patient Response To Pharmacy Advisor



Source: 2012 Pharmacy Advisor Study of Members who have experienced a recent Pharmacy Advisor intervention at CVS /pharmacy, August 2012

# Pharmacy Advisor: Aggressive Expansion Plans

## Key Areas Of Expansion

### Conditions

Extend Pharmacy Advisor to five additional conditions in 2013

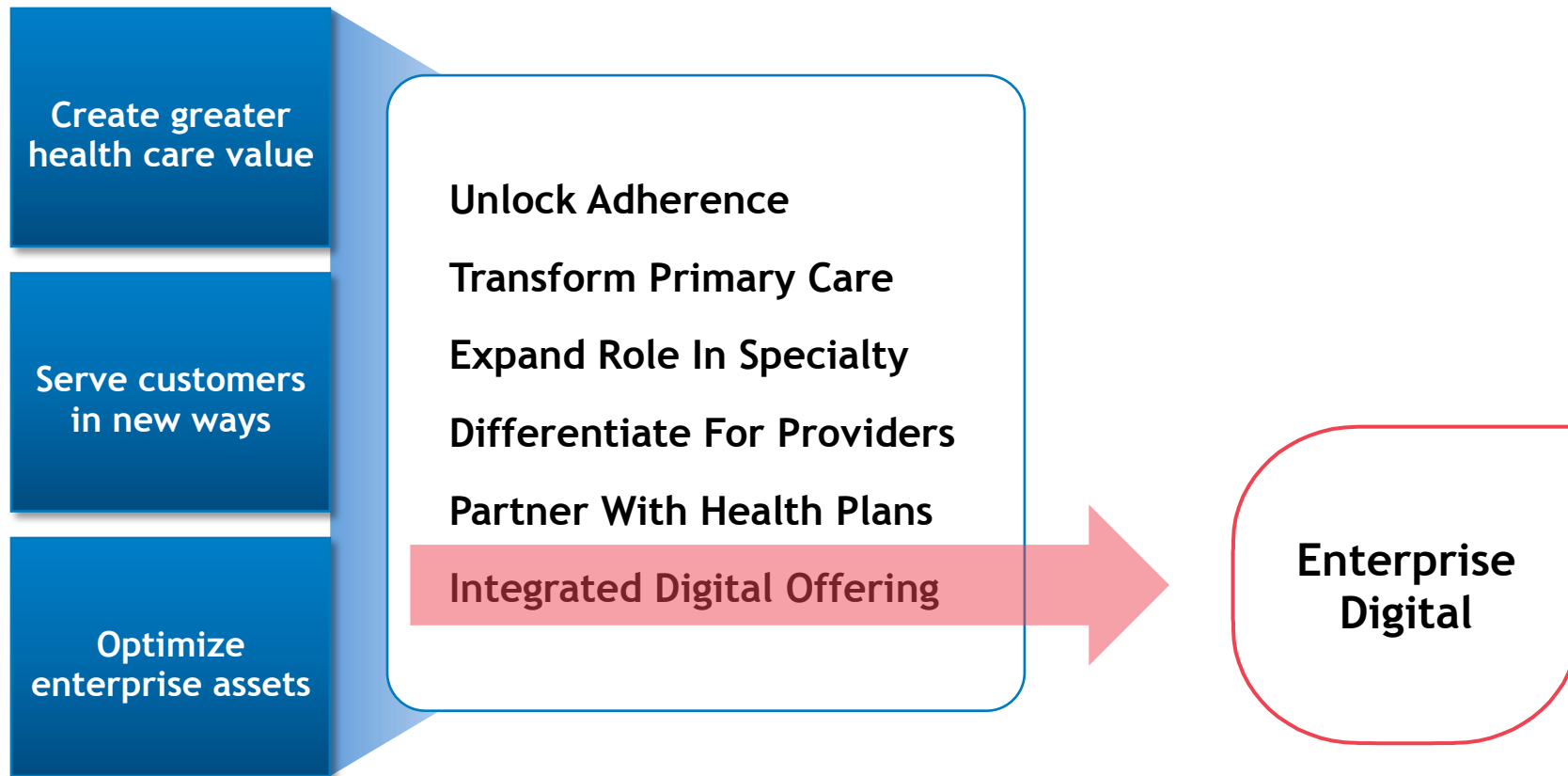
### Customers

Pharmacy Advisor will be available to our Medicare client population beginning next year

### Capabilities

Increase the value and impact of Pharmacy Advisor for members using our retail pharmacies

# Unique Enterprise Initiatives



# The Digital Growth Opportunity



- More personalized consumer experience
- Savings for customers
- Greater value for our enterprise



# Integrated Digital Delivers Value



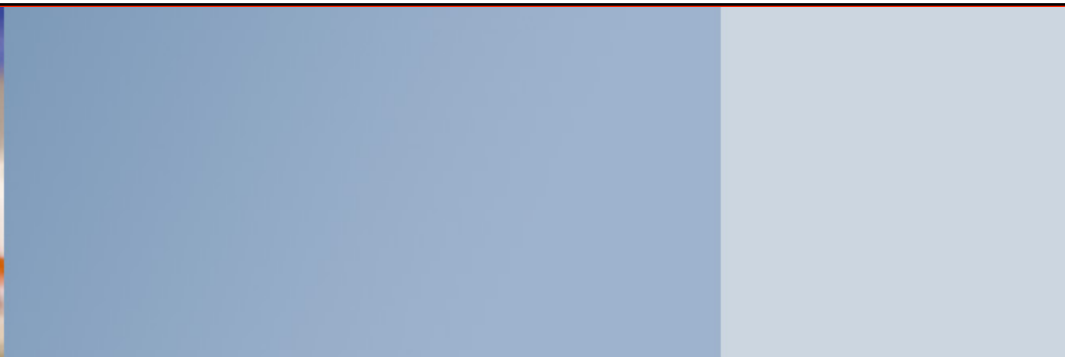
Only CVS Caremark can deliver a fully integrated pharmacy experience

# Uniquely Positioned For Growth

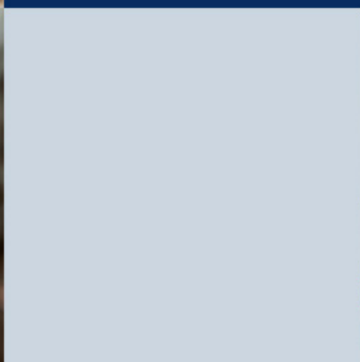
- Gaining share and outperforming peers
- Executing a differentiated growth strategy to help customers on their path to better health
- Capitalizing on unmatched capabilities with unique enterprise initiatives







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Innovation  
Company



## MinuteClinic Growth Strategy

**Andy Sussman, MD**

Senior Vice President & Associate Chief Medical Officer; President of MinuteClinic

# Agenda

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Unique enterprise initiatives

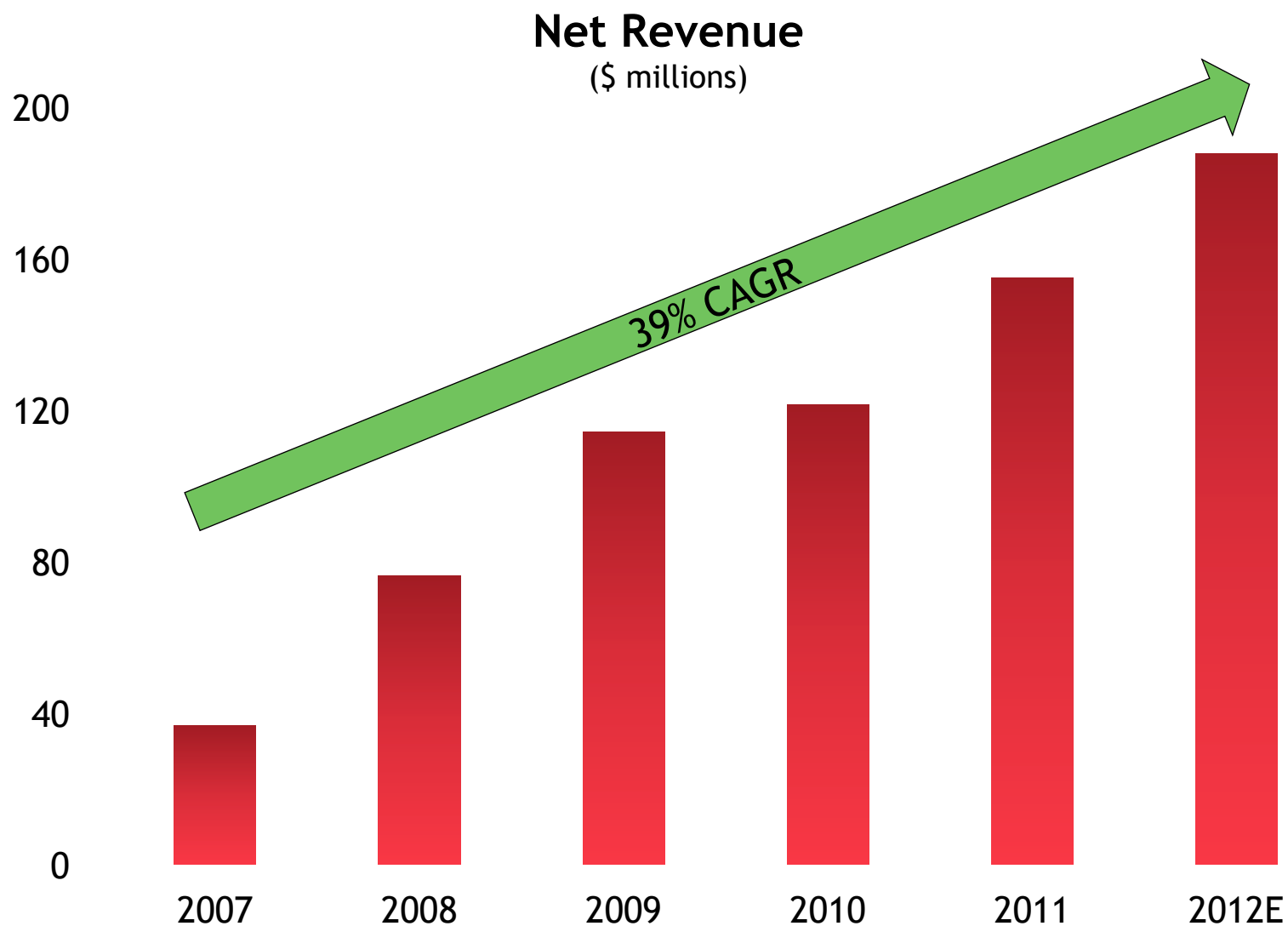


# MinuteClinic Today: Largest Retail Clinic

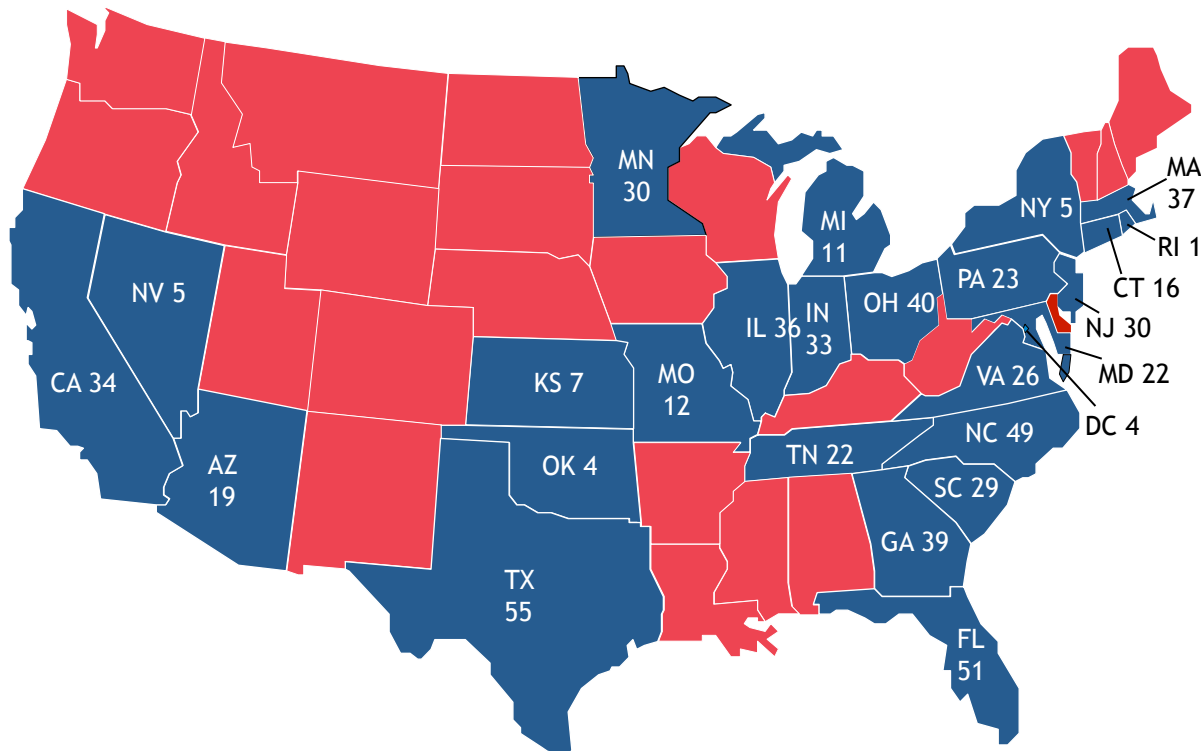
- Cost-effective, accessible, evidence-based
- Walk-in care, 7 days/week, 25 states
- Over 14 million patient visits since inception
- 2,000 nurse practitioners
- 50% of patients without primary care physician



