



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

CVS Health Virtual Primary Care™

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.



Plan sponsor tools

This toolkit is an **all-in-one guide** designed to help you introduce and promote the CVS Health Virtual Primary Care™ benefit to 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.



Promotional copy



Overview email



Direct mailer



Overview flyers



Digital banners



Digital display banners



Video

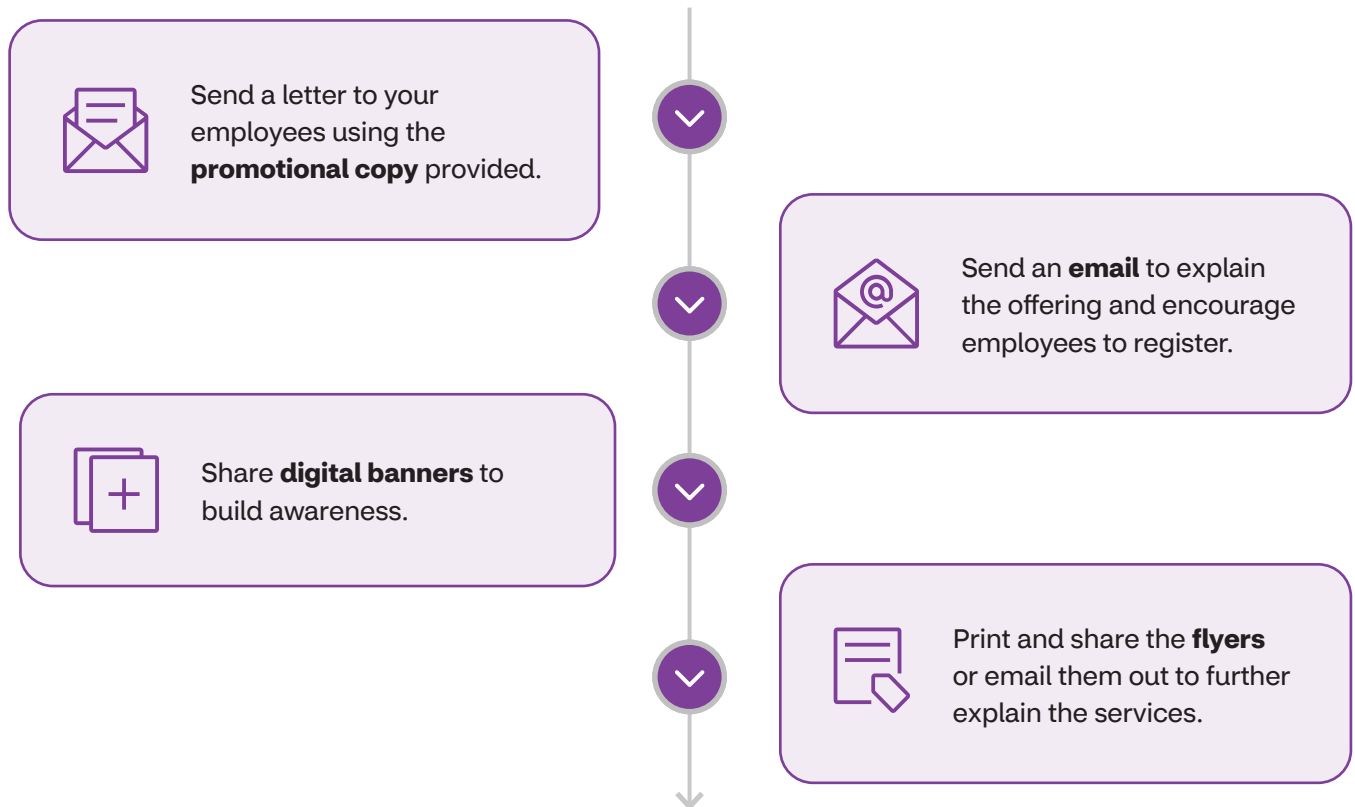


Questions? Contact your Aetna® account team.

