

CVS Caremark Emphasizes Commitment to Older Americans at Annual American Society on Aging Conference

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Company highlights the importance of medication adherence in helping seniors on their path to better health

WOONSOCKET, R.I., March 12, 2013 /PRNewswire/ -- CVS Caremark (NYSE:CVS) will highlight how medication adherence plays a vital role in helping older Americans on their path to better health at the 2013 Annual American Society on Aging Conference, which is being held in Chicago this week.

(Logo: <http://photos.prnewswire.com/prnh/20090226/NE75914LOGO>)

CVS Caremark, a Titanium Sponsor of the conference, will also be participating in a number of general sessions and panels and will highlight its efforts to ensure customers and patients receive quality care and guidance as they age. David Casey, the company's Vice President of Workforce Strategies and Chief Diversity Officer, will open the March 12 General Session: *Mysteries of Population Aging*.

As a pharmacy innovation company, CVS Caremark is committed to developing new ways to lower costs and improve health. By advancing the understanding of medication adherence through research collaborations, the company is gathering important information about why some patients take their medications as prescribed and why others do not. CVS Caremark is also refining the ways it interacts with patients through proven programs, such as Pharmacy Advisor and Maintenance Choice, that help patients stay on their medications and improve health outcomes.

"People age 65 and older typically take two or three times as many medications as younger Americans," said Casey. "As we reinvent pharmacy care, we will continue to be a trusted health care partner to all of our customers, but particularly to aging Americans who are more likely to have chronic conditions and require more guidance."

CVS Caremark is not only committed to its older customers and patients, it is also committed to recruiting mature workers and supporting older colleagues who are already part of the company.

"At CVS Caremark, we believe talent is ageless. Our mature colleagues' knowledge and experience are important assets to our company. They provide us with insight into the best ways to serve our mature customers and sometimes become mentors to their younger colleagues," added Casey.

According to the U.S. Bureau of Labor Statistics, 4.7 percent of the nation's workforce is age 60 and over. Currently, 6.9 percent of CVS Caremark's workforce is age 60 and over, higher than the national rate. The number of CVS Caremark colleagues who are age 50 and over has grown from approximately 6 percent in 1990 to nearly 20 percent in 2013. To continue this upward trend, CVS Caremark is cultivating public and private partnerships at the local, state, and national level with the goal of recruiting more mature workers into all areas of its workforce.

About CVS Caremark

CVS Caremark is dedicated to helping people on their path to better health as the largest integrated pharmacy company in the United States. Through the company's more than 7,400 CVS/pharmacy stores; its leading pharmacy benefit manager serving more than 60 million plan members; and its retail health clinic system, the largest in the nation with more than 600 MinuteClinic locations, it is a market leader in mail order, retail and specialty pharmacy, retail clinics, and Medicare Part D Prescription Drug Plans. As a pharmacy innovation company with an unmatched breadth of capabilities, CVS Caremark continually strives to improve health and lower costs by developing new approaches such as its unique Pharmacy Advisor program that helps people with chronic diseases such as diabetes obtain and stay on their medications. Find more information about how CVS Caremark is reinventing pharmacy for better health at info.cvscaremark.com.

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