# Strong Revenue Growth



# Added 200 Clinics In The Last Two Years



**New Markets**  
Cincinnati, OH  
San Antonio, TX  
Asheville, NC  
Florida Panhandle  
Central Massachusetts

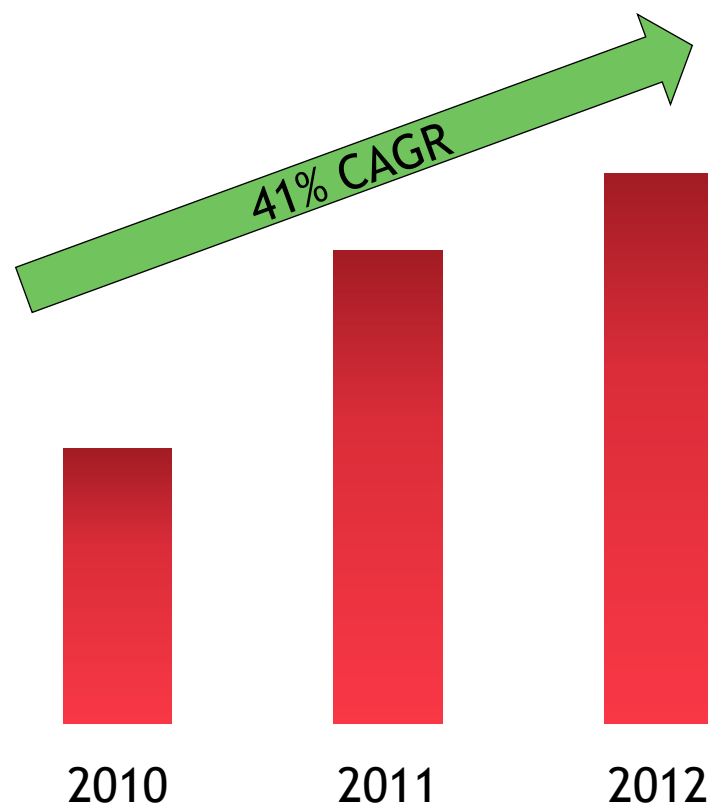
640 clinics in 25 states ... 98% open year-round

# 16% Of Services Are Non-acute: Reducing Seasonality

- Physical exams
- Chronic disease monitoring
- Immunizations (non-influenza)
- Wellness services



## Non-acute Services



Note: Measure of number of non-acute services performed at MinuteClinic, YTD through October.



# Growing Brand Recognition

## High Quality

2012 Re-accredited  
Joint Commission Gold  
Seal Of Approval

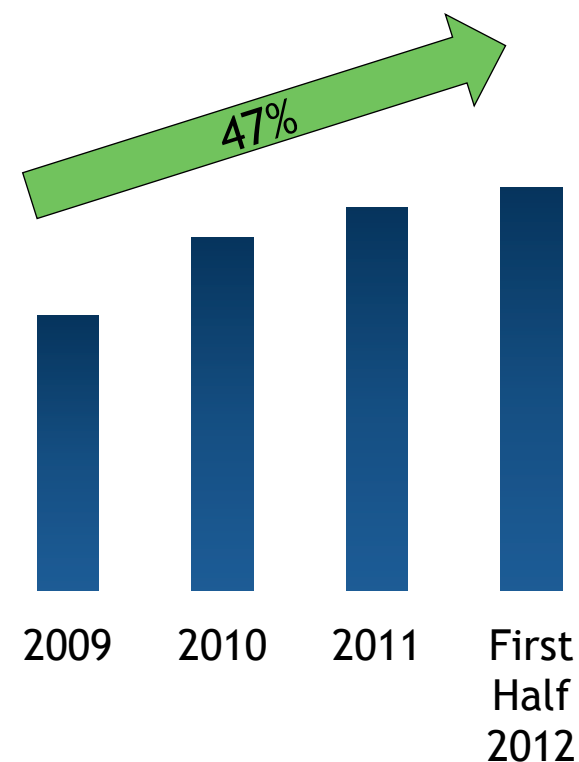


## Patient Satisfaction

Net Promoter Score®	
USAA	83%
MinuteClinic	81%
Amazon.com	76%
Trader Joe's	73%
Apple	71%
Physician Offices	69%
Urgent Care Sites	67%

## Growing Awareness

### Total Awareness



Sources: Satmetrix 2012 Net Promoter® Benchmark Study of U.S. Consumers (Net Promoter, Net Promoter Score, and NPS are trademarks of Satmetrix Systems, Inc., Bain & Company, Inc., and Fred Reichheld); Press Ganey MinuteClinic 3<sup>rd</sup> Quarter.

# Agenda

Business update

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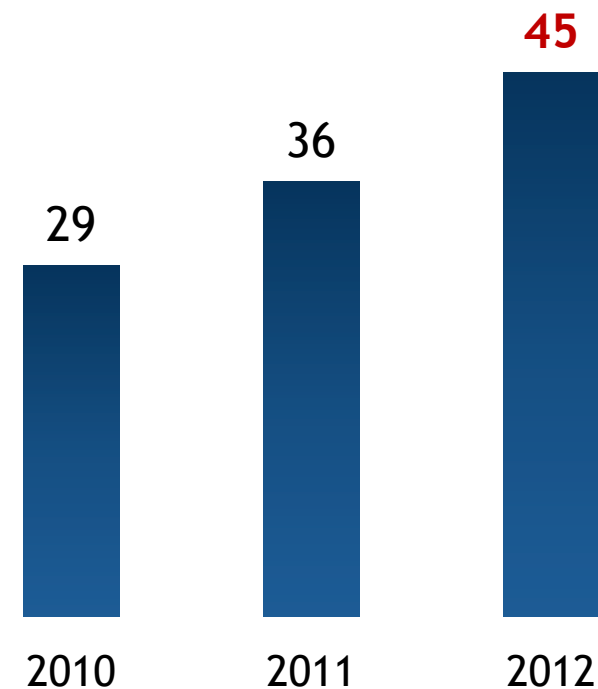




# MinuteClinic In “Sweet Spot” Of Health Care Needs

- Primary care shortage worsening
- Epidemic of obesity and chronic disease
- Aging population
  - 10,000 baby boomers turn age 65 daily
- Increase in insured lives
  - Health care reform adds 30 million insured
- Massachusetts: rapid MinuteClinic growth

## Appointment Wait In Massachusetts For Family Physician (days)

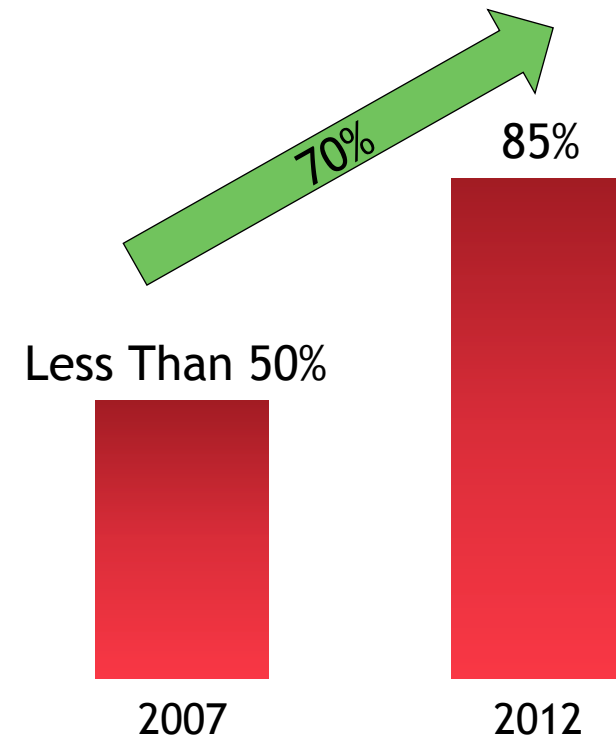


Source: 2012 Massachusetts Medical Society Patient Access to Care Studies, August 2012.

# Insurance Coverage Is A Key Growth Driver

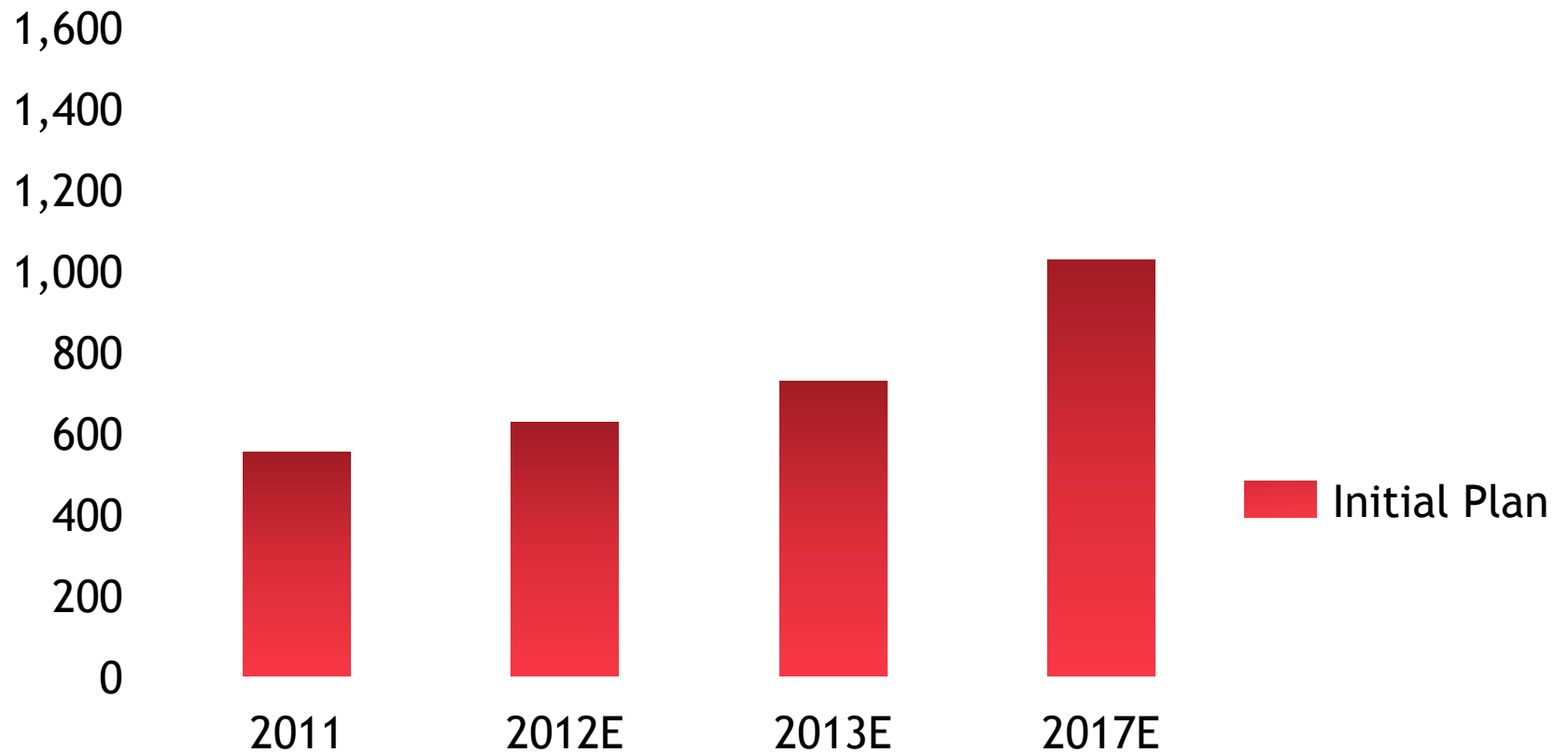
- Added eight million covered lives in 2012
- 250+ commercial and governmental payors
- 85% of patients have insurance coverage
- Low, transparent pricing

