

## 4Point's solution helps CVS Caremark offer personalized plan benefits online

### About CVS Caremark

**Type:** Largest provider of prescriptions and related health care services in the U.S.

**Location:** Woonsocket, R.I., U.S.

**Website:** [www.cvscaremark.com](http://www.cvscaremark.com)

### Customer Needs

- Allow website access to detailed information on health plans
- Meet industry mandates for accessibility
- Streamline online health plan document administration

"Not only does the solution provided by 4Point allow for resource allocation to more strategic initiatives, but the fact that documents are now more specifically tailored to individual plan holders means members are getting a better product."

Todd Rooker,  
President, SilverScript Insurance

CVS Caremark has been a leading provider of pharmacy benefit services to millions of Americans for more than 35 years. Through its wholly-owned subsidiary, SilverScript® Insurance Company, they provide Medicare Part D benefits to individuals in all 50 states, the District of Columbia, and Puerto Rico. SilverScript's Prescription Drug Plan (PDP) provides access to nearly 400,000 beneficiaries. It has been ranked among the national top ten, and its network of 67,000 pharmacies makes it one of the most comprehensive in its coverage.

With today's healthcare delivery system rapidly changing, CVS Caremark's priority has been to offer an easy and convenient way for beneficiaries to access benefit plans, to promote better health outcomes, and to control payor costs.

In the past, visitors who accessed SilverScript.com could evaluate plan benefit summaries and enroll for prescription drug plans. Plan members had additional access to formularies (drug lists) and could learn how to use their plans through evidence of coverage information listed on the site. But content was generic and did not accurately reflect the specific plan levels or supplemental coverage provided by plan

sponsors. Content personalization for the individual beneficiary was limited only to regional plan details and was labor intensive.

In-house it was a different story. CVS Caremark's internal print processes were handled by a sophisticated system which matched field data with their appropriate forms to dynamically generate customized documents that were then mailed out to beneficiaries.

With industry standards established by the Centers for Medicare & Medicaid Services mandating that certain prescription drug plan documents be made available in electronic format, and CVS Caremark's own mandate to improve access and reduce costs, CVS Caremark wanted to offer the same level of detail and customization they had in hard copy – as efficiently and cost-effectively as possible – online.

### Individualized electronic documents

After quickly recognizing that the only way to produce high-quality drug benefit information over the Web was in Adobe PDF format, a universally recognized and available electronic document format, CVS Caremark contacted their Adobe Account Manager.

## Solution Components

- Adobe Output Designer
- Adobe LiveCycle Assembler
- Adobe Web Output Pak

## Results

- Improved customer services with tailored end product
- Time and cost savings in document administration
- Built-in flexibility for future expansion

“Because of the complexity of our requirement, Adobe was quick to direct us to 4Point, a preferred Adobe solution partner,” explains Jennifer Foster, Director of Medicare Consumer Marketing. “We learned of 4Point’s excellent track record in delivering solid solutions for customers with sophisticated needs, and looked no further.”

Within an aggressive five-week timeline, 4Point designed four new form templates in Adobe® Output Designer. They then deployed Adobe® LiveCycle® Assembler to combine the static components of each form’s content and submit that content to the Adobe® Web Output Pak. The Web Output Pak also is triggered by client-specific URLs to call up related PDF forms and generate customized content.

“4Point was able to take an astronomical amount of data combinations and organize it in a fashion that produced a functional and economical product for our members,” explains Jennifer Foster. “The fact that 4Point was able to understand our business so thoroughly and identify the necessary technical requirements to support our processes so skillfully was very impressive.”

Now SilverScript.com visitors have immediate access to personalized plan information with greater data accuracy, all while requiring fewer of CVS Caremark’s resources.

## Document generation in 20 minutes vs. 20 hours

As a result of low information retrieval time and high-quality output, member satisfaction with the service from SilverScript is reported at an all-time high. Even the least technically savvy visitors are finding the information they need easily.

And internally, analysts who once dedicated 20 hours per week to administering plan documents, updating each to accurately represent changing variables, now spend around 20 minutes – freeing up a valuable company resource that can be allocated to more strategic company initiatives.

With 4Point, CVS Caremark was able to introduce efficiencies, reduce costs, and meet industry guidelines, ultimately taking one more step towards their goal of constantly improving access for patients, promoting better health outcomes, and controlling payor costs.

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