



# Introducing a simpler, more accessible way to get quality health care

## CVS Health Virtual Care™

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## Plan sponsor tools

This toolkit is an **all-in-one guide** designed to help you introduce and promote the CVS Health Virtual Care™ benefit to your eligible employees. It gives you everything you need to create an ongoing campaign that can be used across all your communication channels.

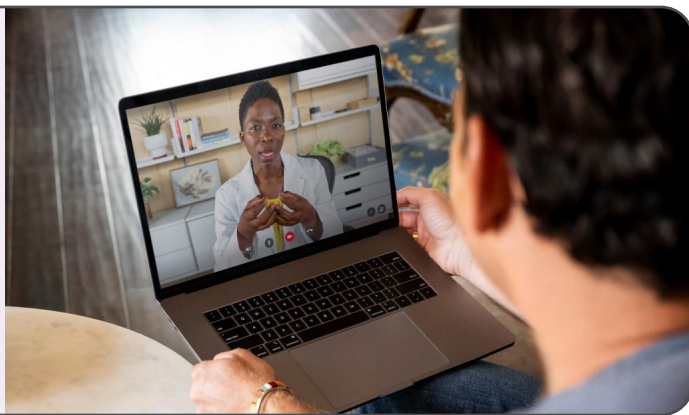
### CVS Virtual Care: 2024 Content Calendar

The 2024 content calendar provides monthly topics and content to share with your employees via intranet sites and internal messaging platforms to promote utilization of CVS Virtual Care.

[Download calendar](#)



We provide everything you'll need to let your employees know about this new offering.