## Increasing Third-party Coverage (% of visits paid by insurance)



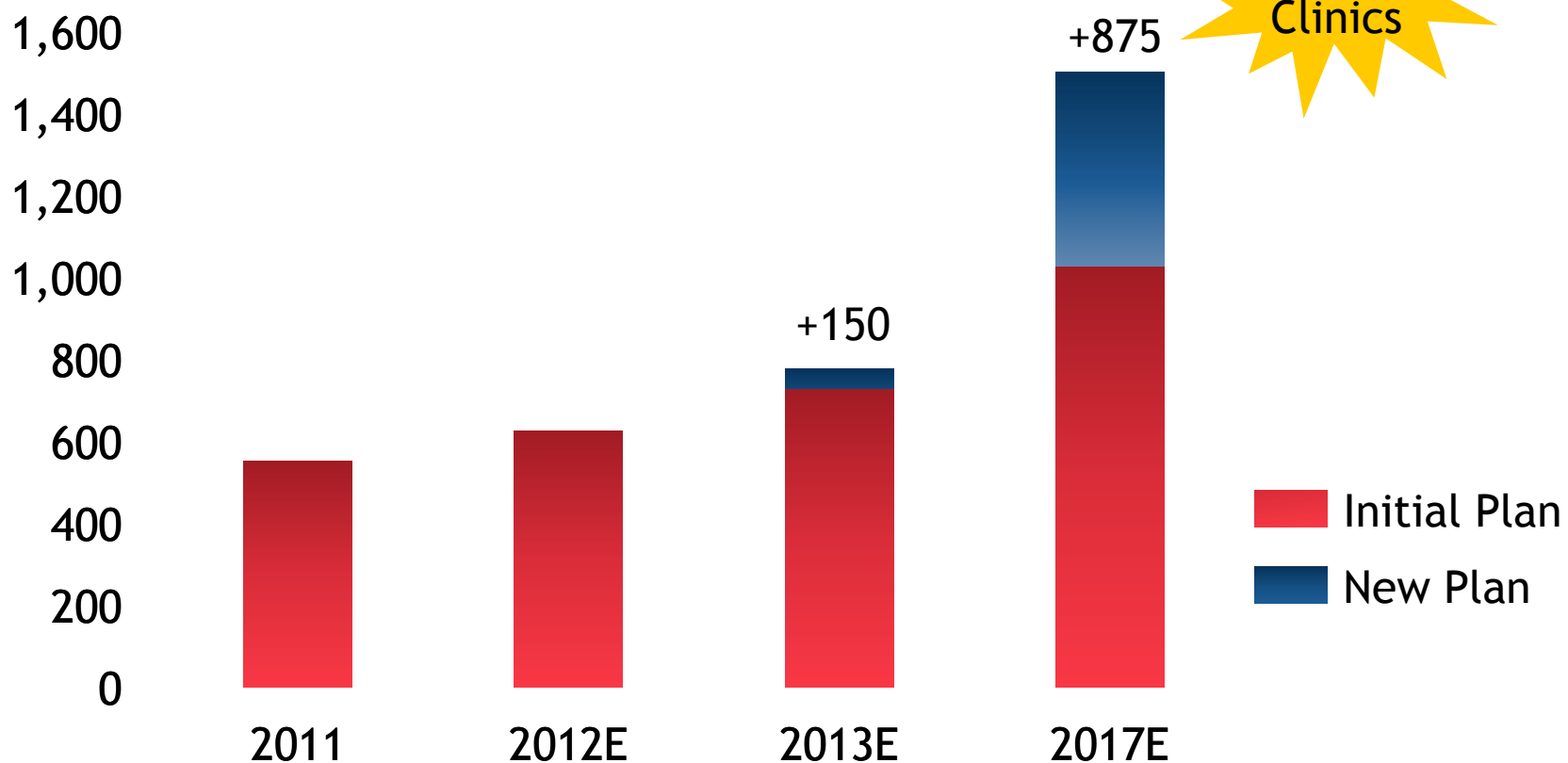
# Expanding MinuteClinic Footprint

## Number Of Year-round MinuteClinics



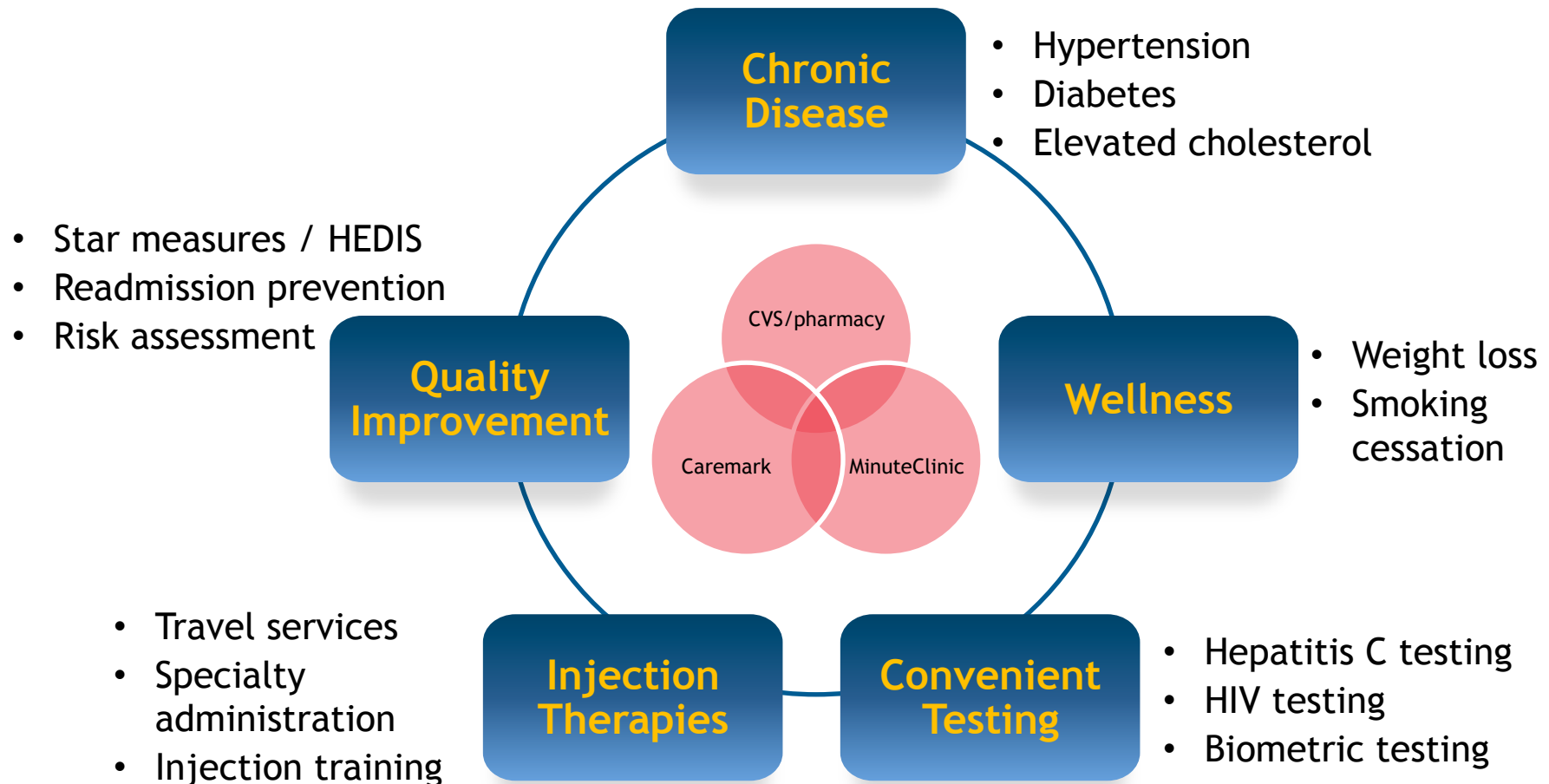
# Expanding MinuteClinic Footprint

## Number Of Year-round MinuteClinics



By 2017, 1,500+ MinuteClinic locations in 35+ states

# Expand Scope To Meet Patient, Client And Payor Needs



Note: HEDIS - Healthcare Effectiveness Data and Information Set. Star Ratings are used to help educate consumers on quality of Medicare Advantage Health Plans

# Agenda

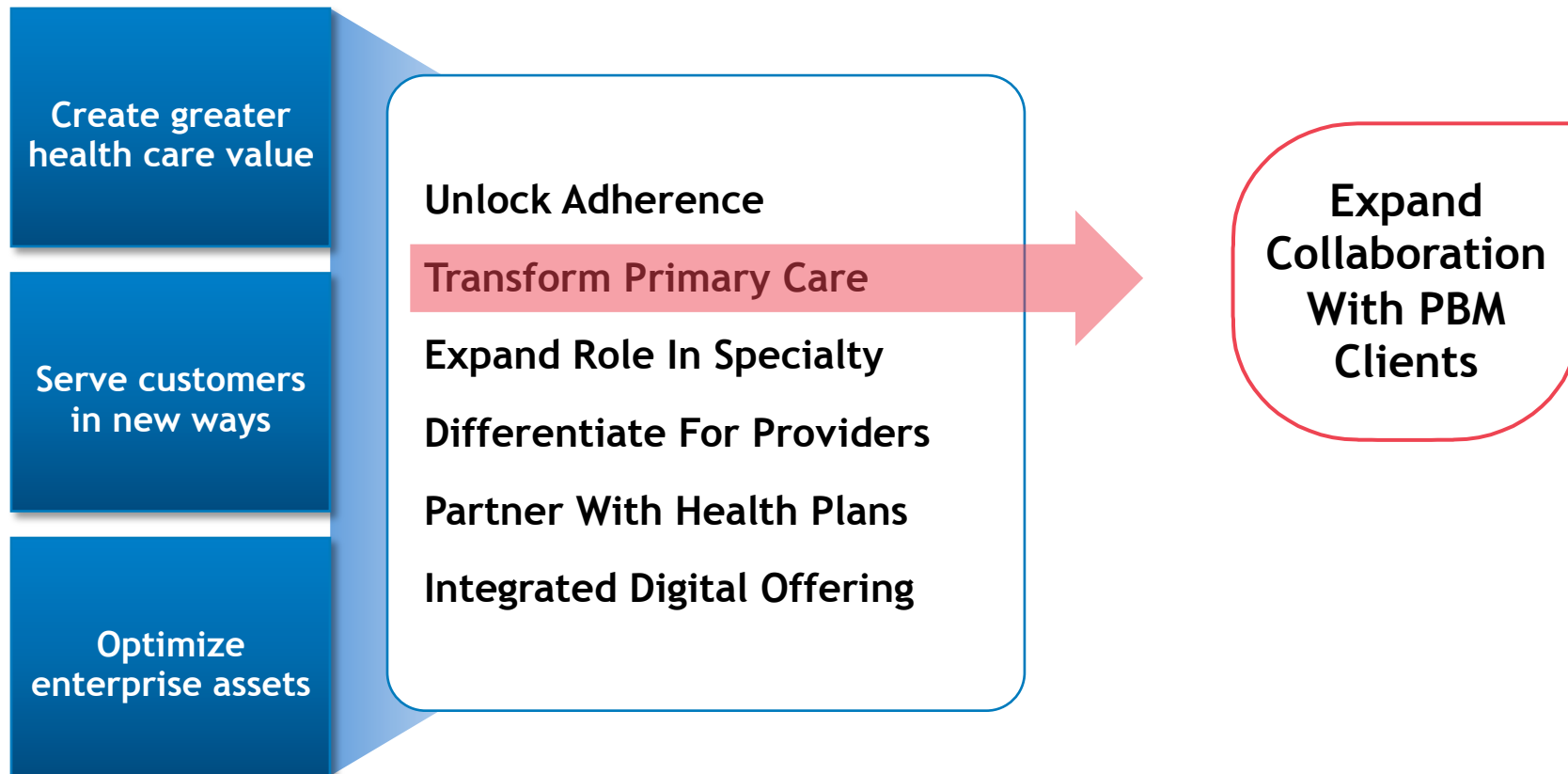
Business update

Core growth opportunities

Unique enterprise initiatives



# Unique Enterprise Initiatives



# Expand Collaboration With CVS Caremark Clients

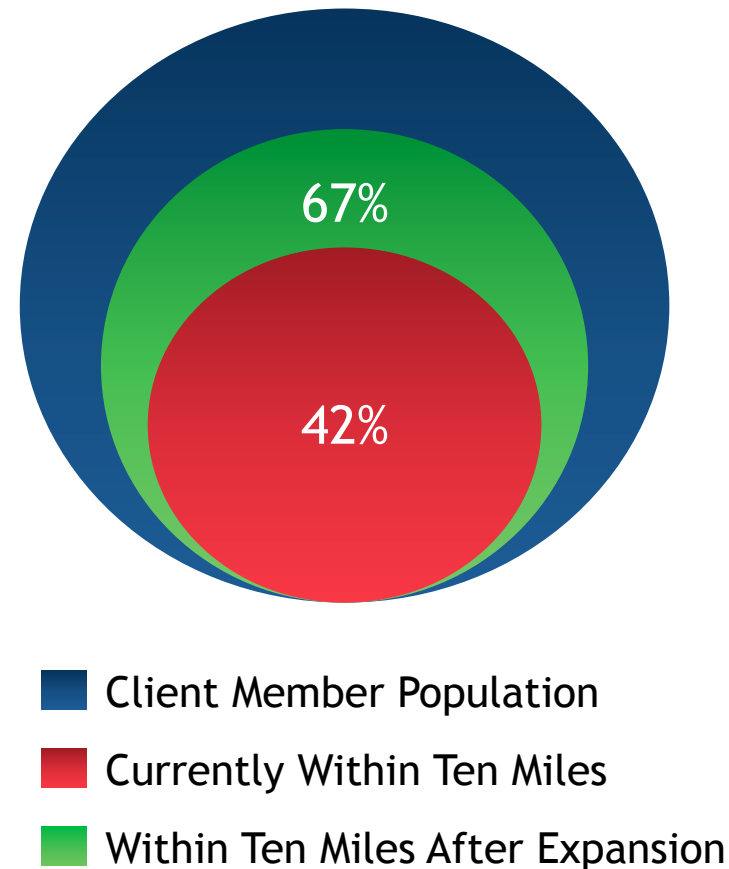


## Multiple Pilots In Progress ...

- Reduced co-pay pilot live in 2012
- Clients make benefit structure change to lower or eliminate co-pay
- Biometric screening, wellness, preventive care pilots and onsite clinics
- 42% of CVS Caremark's top 100 client members live within ten miles of MinuteClinic locations

