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Mr. John R. Kramer  
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Mr. Kramer:

As I visit many of the senior citizens housing complexes around Rhode Island for one of my consulting clients, I have found a disturbing amount of seniors who are not familiar with the services that CVS provides.

While all of the advertising and marketing programs have been extremely successful for CVS, I feel that with senior citizens a special, personal approach is most successful. This approach is proven in political campaigns with candidates looking for support of the senior population and it is successful for a consulting client of mine in marketing assisted living facilities.

Since the so-called "Freedom of Choice" legislation publicity, I have found that seniors have a feel for CVS that is not what it should be. They perceive CVS as a corporate giant taking away their rights. Many of these seniors have lived through the great depression and through world wars where money and consumer choice of selecting a product for the best price was scarce. As a result, they have an inherent perception that any restricted network must be bad and that

those companies who restrict their ability to choose, provide less service, higher prices and are not personal.

In an effort to positively address this segment of the population that, as statistics prove need pharmacy service more than any other age group I feel that a program as follows should be instituted in order to make CVS more personal in the eyes of the senior population while dispelling their pre-conceived perception that CVS is a corporate giant that cares only about building more stores and increasing the company's profit at their expense.

1.) All senior citizens complexes and centers should be visited with presentations by CVS employees (a pharmacist, a pharmacy technician and a store manager or assistant manager) of the closest store. In addition to explaining the services that CVS provides such as prescriptions by mail or delivery, this can familiarize the senior citizens with their local CVS personnel. Store managers or their assistants can explain the services provided in the front store and pharmacists and technicians can explain the operation of the pharmacy. Perhaps a CVS infomercial or slide presentation can be displayed.

2.) Handouts should be given to the seniors such as CVS fact sheets (i.e. history of the company, its Rhode Island heritage, etc.) along with perhaps refrigerator magnets with pertinent CVS telephone numbers included. Perhaps a one-time, time dated discount coupon could be given to encourage visits and purchases to the local CVS. This could also track the participation of the seniors following the program.

3.) A film crew can record one of these presentations for the production of a future television commercial or newspaper advertisement. These can and should detail CVS' commitment to the personal service that it provides to the consumers. Testimonials should be included.

4.) Follow-up letters should be sent to the senior citizens to enforce the points brought out in the presentation.

5.) The presentations should be conducted annually in order to maintain consistency.

Jack, I feel that this program can be a relatively inexpensive way to continue to market CVS, its products and services and provide significant positive results. And as important, it would eliminate any bad perception left over from "freedom of choice."

If you have any questions, please feel free to contact me.

With warm regards.

Sincerely,

John A. Celona

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