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**Promotional copy**



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**Overview email**



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**Direct mailer**



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**Overview flyers**



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**Digital banners**



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**Digital display banners**



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**Video**

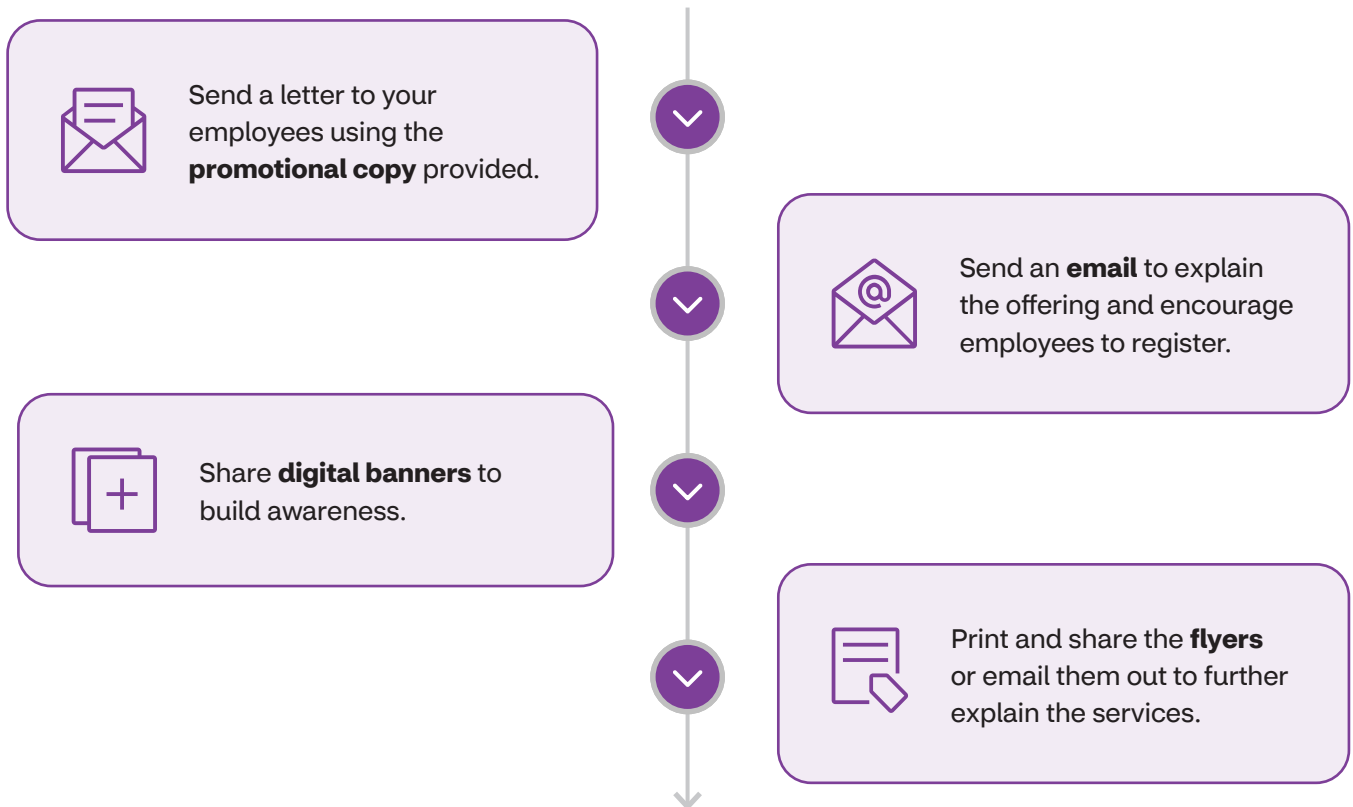


**Questions?** Contact your Aetna® account team.

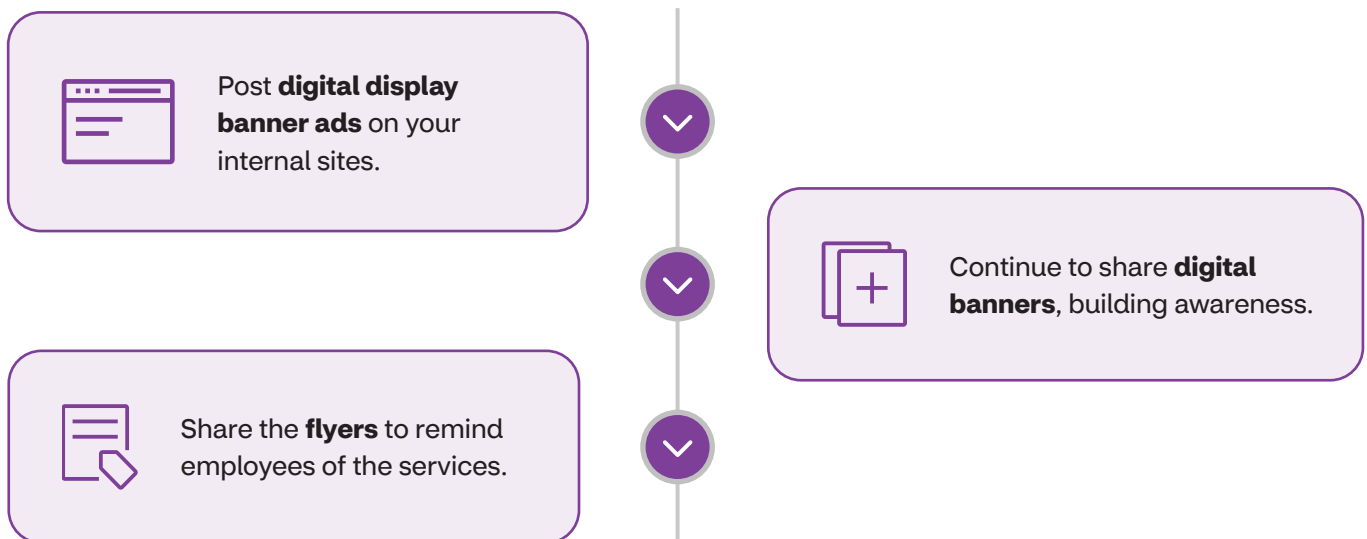
## Recommended communication plan for employers

Along with the creative assets in the toolkit, you'll find suggestions for where and when to use them. We will also send members additional communications throughout their journey.

### Launch communications



### Ongoing communications





#### CVS Health Virtual Care™

#### A convenient way to access quality care

Life is busy, and we know it can be hard to set aside time to take care of your health. But with access to virtual care, it's never been simpler.