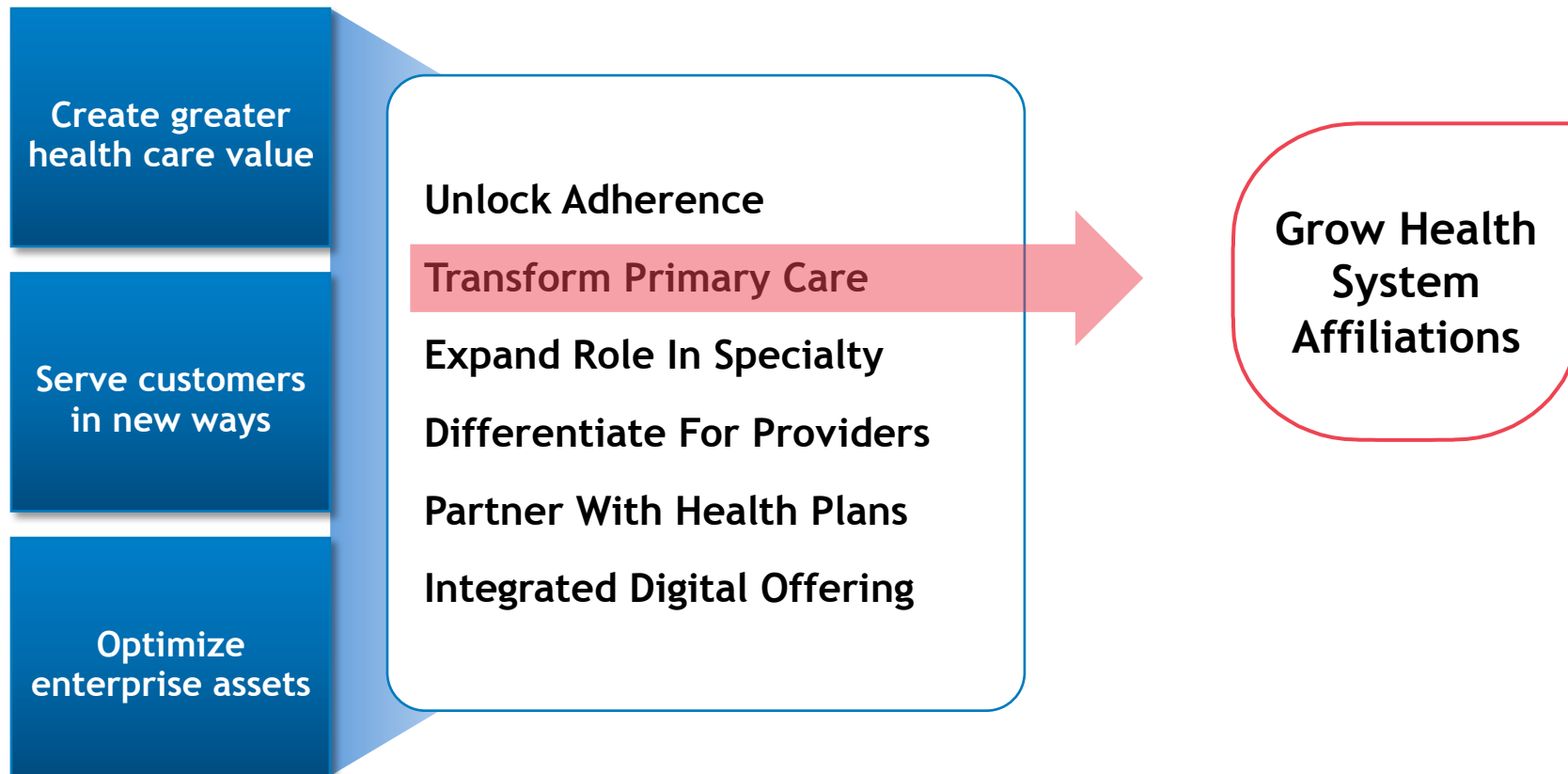
## ... Members Access Grows With Expansion

### CVS Caremark Top 100 Client Members Proximity To MinuteClinic





# Unique Enterprise Initiatives



# Health System Affiliations Transform MinuteClinic's Role



- Physician medical director collaboration with providers
- Electronic medical records (EMR) integration and exchange of clinical data
- Joint clinical programs
- Participate in ACO and care system development

