**Aetna CVS Health Hub Case**

**Objective: CVS Health wants to expand the “HealthHub” store format to Atlanta and would like a recommendation on which 3 of the potential 38 current CVS stores to convert**

**Data**

* Excel file with 25 variables on the 38 stores

**Assumptions**

* Recommendation would be implemented after COVID19 conditions improve
* Data is for illustration only and ignore any HealthHubs that are currently live in Atlanta

**HealthHub Background**

* A CVS HealthHub is a store that offers an expanded range of health services and wellness products for everyday care and chronic conditions. It has all the elements of a CVS MinuteClinic plus additional services for nutrition and wellness.
* CVS Health benefits when Aetna health insurance members (Group Commercial or Medicare) utilize these services
* See this link to learn more about the offerings <https://www.cvs.com/content/health-hub>

**Deliverabl**e

* Produce a clear and simple PowerPoint presentation appropriate for a business stakeholder audience
* The audience is non-technical, but does need to understand the why behind your recommendation
* Presentation should last no more than 10 minutes