#### It's your care, your way

You'll have access to 24/7 on-demand care and mental health services. This virtual care option is in addition to your traditional network of providers. Access is included in your medical plan, made available through Aetna®, a CVS Health® company. Another way **healthier happens together™**.

#### Here's what's included:

##### Mental health services:

- Talk with a licensed therapist by appointment 7 days a week including evenings
- Get help with medication management 24/7 from an on-demand provider

##### On-demand care:

- Access 24/7 care with licensed providers for common illnesses (cough, colds, flu), common infections (ear, sinus, skin, urinary) and one-time medication refills

##### Additional benefits:

- Option to extend virtual visits to in-person care with in-network providers or at 1,100+ MinuteClinic® locations\* nationwide
- Access your health information, lab results and personalized tips from anywhere with your health dashboard

#### What's next?

Go to [CVS.com/virtual-care](https://www.cvs.com/virtual-care) to learn more about virtual services or register to set up your account for future care needs.

Limitations and restrictions may apply for certain services, locations, or patients.

\*MinuteClinic in-person services are not included with this product and are subject to plan benefit.

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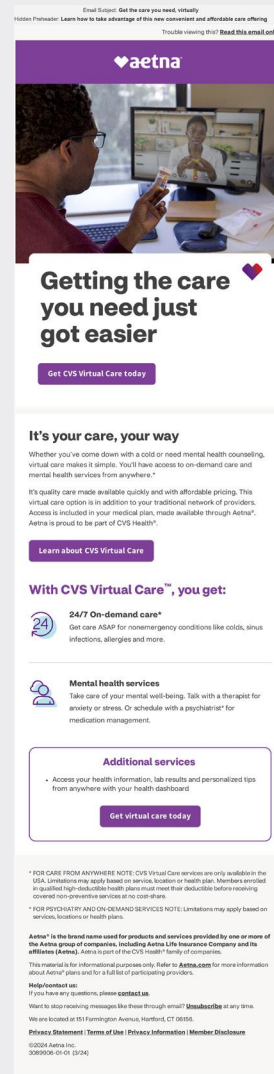
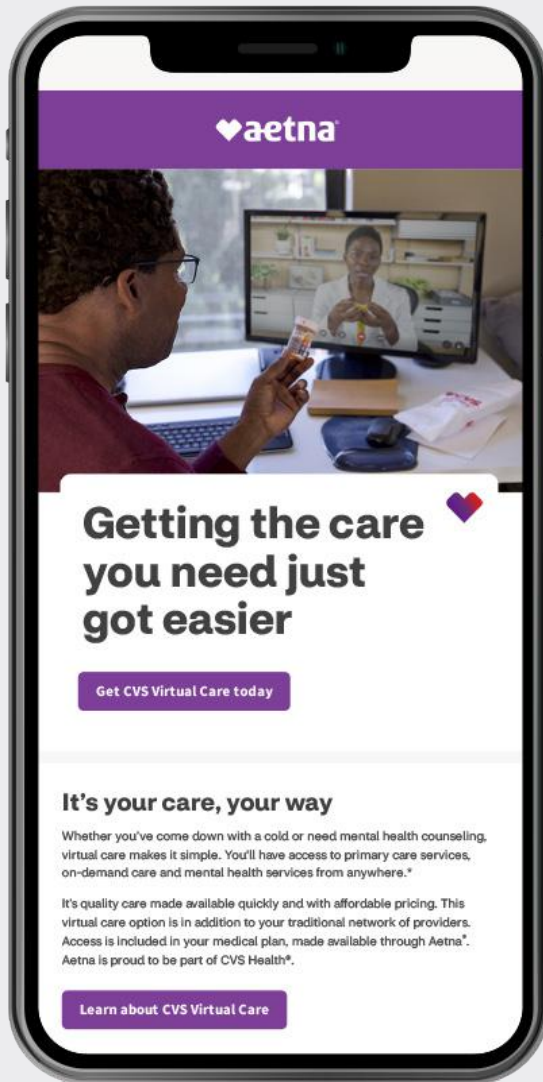
Microsoft Word template

Download copy



## Promotional copy

Use this promotional copy to help your employees learn more about this offering. This copy can be posted on your company's intranet, sent in an email, shared via other company-wide channels or used as a response when someone has a question.