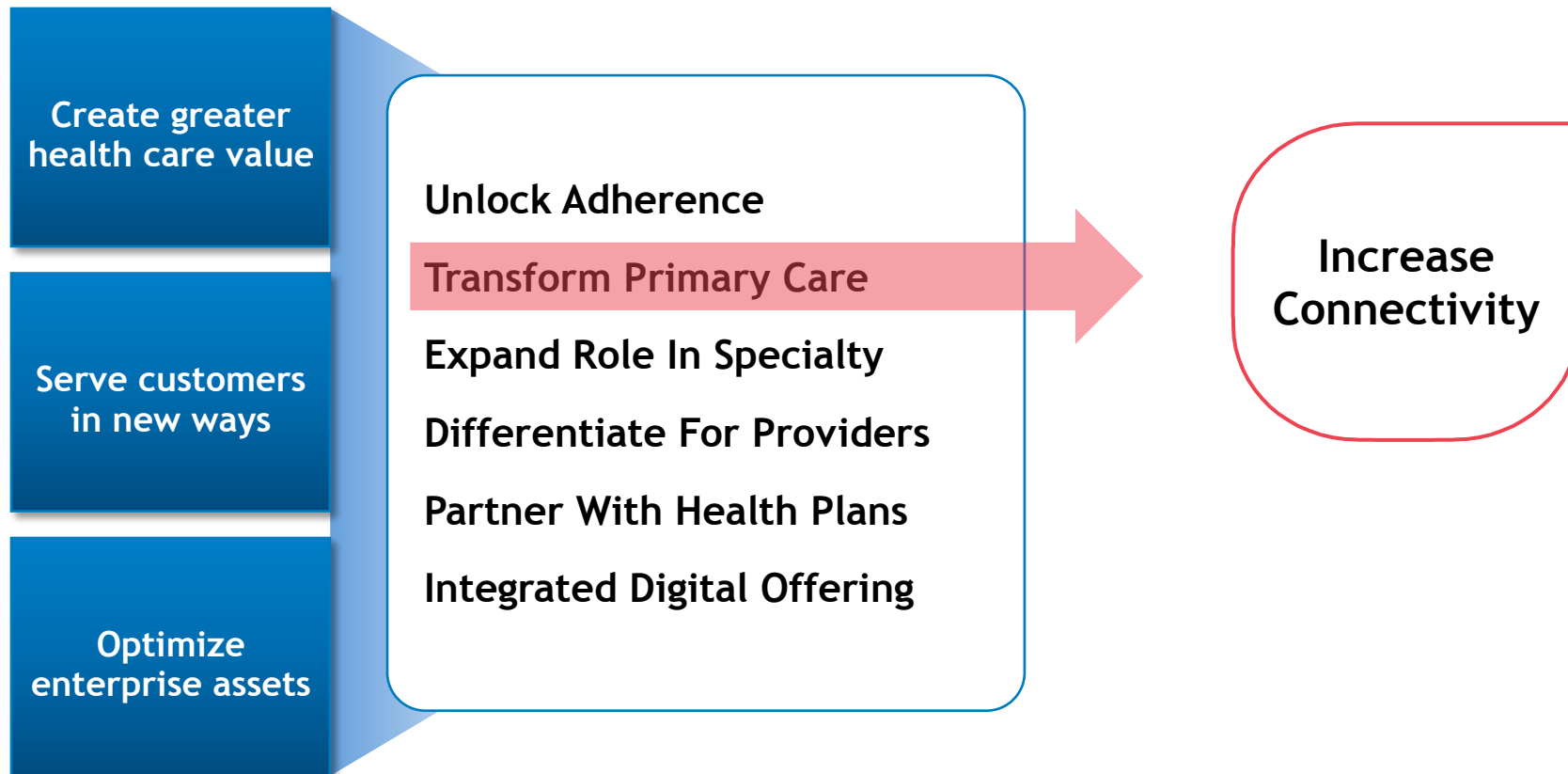


Indiana University Health



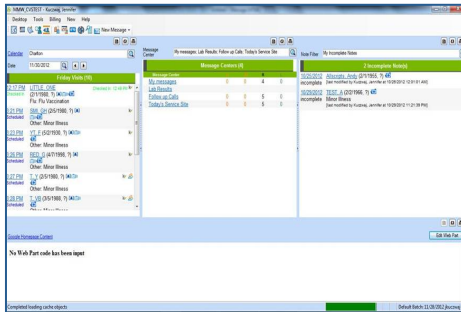
Formed eight new affiliations in 2012

# Unique Enterprise Initiatives

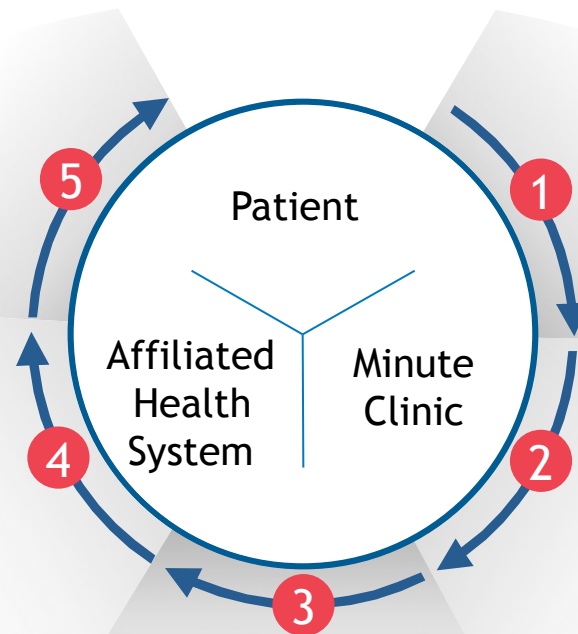


# Increased Connectivity Improves Patient Care

## Electronic Clinical Information Exchange



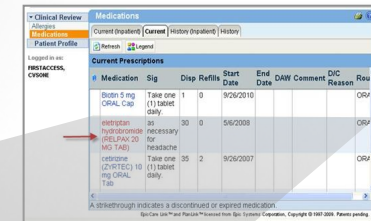
## Nurse Practitioner Treats Patient



## Patient Presents At MinuteClinic



## Nurse Practitioner Accesses MinuteClinic EMR



## MinuteClinic EMR Link To Health System

### Health System Patient Notes:

- Allergic to Penicillin
- Current medications
- Hypertension: needs BP check

# Telemedicine: Innovative Access Expansion



Improves access to providers



Enables physician consultation

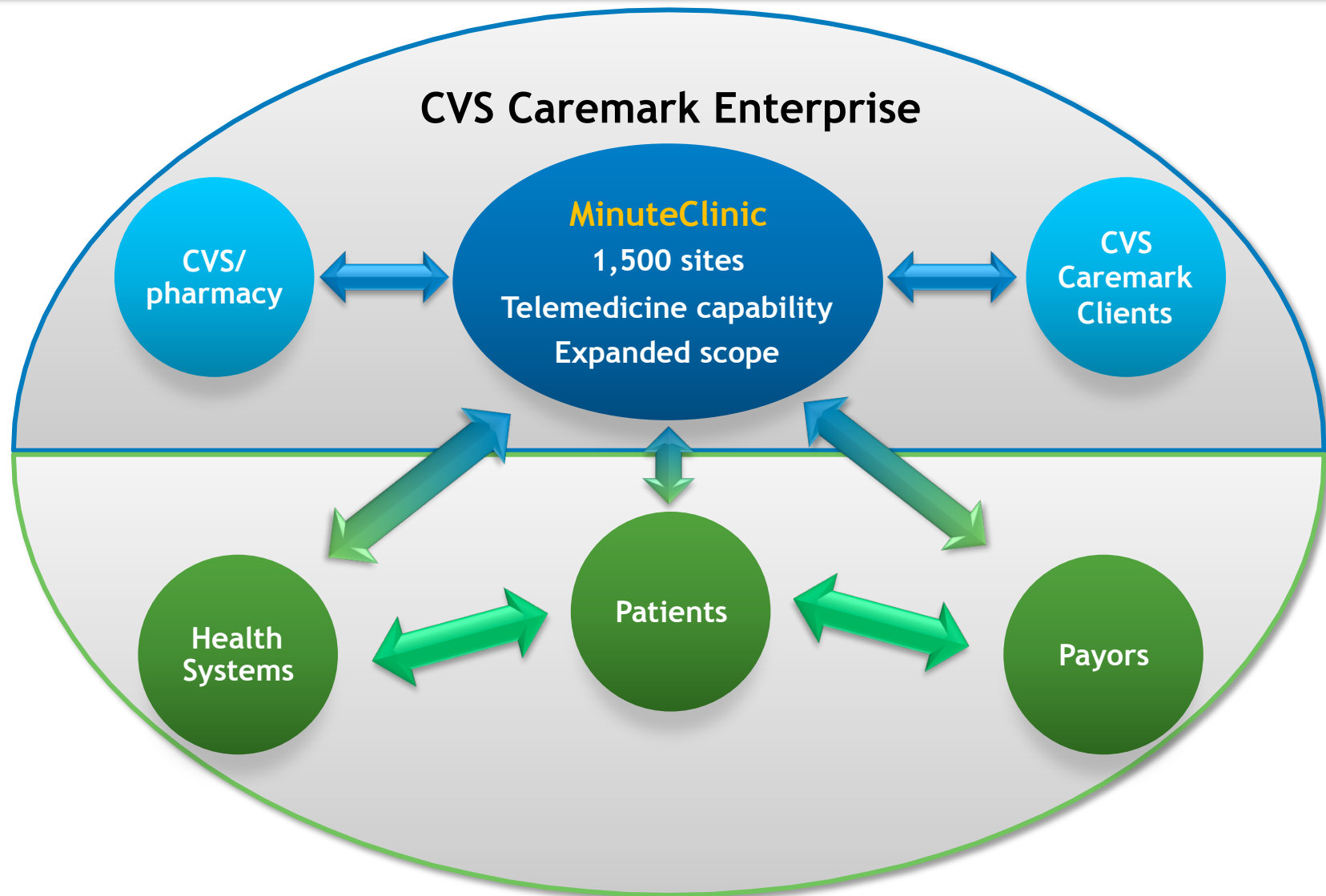


Health stations at pharmacy  
and client worksite



Home and mobile visit

# MinuteClinic: Important Role In New Era Of Health Care



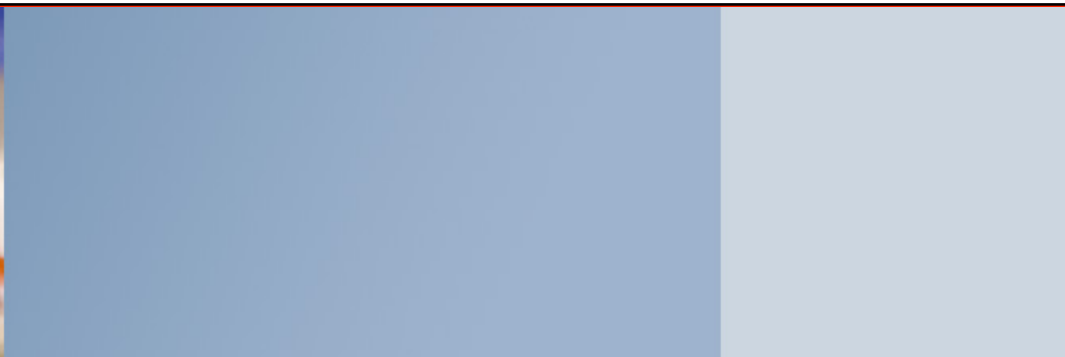
Connected Health Care System



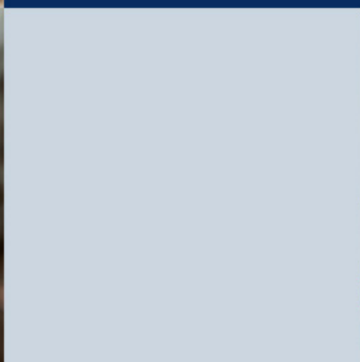
# Uniquely Positioned For Growth

- Executed and delivered financial plan in 2012
- Extended market leadership
- Plan for rapid clinic growth to 1,500+ clinics in 2017
- Well positioned to benefit from health care trends
- Developing enterprise initiatives in new era of health care





**CVS**  
**CAREMARK** | A Pharmacy  
Innovation  
Company



# Thriving In A Rapidly-evolving Health Care System

**Troy Brennan, MD, MPH**

Executive Vice President & Chief Medical Officer



# CVS Caremark Is Prepared For Rapid Change



## Major Challenge

### **Newly-covered lives**

More chronic disease,  
fewer dollars to spend

### **Providers become critical players**

Delivery models evolve to  
manage risk for the costs of illness

### **Transition to tech-driven delivery**

Demands for innovation  
in pharmacy care

## Our Answer

### **Create greater health care value**

Increase convenience and  
quality of care

### **Serve customers in new ways**

Identify and target opportunities to  
better serve fastest-growing  
customer segments

### **Optimize enterprise assets**

Deliver innovative solutions that  
leverage unmatched breadth of  
capabilities

# Agenda

Create greater health care value

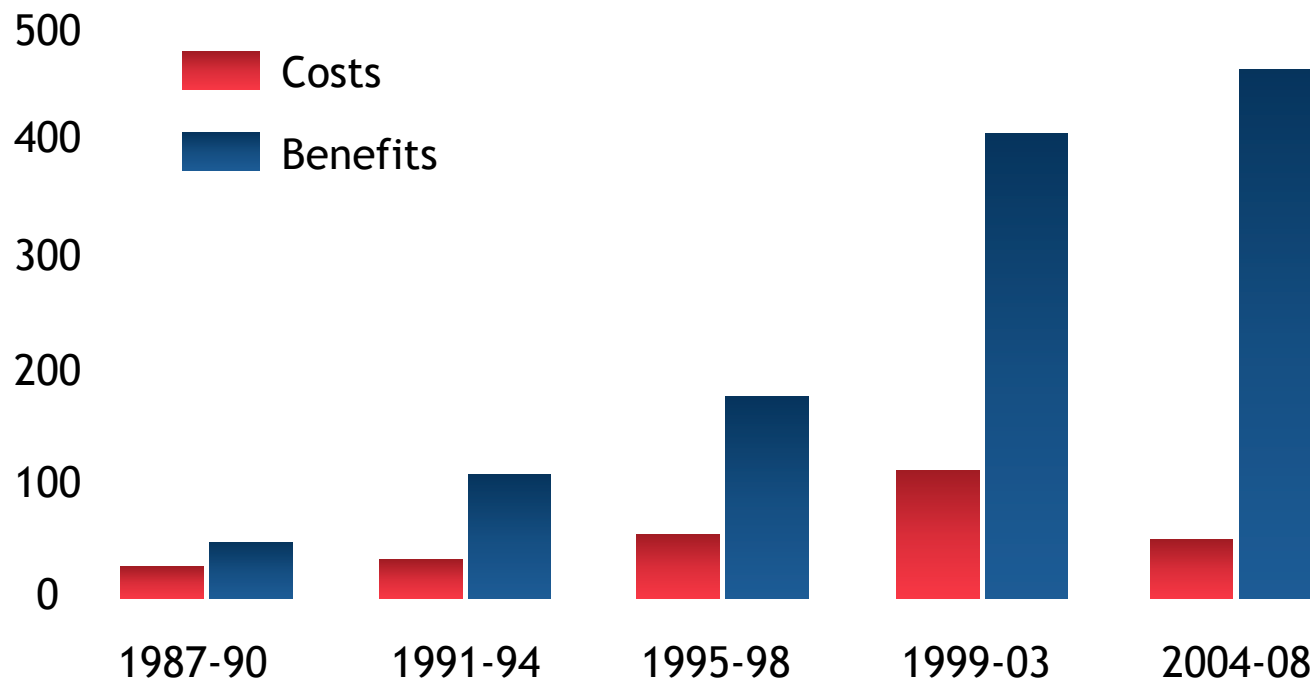
Serve customers in new ways

Optimize enterprise assets



# Medications Are Becoming More Cost Effective

## Benefits And Costs Of Statin Use (\$ billions)



One trillion dollars in social value over 20 years

Note: As published in Health Affairs, October 2012.

# Effective Pharmacy Care Results In Overall Savings

## Pharmacy Care Economic Model

Calculates the savings  
associated with  
providing good  
pharmacy care

**22%  
Reduction**

### Medicare Example, 100k Lives (millions)

Total cost of care .....\$1,110

Moving to generics.....(\$36)

Closing gaps-in-care ..... (\$11)

Improving adherence..... (\$198)

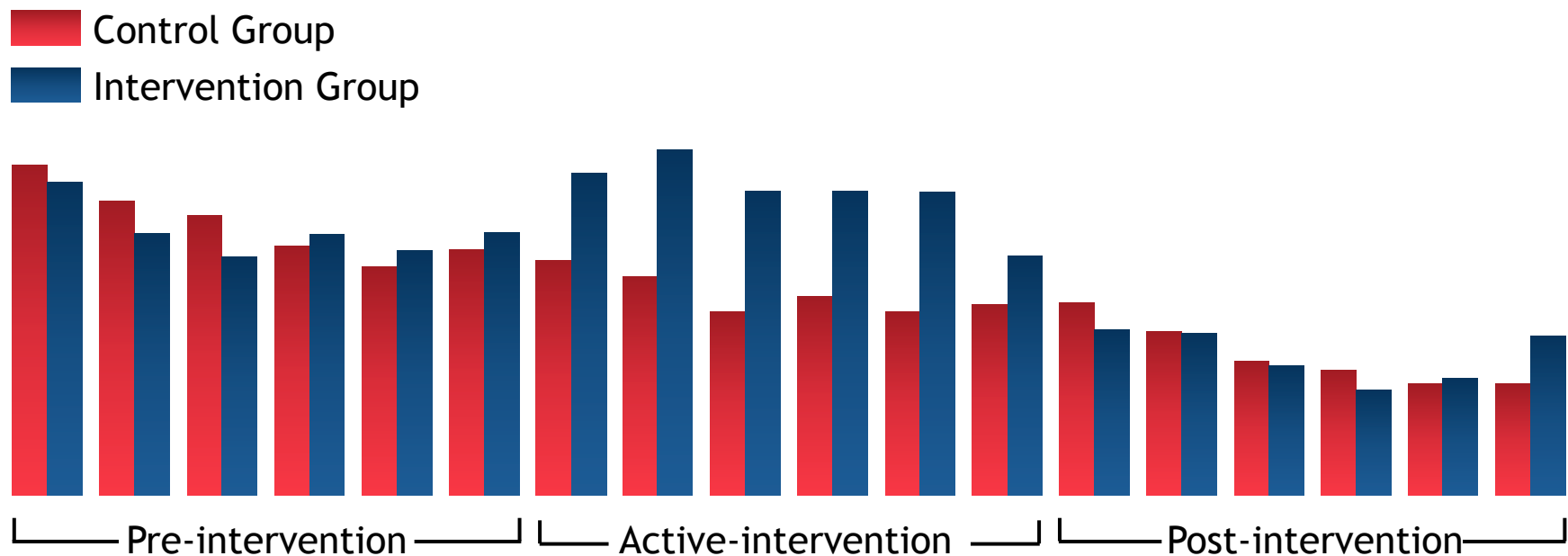
Cost of care after savings ..... \$865

**\$245 million in savings**

Positive return on investment from pharmacy care

# Pharmacist Counseling Makes A Difference

## Pharmacy Advisor: Face-to-face Adherence Counseling (oral anti-diabetic, days supply per month)



Ongoing targeted support is critical

Note: As published in Health Affairs, October 2012.

# What's The Next Generation Of Pharmacy Care?



In a year, a typical patient spends  
**three to four hours** with her physician

How do we support her adherence  
the other **5,000 hours**?

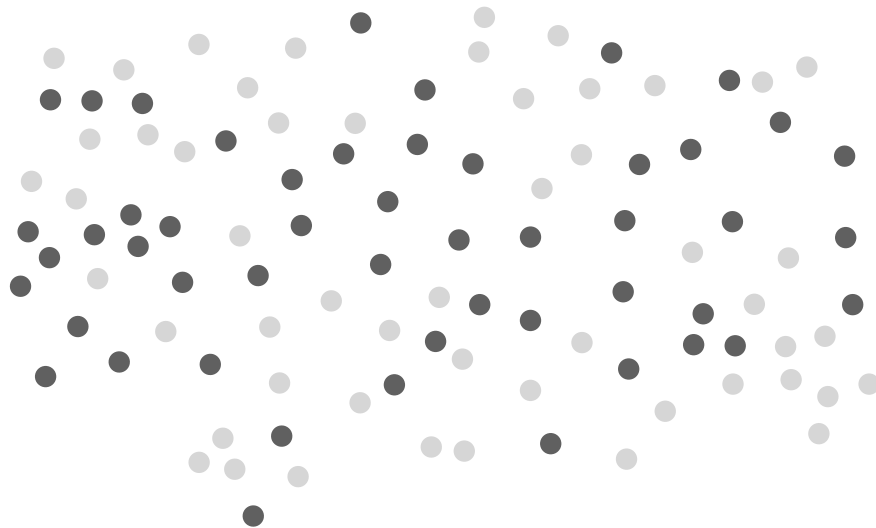


- Retail pharmacist counseling
- Smart pill boxes
- Smart plan financial incentives
- Adherence “buddies”
- Smart phone reminder
- Social media participation

Note: As published in New England Journal of Medicine.

# Predictive Analytics Helps Us Know Who To Contact, How To Intervene

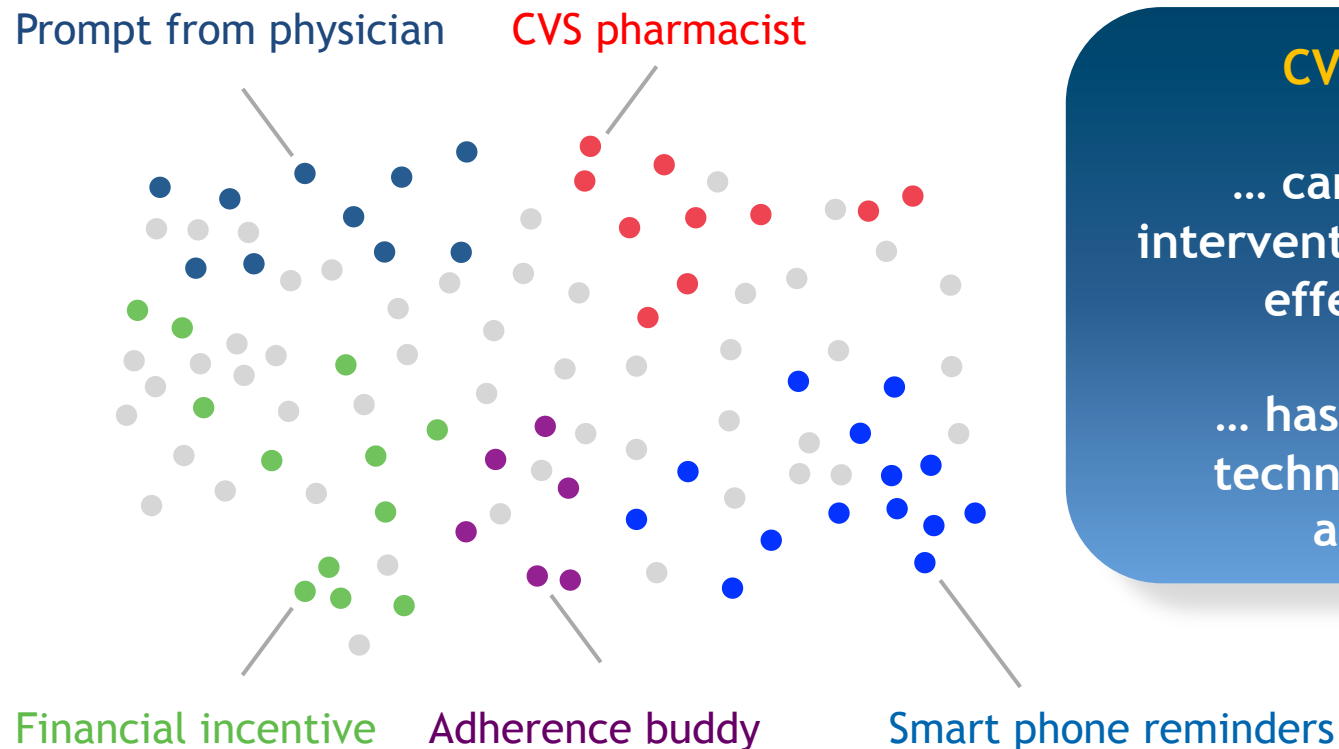
**1/2 Of Patients Are Likely To Be Adherent**



