

**Consulting Description for  
John Celona: Scope of Work  
For CVS/pharmacy**

**Community Outreach Specialist**

For a period encompassing 2000-2001, John Celona has been engaged by CVS as a community outreach specialist.

**Duties – General**

Mr. Celona will utilize his extensive community relations, public affairs and public relations skills to represent the interests of CVS/pharmacy within the local community and provide CVS with feedback concerning community concerns.

**Duties – Specific**

As part of these efforts, Mr. Celona will visit local senior centers to talk about prescription drug issues and listen to seniors concerns regarding prescription drug issues. Mr. Celona will also work with seniors to learn about specific impressions of CVS/pharmacy customer service.

[Seniors represent a very important customer base for CVS, especially seniors who use CVS pharmacies in CVS' home state of Rhode Island. In order to best serve this important customer population, it is essential that CVS learn as much as possible about the concerns of seniors.]

**Additional Duties**

As the largest private employer based in the state of Rhode Island, CVS sponsors important charitable events that benefit the entire state. These events include the CVS Charity Classic and CVS Downtown 5K. In order to raise awareness about these important events, Mr. Celona will work to prepare the appropriate CVS executives for appearances on local cable television shows for the purpose of discussing these charitable events. This preparation will involve drafting questions and formulating responses designed to promote public awareness of these charitable events.

**Reporting Requirements**

Mr. Celona will meet with CVS executives on a regular basis to report on his community outreach efforts. He will also meet with, or contact by telephone/e-mail, CVS executives on an as-needed basis to discuss issues that may arise that need immediate attention.