## Overview email

Share this email to spread the word with your employees about this new offering. This email provides a general overview and encourages them to get started.



## As an Aetna® member, you can easily take charge of your health:



### Get 24/7 on-demand care for nonemergency illnesses.

Whether you have a cold, the flu or allergies — we can connect you with the right care.



### Make an appointment with a therapist for anxiety or stress.

Or schedule with a health care professional to review your medicine.



### Your care, your way.

Activate your account in minutes so you're ready to use CVS Virtual Care when you need it.

Keep this card handy and get care from wherever you are.

### Access virtual care from anywhere



Scan the QR code or go to [CVS.com/virtual-care](https://www.cvs.com/virtual-care) to make a virtual appointment.

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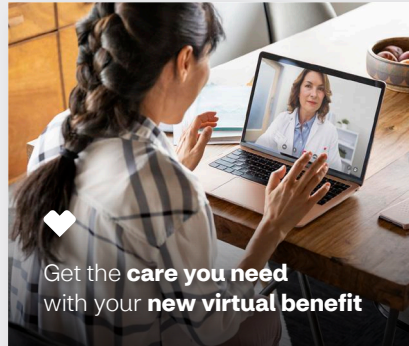
CVS Health Virtual Care™ services are only available in the U.S. Limitations may apply based on service, location or health plan. This material is for informational purposes only.

Refer to [Aetna.com](https://www.aetna.com) for more information about Aetna plans and for a full list of participating providers.

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9 x 6" Front



Get the **care you need** with your **new virtual benefit**

**CVS Health Virtual Care™ is now included in your Aetna® health plan. Your new benefit is in addition to your traditional network of providers.**

Aetna is a proud CVS Health® company. **Healthier happens together®.**

Register online to start taking advantage of this great benefit.

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3083203-01-01 (2/24)



355 State Place  
Escondido, CA 92029

•PRESORT  
FIRST CLASS  
U.S. POSTAGE  
PAID  
NEW BRUNSWICK NJ  
PERMIT NO 1036•

9 x 6" Back

Download PDF



## Direct mailer

HR managers can send this direct mailer at their discretion. Reach out to your Aetna® account manager for any additional support or specific file needs.



# Get quality virtual care that fits into your busy life

From your therapy appointments to quick care, we've got you covered. Easily schedule a virtual care appointment from anywhere. You can use CVS Health Virtual Care™ in addition to your traditional network of providers. Access is included in your medical plan, made available through Aetna®, a CVS Health® company because **healthier happens together™**.



### On-demand care

Access 24/7 quick care for minor illnesses and injuries via laptop or phone



### Mental health services

Schedule mental health counseling 7 days a week by appointment

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8 1/2 x 11" Front

## Use CVS Health Virtual Care for the following:



### On-demand care

Available to adults and children over 18 months

- Coughs, colds, flu and strep
- Joint, head, and stomach pain
- Infections (ear, sinus, skin, UTI)
- Medication refills

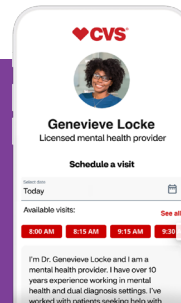


### Mental health services

Available to adults ages 18 and up

- Anxiety and mood disorders
- Depression screening
- Medication management
- Support with stress, life adjustments and conflict resolution
- Sleep and related health behaviors


Extend to in-person care when needed, at nearby MinuteClinic® locations\* or in-network provider clinics.



## Schedule a virtual visit quickly and easily

Mental health services available by appointment 7 days a week. Plus, you'll be able to develop an ongoing relationship with your chosen counselor.

**Get started today**



Scan the QR code or go to [CVS.com/virtual-care](https://CVS.com/virtual-care) to register and schedule an appointment.