# Predictive Analytics Helps Us Know Who To Contact, How To Intervene

1/2 Of Patients Are Likely To Be Adherent

1/2 Need Adherence Support



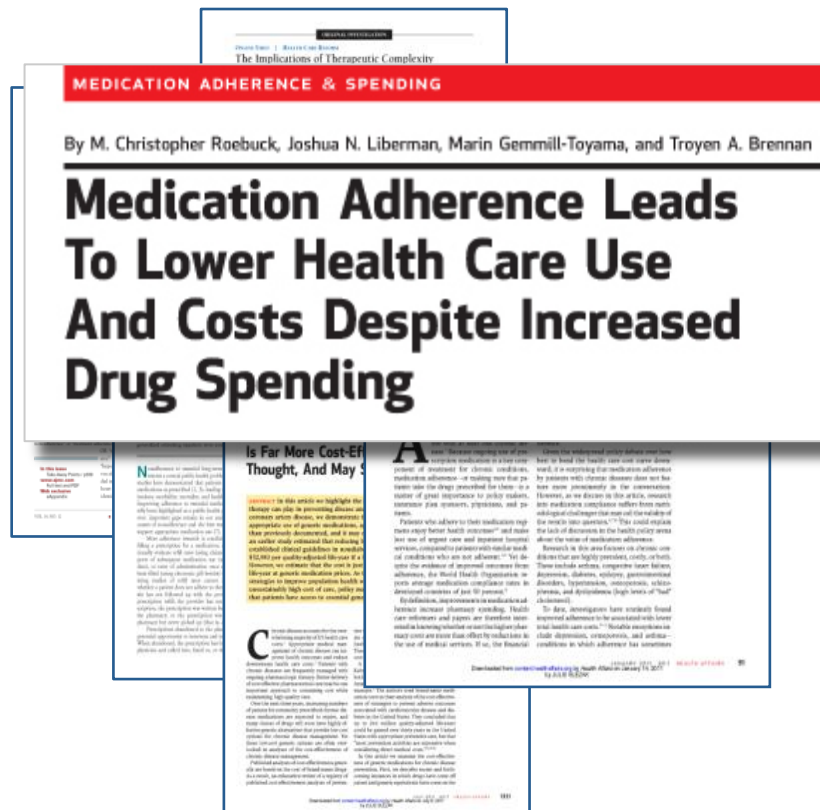
## CVS Caremark ...

... can identify which interventions are likely to be effective for each

... has the systems and technology to execute appropriately



# Research Guides Development Of Programs That Drive Health Care Value



- Collaborations with strongest research teams in pharmaco-epidemiology and behavioral economics
- Identifying most effective interventions with members and physicians
- Published 30+ papers in the last two years

Advancing the science, leading the industry

# Agenda

Create greater health care value

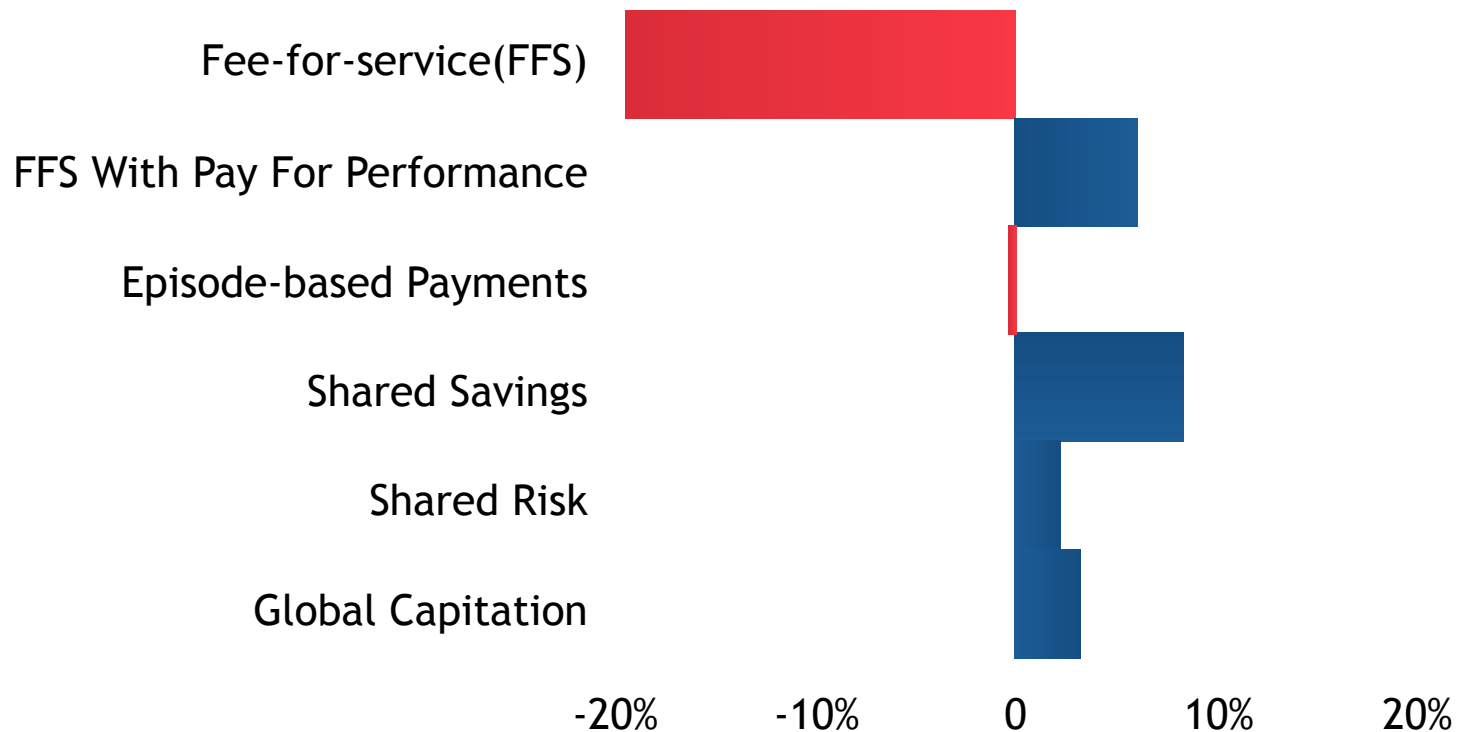
Serve customers in new ways

Optimize enterprise assets



# Physician Groups Expect Significant Change In Payment Structure

## 2013: Expected Change

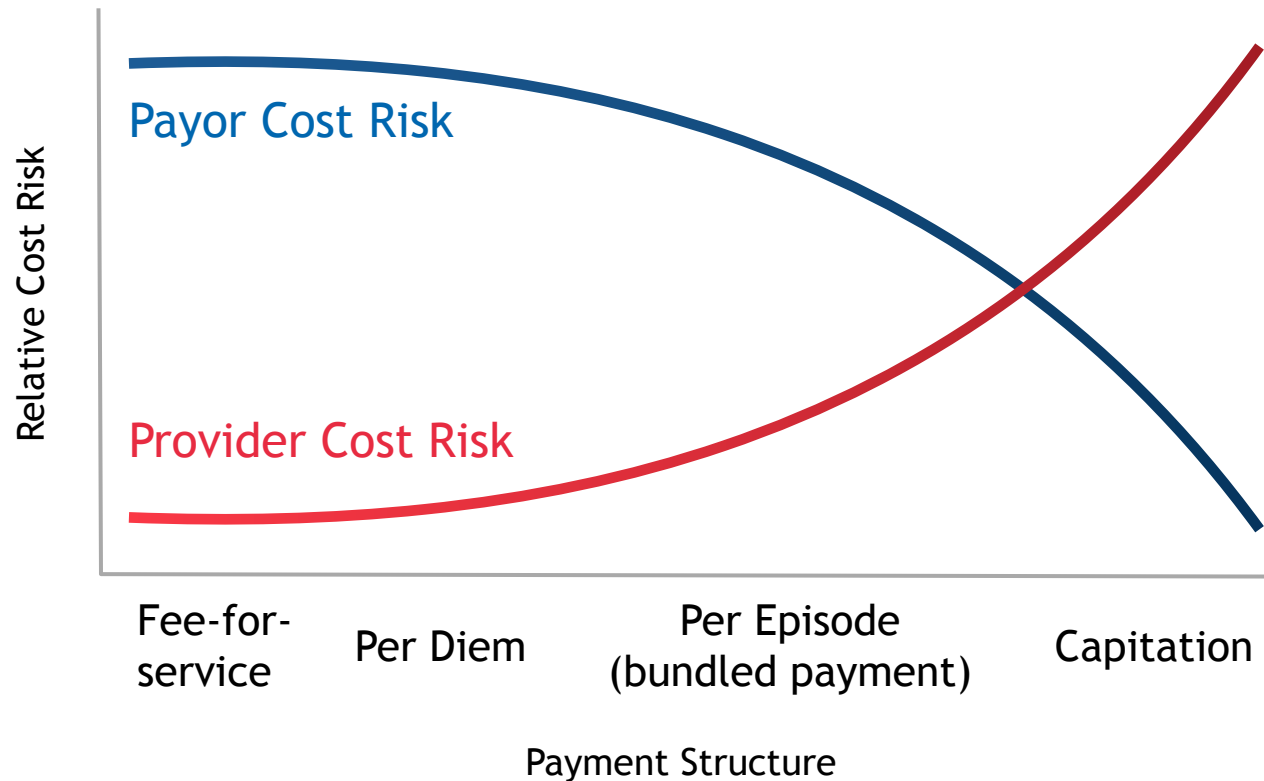


Massachusetts is moving rapidly to global capitation

Note: As published in Health Affairs.

# New Payment Models Shift Cost Risk

## Financial Risk Of Care For Provider And Payor (by payment method)



At-risk providers will value pharmacy interventions that improve quality and lower costs

Note: As published in Health Affairs.

# How The At-risk Physician Sees Pharmacy Economics

## Pharmacy Care Economic Model

Calculates the savings  
associated with  
providing good  
pharmacy care

**22%  
Reduction**

## Medicare Example, 100k Lives

(per member per month)

Global capitation payment .....\$925.00

Moving to generics .....(\$30.00)

Closing gaps-in-care.....(\$9.20)

Improving adherence.....(\$165.00)

Payment after savings .....\$720.80

**\$204.20 in savings**

No other interventions have as much potential to manage costs

## Government and private payers are developing new health care delivery systems ...

### Patient Centered Medical Home (PCMH)

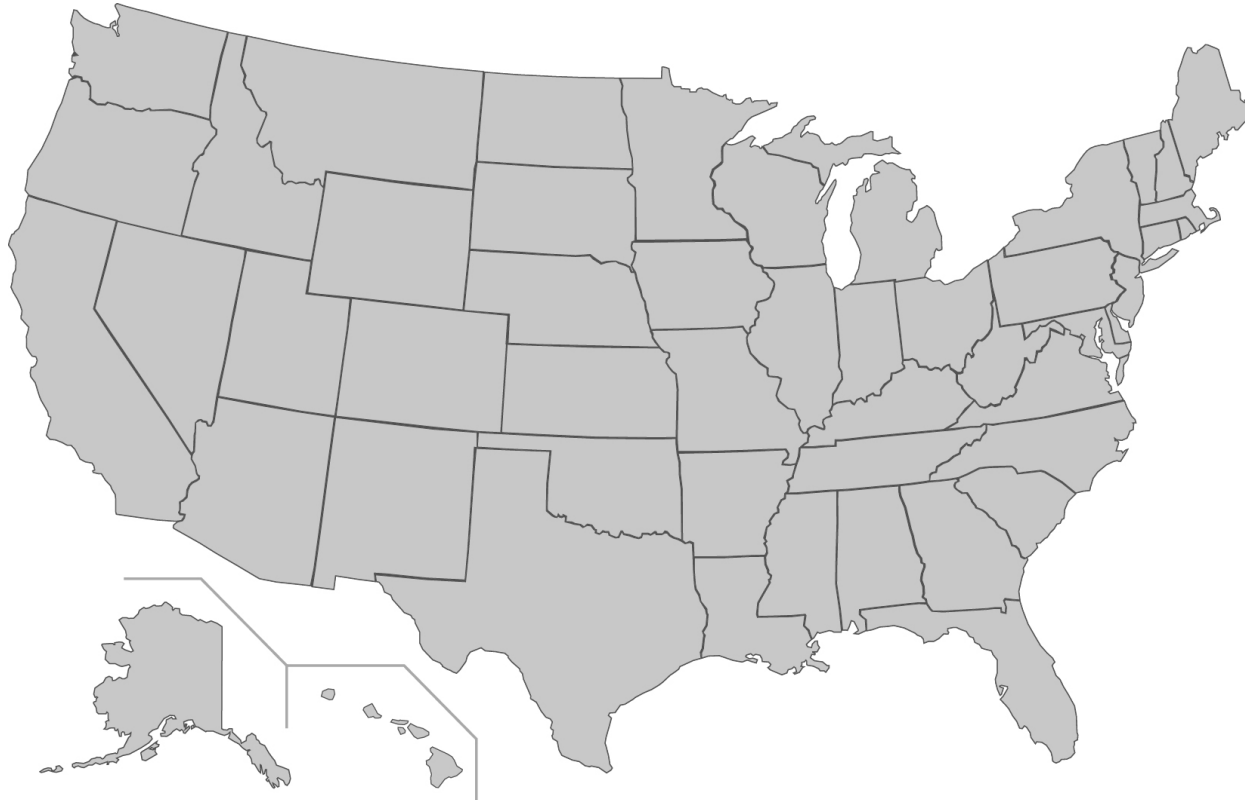
- Typically organized by large insurer
- Primary care doctors are organized into “homes,” where care team manages patients
- Medical homes at risk based on quality and cost-based measures