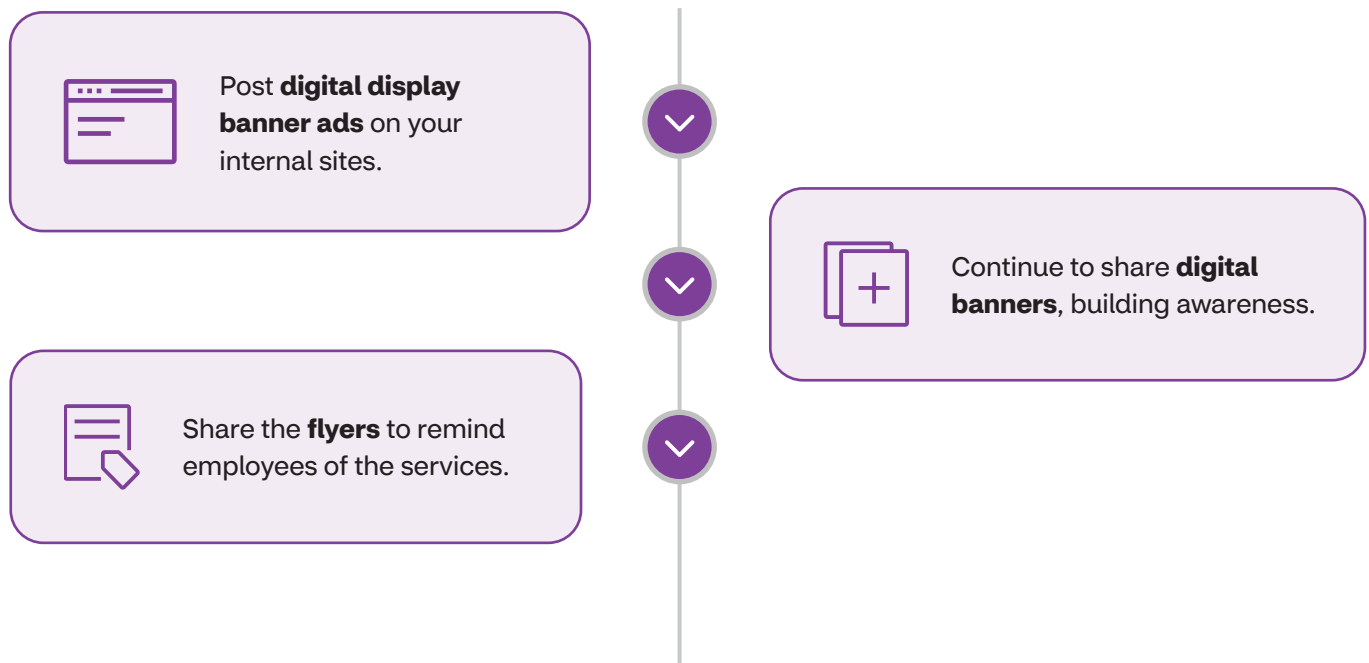
Recommended communication plan for employers

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 Primary 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 primary care, 24/7 on-demand care and mental health services. It's quality care with shorter wait times and affordable pricing. 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:

Primary care services:

- Choose a dedicated provider and get a supporting Care Team
- Schedule a primary care visit with your provider in days, not weeks
- Ask your Care Team questions at any time, from anywhere
- Schedule a virtual visit for chronic illnesses (like asthma and diabetes), common illnesses (infections, flu and minor injuries), medication refills, wellness and health screenings

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

Additional benefits:

- Get coordination of in-person care when needed to nearby MinuteClinic® locations* or in-network provider clinics
- Enjoy affordable care with some visits as low as \$0 for primary and on-demand appointments**
- 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.

**Members enrolled in qualified high-deductible health plans must meet their deductible before receiving covered non-preventive services at no cost-share.