\*MinuteClinic® in-person services are not included with this product and are subject to plan benefit. Aetna® is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna), Aetna and MinuteClinic, LLC (which either operates or provides certain management support services to MinuteClinic-branded walk-in clinics are part of the CVS Health™ family of companies. Limitations may apply based on services and locations. This material is for informational purposes only. Refer to Aetna.com for more information about Aetna plans and for a full list of participating providers. ©2022 Aetna Inc. 1191151-0941

8 1/2 x 11" Back

[Download PDF](#)



## Overview flyer (2 pages)

Share this flyer via email or intranet, print it to hand out in your office or include it in an employee welcome packet.





# Your care. Your way.

Convenient and affordable virtual care wherever you need it\*

From your therapy appointments to quick care, we've got you covered. You can use CVS Health Virtual Care™ in addition to your traditional network of providers. Access is included as part of your medical plan from Aetna®, a CVS Health® company because **healthier happens together™**.



### On-demand care

Access 24/7 quick care for minor illnesses and injuries



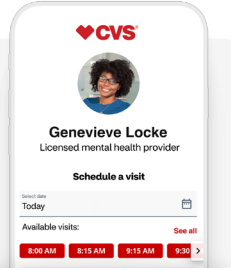
### Mental health services

Get counseling for things like anxiety and stress, plus psychiatry services for medication management

Extend to in-person care when needed, at nearby MinuteClinic® locations\*\* or in-network provider clinics.

### Get started today with CVS Health Virtual Care

- 1 Activate your virtual care benefit by visiting [CVS.com/virtual-care](https://www.cvs.com/virtual-care) or scan the QR code below
- 2 Create an account and confirm your details
- 3 Schedule a mental health appointment, or request on-demand care 24/7/365



Register today at [CVS.com/virtual-care](https://www.cvs.com/virtual-care)

\*Age restrictions do apply. Mental health services coverage varies by employer. Make sure to check specific plan benefits to better understand covered mental health services.  
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8 1/2 x 11" English



# Su atención. A su manera.

Atención virtual cómoda y asequible dondequiera que la necesite.\*

Le brindamos cobertura desde sus citas de terapia hasta atención rápida. Puede usar CVS Health Virtual Care™ además de su red de proveedores tradicional. El acceso está incluido como parte de su plan médico de Aetna®, una compañía de CVS Health®, porque **juntos es más saludable™**.



### Atención a pedido

Obtenga atención rápida durante las 24 horas, los 7 días de la semana, para enfermedades y lesiones menores.



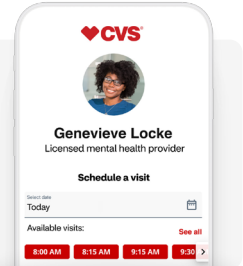
### Servicios de salud mental

Obtenga asesoramiento en casos de ansiedad y estrés, además de servicios de psiquiatría para la gestión de medicamentos.

Reciba también atención presencial cuando sea necesario, en ubicaciones MinuteClinic®\*\* cercanas o en clínicas de proveedores dentro de la red.

### Comience hoy mismo con CVS Health Virtual Care.

- 1 Active su beneficio de atención virtual en [CVS.com/virtual-care](https://www.cvs.com/virtual-care) o escanee el código QR a continuación.
- 2 Cree una cuenta y confirme sus datos.
- 3 Programe una cita de salud mental o solicite atención a pedido durante las 24 horas del día, los 7 días de la semana, los 365 días del año.



Regístrese hoy mismo en [CVS.com/virtual-care](https://www.cvs.com/virtual-care).