### Accountable Care Organization (ACO)

- Typically hospital/physician integrated system
- Takes capitated risk for a specific population of patients
- Patients tied to ACO through primary care doctor selection

# Providers And Plans Are Building New Models Rapidly

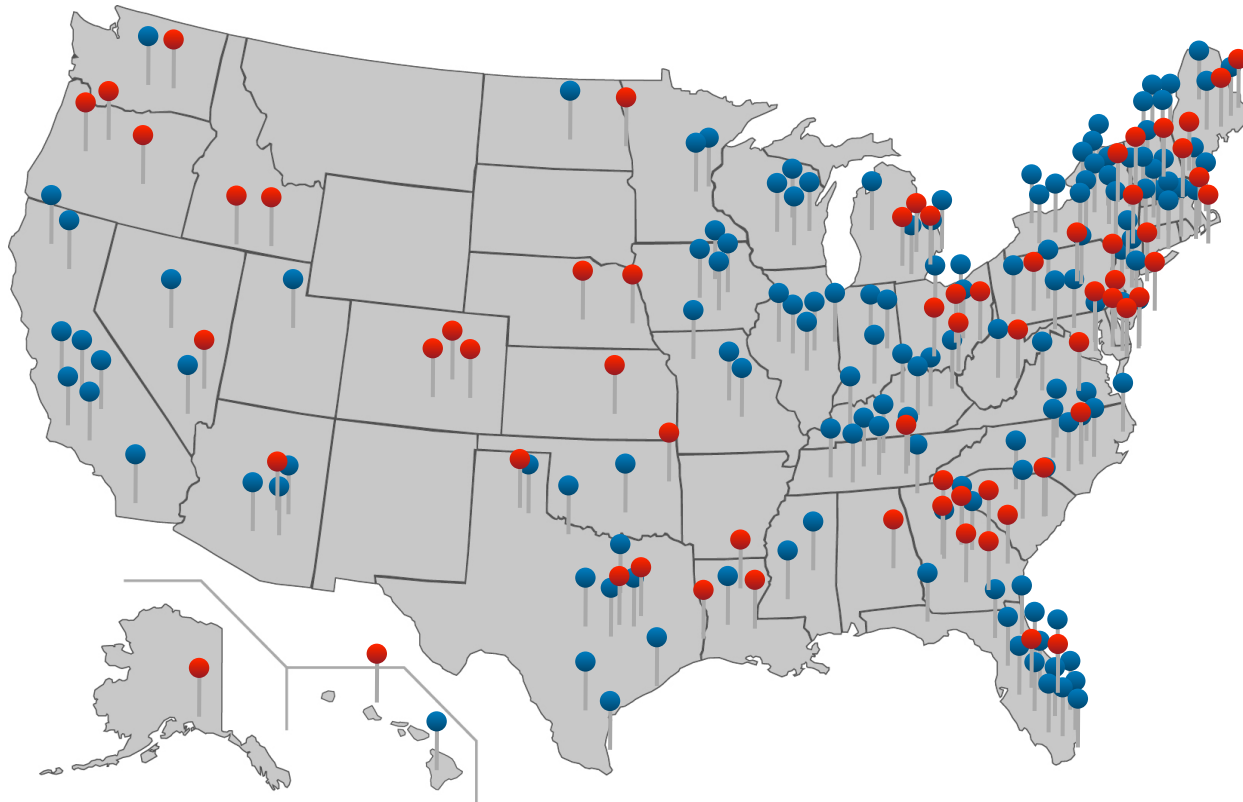
**In 2008, no ACOs and few medical homes existed**



Note: Croshaw 2011.

# Providers And Plans Are Building New Models Rapidly

In 2012, there is significant presence



PCMHs covering 24 million lives

ACOs covering 25 million lives

Note: Croshaw 2011.

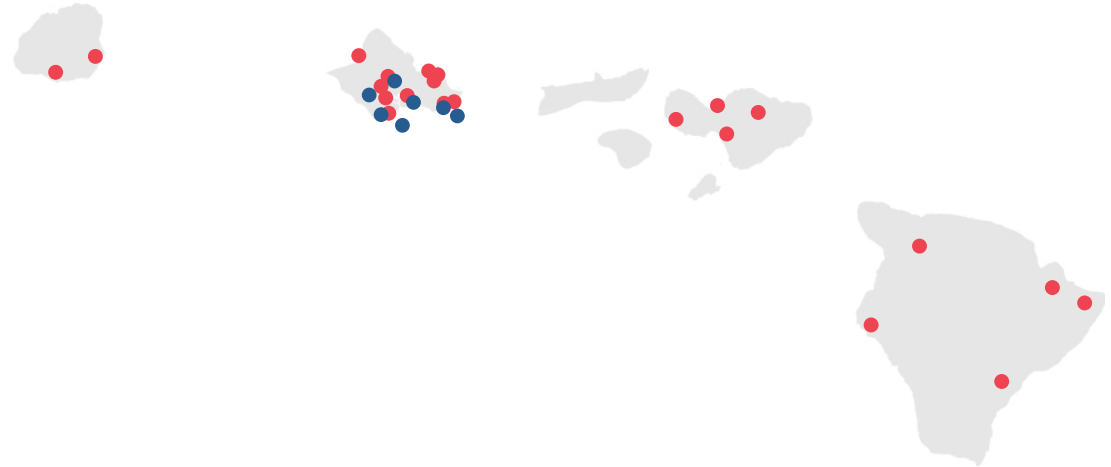


# New Collaboration With Medical Home In Hawaii



HMSA (BCBS of Hawaii)  
has developed an advanced  
medical home program

We've redesigned our  
programs to support it!



Adherence messaging delivered to medical  
home health information exchange



Delivering interventions on  
wellness and pharmacy care



Seven new clinics will support medical  
homes and provide health services

All integrated with the HMSA health information network

# Agenda

Create greater health care value

Serve customers in new ways

Optimize enterprise assets



# Complexity Of Care Challenging For Patients And Providers

Elderly patients with  
co-morbidities average  
**19 medications daily**

**Less than 50%**  
of elderly patients are  
up to date on preventive  
clinical services

Every year the average  
elderly patient sees  
**7 doctors, 4 practices**



**Maria is 68 years old  
She is being treated for ...**

**Diabetes**

**Hyperlipidemia**

**Rheumatoid Arthritis**



**Maria faces many challenges in managing her medications ...**

**Remembering to refill**

**Unsure about changes in her therapy**

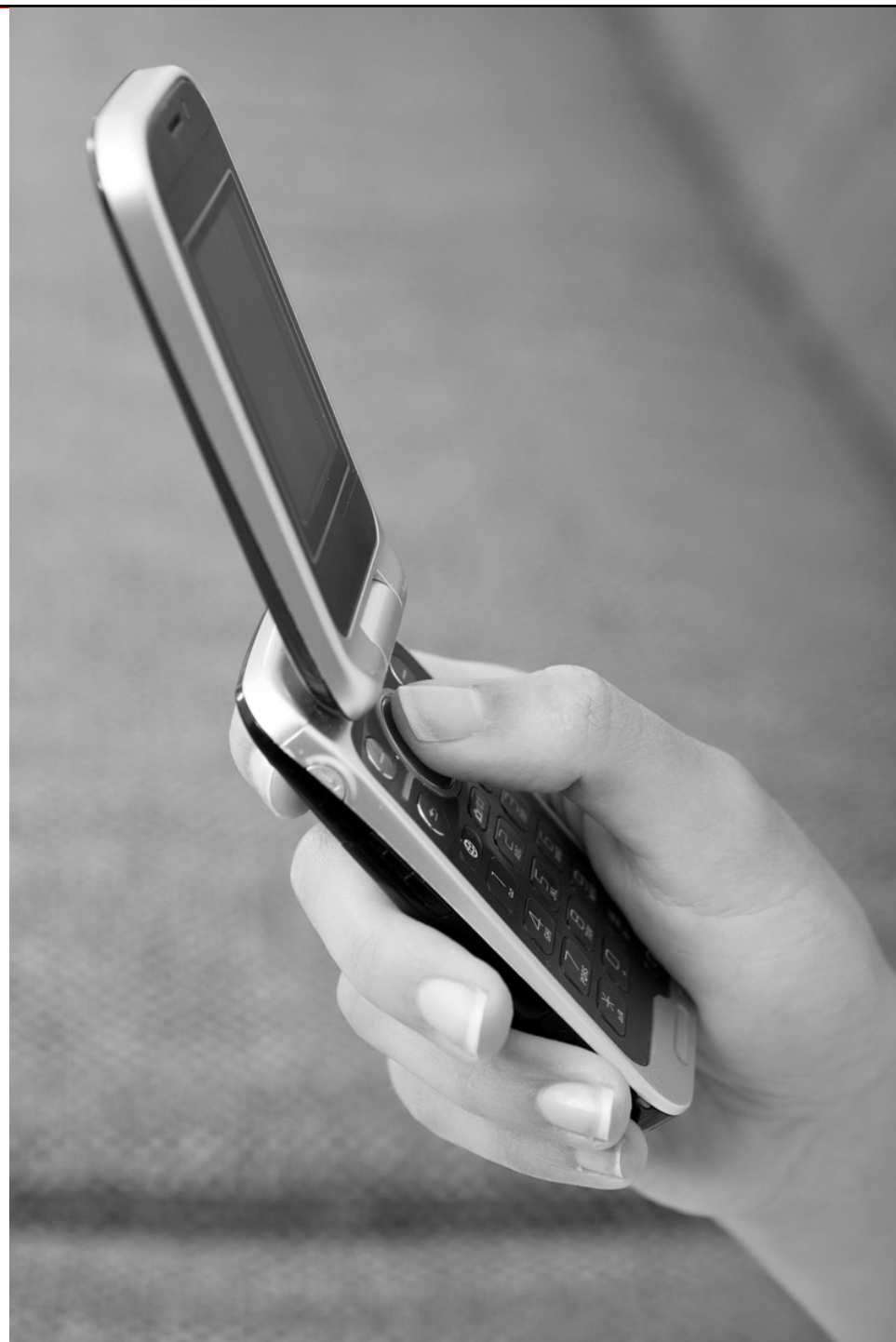
**Misses recommended tests and monitoring**