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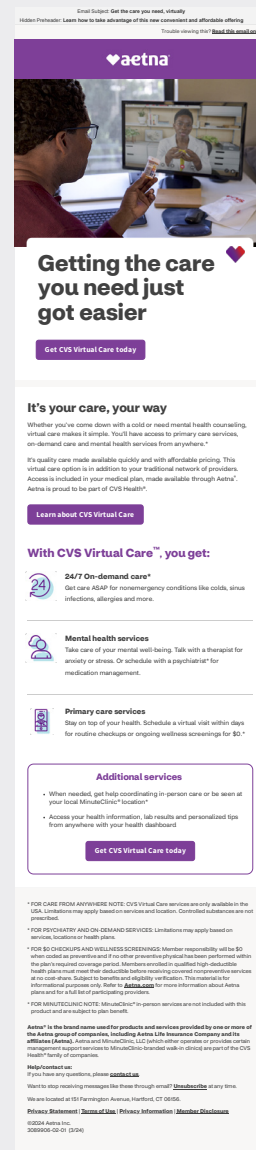
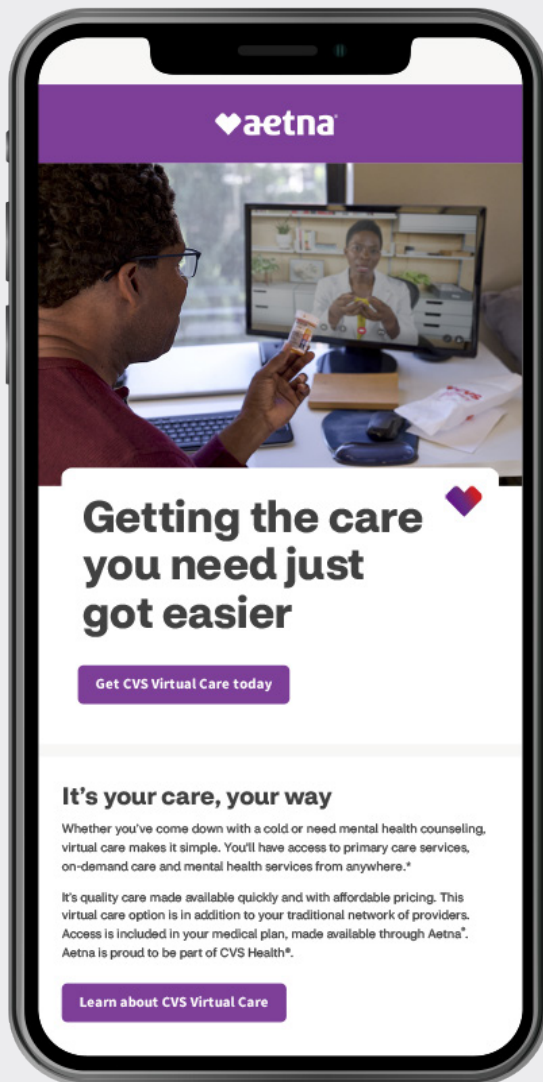
Microsoft Word template

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.



Download HTML

Download OFT



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:

- 24** **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.
- Choose a virtual primary care physician.** You can schedule a visit within days for routine checkups or ongoing wellness screenings. **And all at \$0.***

*Members enrolled in qualified high-deductible health plans must meet their deductible before receiving covered non-preventive services at no cost-share.

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** to make a virtual appointment.

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aetna

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Get the care you need with your new virtual benefit

CVS Health Virtual Primary 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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355 State Place
Escondido, CA 92029

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

9 x 6" Back

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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.



CVS Virtual Care

Get quality virtual care that fits into your busy life

From wellness visits to quick care, we've got you covered. Easily schedule a virtual care appointment from anywhere. You can use CVS Health Virtual Primary 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™**.



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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 including evenings, by appointment



Primary care services

Book a new patient visit within days with your selected provider

Use CVS Health Virtual Primary 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



Primary care services

Available to adults ages 18 and up

- Chronic illnesses (asthma, diabetes)
- Sick care
- Wellness and annual health assessment
- Follow-ups from in-person visits
- Medication adjustments and refills

Some visits cost as low as zero dollars*

Get coordination of in-person care, when needed, to nearby MinuteClinic® locations** or in-network provider clinics

Choose your Virtual Primary Care Team

Select a physician who leads the Care Team. Once selected you can start to get the care you need.

Angelina Arvis,
MD



About Angelina
Based in GA, special interest in
Internal Medicine and Primary
Care, where she can establish a

Schedule a virtual primary care visit quickly and easily

You get to choose your provider and enjoy flexible appointments that work with your busy lifestyle.



Get started today

Scan the QR code or go to CVS.com/virtual-care to register and schedule an appointment.

*Members enrolled in qualified high-deductible health plans must meet their deductible before receiving covered non-preventive services at no cost share.
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8 1/2 x 11" Front

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 wellness visits to quick care, we've got you covered. You can use CVS Health Virtual Primary 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



Primary care services

Schedule a visit with a dedicated provider within days for preventive care, wellness screenings, sick visits, prescriptions and chronic disease management

Get coordination of in-person care, when needed, to nearby MinuteClinic® locations** or in-network provider clinics.

Get started today with CVS Health Virtual Primary Care

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



Register today at CVS.com/virtual-care

*Age restrictions do apply. Mental Health services coverage varies by employer. Make sure to check your plan benefits to better understand covered mental health services.

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8 1/2 x 11" English



Cuidado de salud a su manera

Cuidado virtual económico y conveniente donde lo necesite*

Cuenta con nuestra cobertura para recibir tanto cuidado rápido como visitas de bienestar. Además de su red tradicional de proveedores, puede usar CVS Health Virtual Primary Care™. El acceso está incluido como parte del plan médico de Aetna®, una compañía de CVS Health®, porque **juntos es más saludable™**.



Cuidado bajo demanda

Acceso a cuidado rápido para tratar enfermedades menores y lesiones las 24 horas del día, los 7 días de la semana.