\*Se aplican restricciones de edad. La cobertura de los servicios de salud mental varía según el empleador. Asegúrese de consultar los beneficios específicos del plan para comprender mejor los servicios de salud mental cubiertos.  
 \*\*Los servicios presenciales de MinuteClinic® no están incluidos en este producto y están sujetos al beneficio del plan.  
 Aetna® y MinuteClinic, LLC (que operan o proporcionan determinados servicios de apoyo de administración a clínicas de atención sin turno previo de la marca MinuteClinic) forman parte de la familia de compañías de CVS Health®.  
 Puede registrarse también en los servicios de su aplicación.  
 Este material es solo para fines informativos. Visite [Aetna.com](https://www.aetna.com) para obtener más información sobre los planes de Aetna y una lista completa de los proveedores participantes.  
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8 1/2 x 11" Spanish

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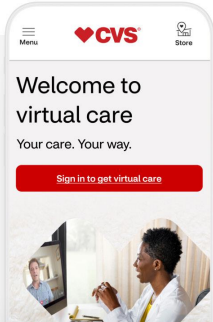
Download Spanish PDF



## Overview flyer (1 page)

Share this flyer via email or intranet, print it to hand out in your office or include it in an employee welcome packet.

## On-demand offering



Menu **CVS** Store


Welcome to virtual care  
Your care. Your way.

[Sign in to get virtual care](#)

Learn more about CVS Health Virtual Care™ at [CVS.com/virtual-care](https://CVS.com/virtual-care)

With on-demand virtual care, you can access 24/7 quick care for minor illnesses and injuries, like colds, ear infections, cuts and burns.

Access to this virtual care option is included in your medical plan, made available through Aetna®, a CVS Health® company.



**aetna**

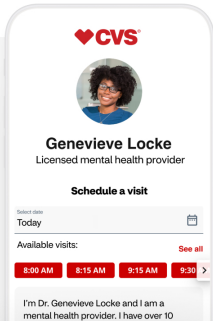
### The care you need, when you need it

With on-demand virtual care, you can access 24/7 quick care for minor illnesses and injuries, like colds, ear infections, cuts and burns.

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Learn more about CVS Health Virtual Care™ at [CVS.com/virtual-care](https://CVS.com/virtual-care)

## Mental health offering



**CVS**

**Genevieve Locke**  
Licensed mental health provider

Schedule a visit

Select date  
Today

Available visits: [See all](#)

8:00 AM 8:15 AM 9:15 AM 9:30

I'm Dr. Genevieve Locke and I am a mental health provider. I have over 10

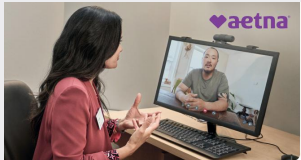
**aetna**

### Talk it out from anywhere

With virtual care, you have access to mental health services by appointment 7 days a week. Get counseling for things like anxiety and stress, plus psychiatry services for medication management.

Access to this virtual care option is included in your medical plan, made available through Aetna®, a CVS Health® company.

Learn more about CVS Health Virtual Care™ at [CVS.com/virtual-care](https://CVS.com/virtual-care)



**aetna**

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[Download banners](#)



## Digital banners

Post or share these digital banners on your company intranet site or internal communication channels to remind employees they have access to this offering.