**Uses multiple pharmacies**

**Remembering to update all providers about therapy changes**



**We text Maria when she's due  
for a refill ...**



**Maria chooses to go to her  
local CVS/pharmacy to pick  
up her prescription ...**

**Same co-pay as mail service  
pharmacy**



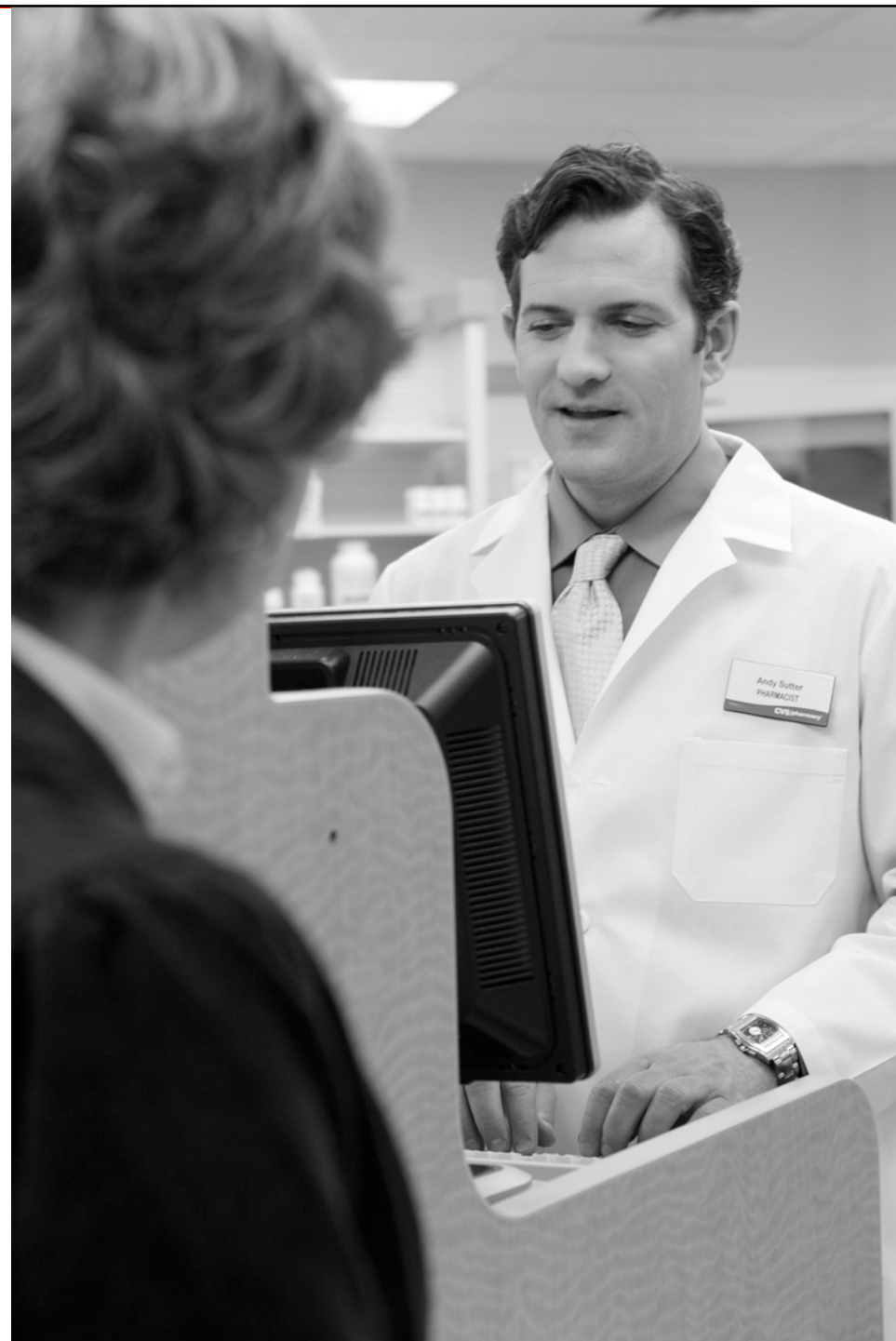


**The pharmacist receives  
several alerts about Maria ...**

**Adherence**

**Referral for Enbrel counseling**

**Cholesterol test**





**Maria goes from the pharmacy  
counter to MinuteClinic ...**

**Results of cholesterol test ready in  
20 minutes**

**Nurse practitioner counsels on diet  
and self care**



**Maria's test shows that  
her levels are elevated ...**

**Nurse writes a prescription —  
higher-dose statin**

**Maria picks it up 15 minutes later**



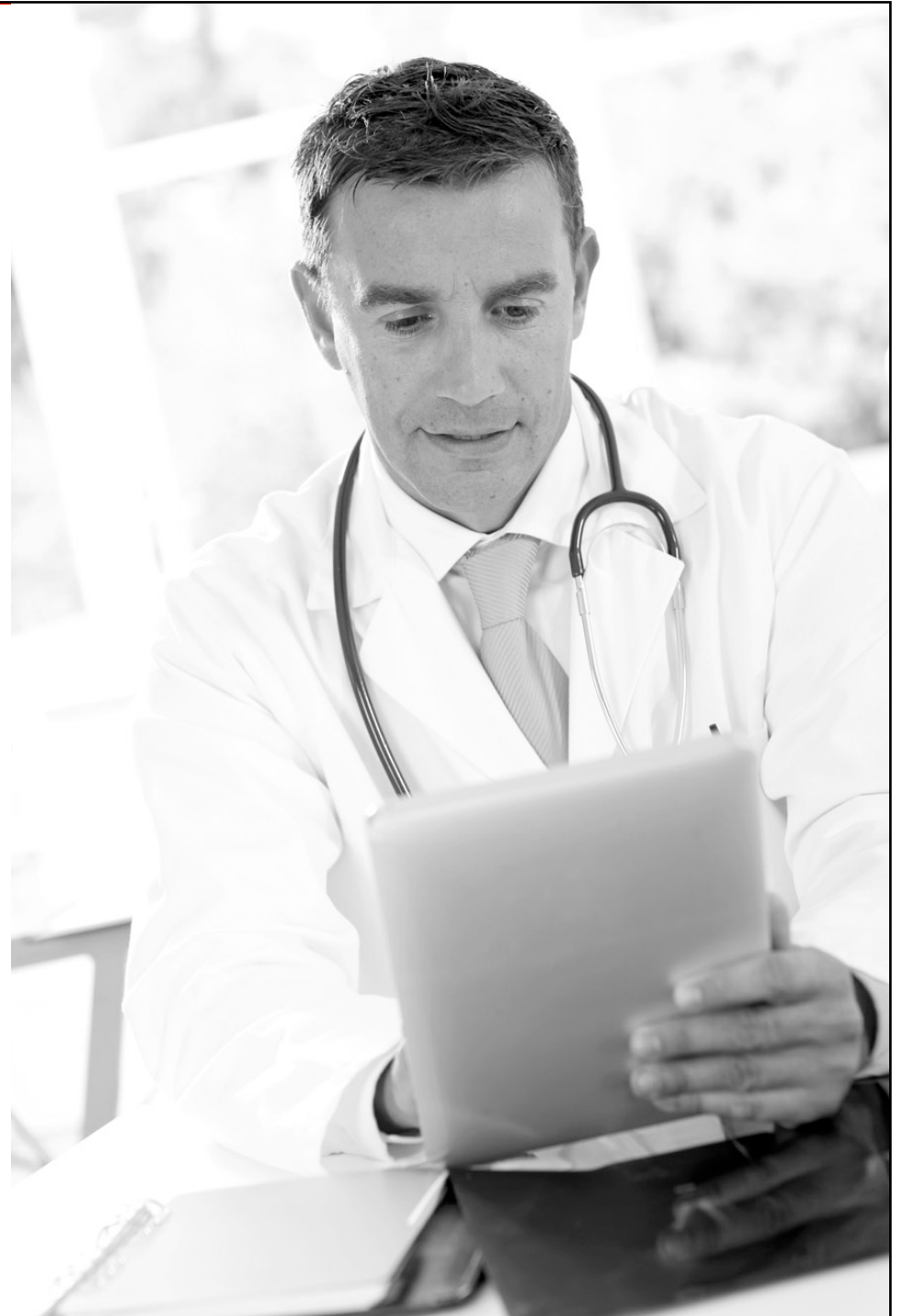
**CVS Caremark documents all interactions on the electronic medical record kept by Maria's primary physician ...**

**Prescriptions Maria received**

**Test results from MinuteClinic**

**Pharmacist counseling**

**Maria's physician views  
CVS Caremark as a care partner**



# How CVS Caremark Helps



## Maria's Challenges

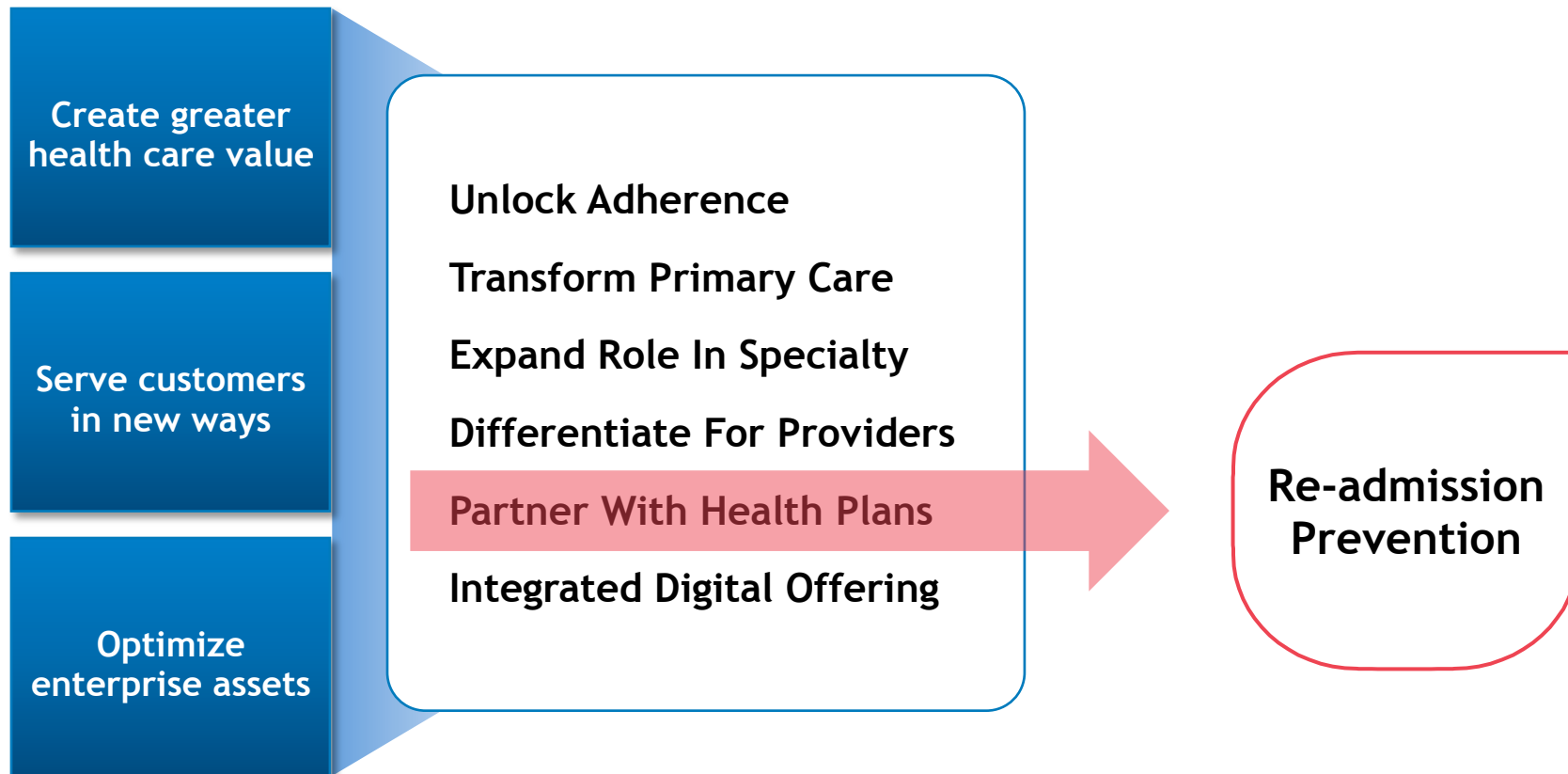
- Remembering to refill
- Unsure about changes in her therapy
- Misses recommended tests and monitoring
- Uses multiple pharmacies
- Remembering to update all providers about therapy changes

## Our Solutions

- Electronic refill reminders
- Expert pharmacist counseling
- Connected retail clinics for testing and treatment
- Integrated PBM/retail pharmacy support, including Specialty
- Seamless integration with at-risk providers

Helping keep Maria on affordable medications

# Unique Enterprise Initiatives



# CVS Caremark Can Also Help Reduce Risk Of Re-admission



In the hospital, the average patient is seen by

**27 different care providers**

**Fewer than half**  
follow up with their primary care  
provider after discharge

**1 out of 5**  
are re-admitted within 30 days  
at an average cost of \$20,000

**Half of Re-admits**  
are due to drug related problems

New risk models create incentives to avoid re-admissions

# CVS Caremark Assets Arrayed To Prevent Re-admissions



Re-admission risk evaluated before discharge;  
appropriate medications ensured

## Highest Risk

In-home pharmacist  
evaluation



## Medium Risk

MinuteClinic  
evaluation



## Lowest Risk

Retail pharmacists  
follow-up



Documentation on follow-up  
sent electronically

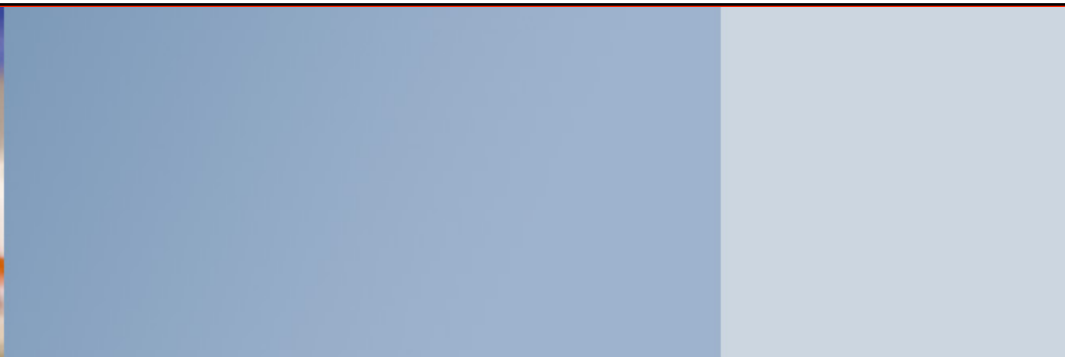


# Uniquely Positioned For Growth

- Our unique assets allow us to adapt rapidly to the changing health care marketplace
- Investments to connect with providers creates an accessible and united effort to deliver better healthcare outcomes
- Our prescription of better health care value through pharmacy innovation is timely and resonant







**CVS**  
**CAREMARK** | A Pharmacy  
Innovation  
Company



## Closing Remarks

**Larry Merlo**

President & Chief Executive Officer

# Today's Key Takeaways

## Unique Position

- Integrated model enables pharmacy innovation
- Agility to pivot to address health care opportunities

## Strategic Growth Framework

- Core businesses growing and gaining share
- Initiatives capitalize on unique assets
- Migrating toward more integrated view of company

## Enhancing Shareholder Value

- Healthy earnings growth
- Substantial cash flow generation
- Disciplined capital allocation