### On-demand offering

300x250 frame 1

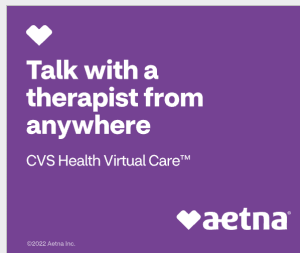


300x250 frame 2

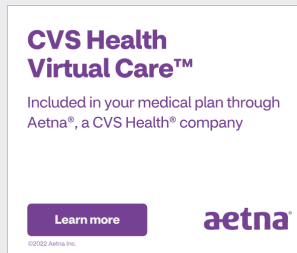


### Mental health offering 1

300x250 frame 1



300x250 frame 2

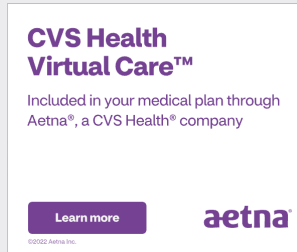


### Mental health offering 2

300x250 frame 1



300x250 frame 2



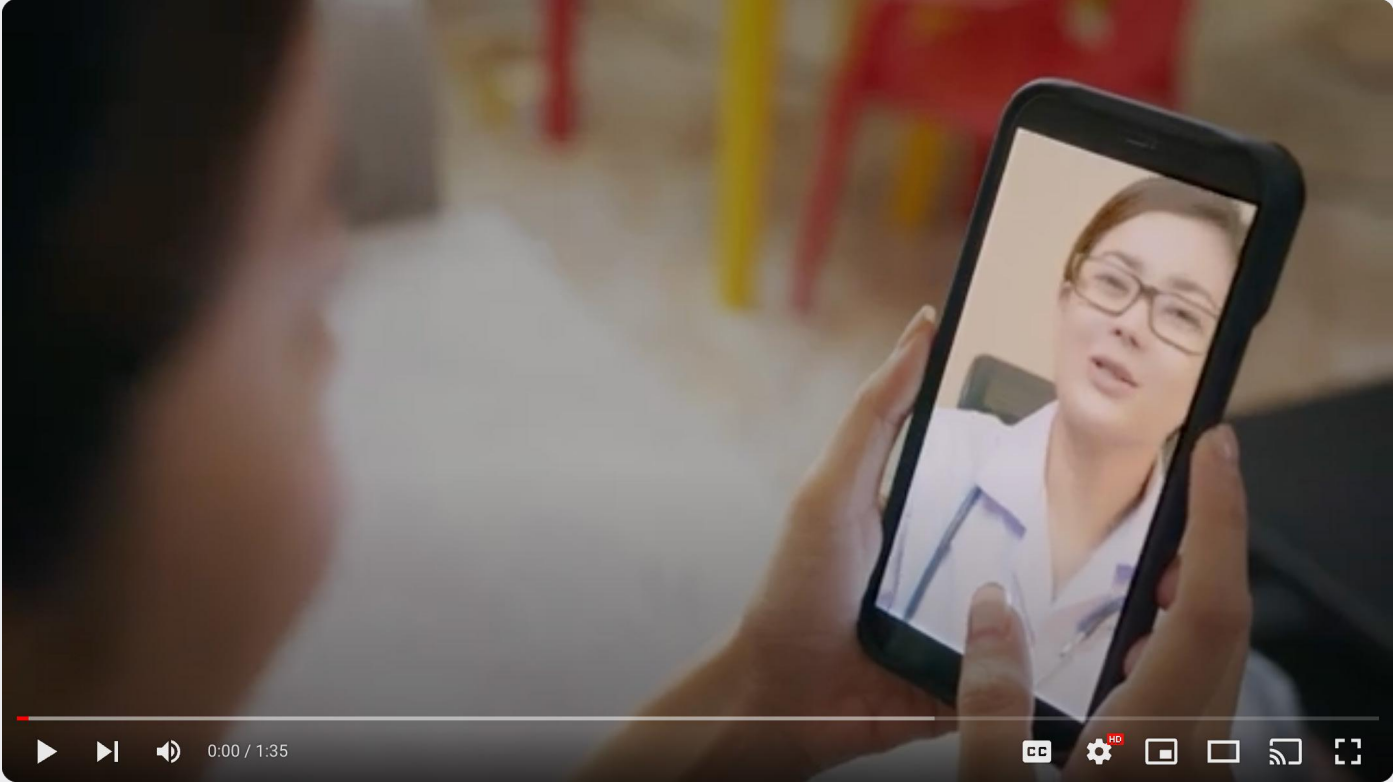
[Download banners](#)



## Digital display banners

Post these digital banners to your intranet pages to promote virtual care with your employees. Rotate them throughout the year as an ongoing reminder of this valuable offering.

CVS Health Virtual Care™ video



Watch video



**Video**

Share this video to promote CVS Health Virtual Care and show employees how they can use the services available.



# Need more information?

Reach out to your Aetna® sales team

CVS Health Virtual Care™ services are only available in the U.S. Limitations may apply based on service, location or health plan. Members enrolled in qualified high-deductible health plans must meet their deductible before receiving covered non-preventive services at no cost-share. This material is for informational purposes only. Refer to [Aetna.com](https://www.aetna.com) for more information about Aetna plans and for a full list of participating providers.

[Aetna.com](https://www.aetna.com)

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