Servicios de salud mental

Además de servicios de psiquiatría para administrar la medicación, obtenga asesoramiento para tratar la ansiedad y el estrés



Servicios de cuidado primario

En cuestión de días, programe una visita con un proveedor exclusivo para cuestiones relacionadas con el cuidado preventivo, las evaluaciones de bienestar, las visitas por enfermedad, los medicamentos con receta y el manejo de enfermedades crónicas.

Obtenga servicios de coordinación para recibir cuidado presencial, cuando sea necesario, en sucursales cercanas de MinuteClinic® o en clínicas de proveedores dentro de la red.

Comience a utilizar CVS Health Virtual Primary Care hoy mismo

- 1 Para activar el beneficio de cuidado virtual, visite CVS.com/virtual-care o escanee el código QR que aparece debajo
- 2 Cree una cuenta y confirme sus datos
- 3 Programe una cita de cuidado primario virtual o de salud mental, o solicite cuidado bajo demanda, las 24 horas del día, los siete días de la semana, durante todo el año.



Regístrese hoy mismo en CVS.com/virtual-care

*Se aplican limitaciones de edad. La cobertura de servicios de salud mental varía según el empleador. Asegúrese de consultar los beneficios específicos del plan para entender mejor los servicios de salud mental cubiertos.

**Los servicios presenciales de MinuteClinic® no están incluidos en este producto y están sujetos a los beneficios del plan.

Aetna® y MinuteClinic, LLC (que opera las clínicas sin cita previa de MinuteClinic o les brinda ciertos servicios de apoyo para su administración) son parte del grupo de empresas de CVS Health®.

Pueden aplicarse limitaciones según los servicios y el lugar.

Este material tiene solamente propósitos informativos. Consulte aetna.com para obtener más información sobre los planes de Aetna y una lista completa de proveedores participantes.

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8 1/2 x 11" Spanish

Download English PDF


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.

Primary care offering




Choose your Virtual Primary Care Team

Select a physician who leads the Care Team. Once selected you can start to get the care you need.



Angelina Arvis, MD


About Angelina
Based in GA, special interest in Internal Medicine and Obstetrics


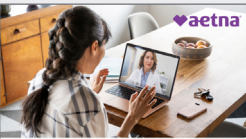


The care you need, when you need it

With virtual care, choose a dedicated provider and get a supporting Care Team. Plus, schedule a primary care visit within days.

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 Primary Care™ at **CVS.com/virtual-care**](https://CVS.com/virtual-care)




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On-demand offering




Welcome to virtual care

Your care. Your way.

[Sign in to get virtual care](#)








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.

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


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Mental health offering




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.

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
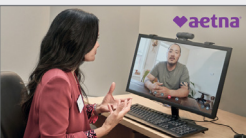


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[Download banners](#)



Digital banners

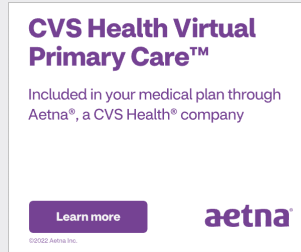
Post or share these digital banners on your company intranet site or internal communication channels to remind employees they have access to this offering.

Primary care offering 1

300x250 frame 1



300x250 frame 2



Primary care offering 2

300x250 frame 1



300x250 frame 2

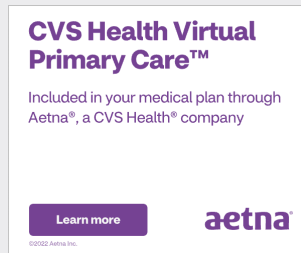


Primary care offering 3

300x250 frame 1

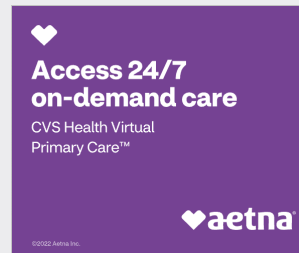


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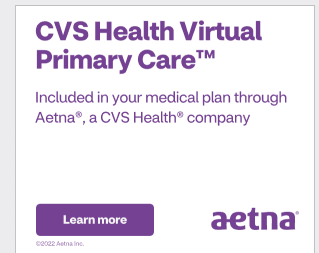


On-demand offering

300x250 frame 1



300x250 frame 2



Mental health offering 1

300x250 frame 1



300x250 frame 2

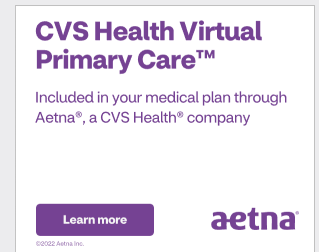


Mental health offering 2

300x250 frame 1



300x250 frame 2



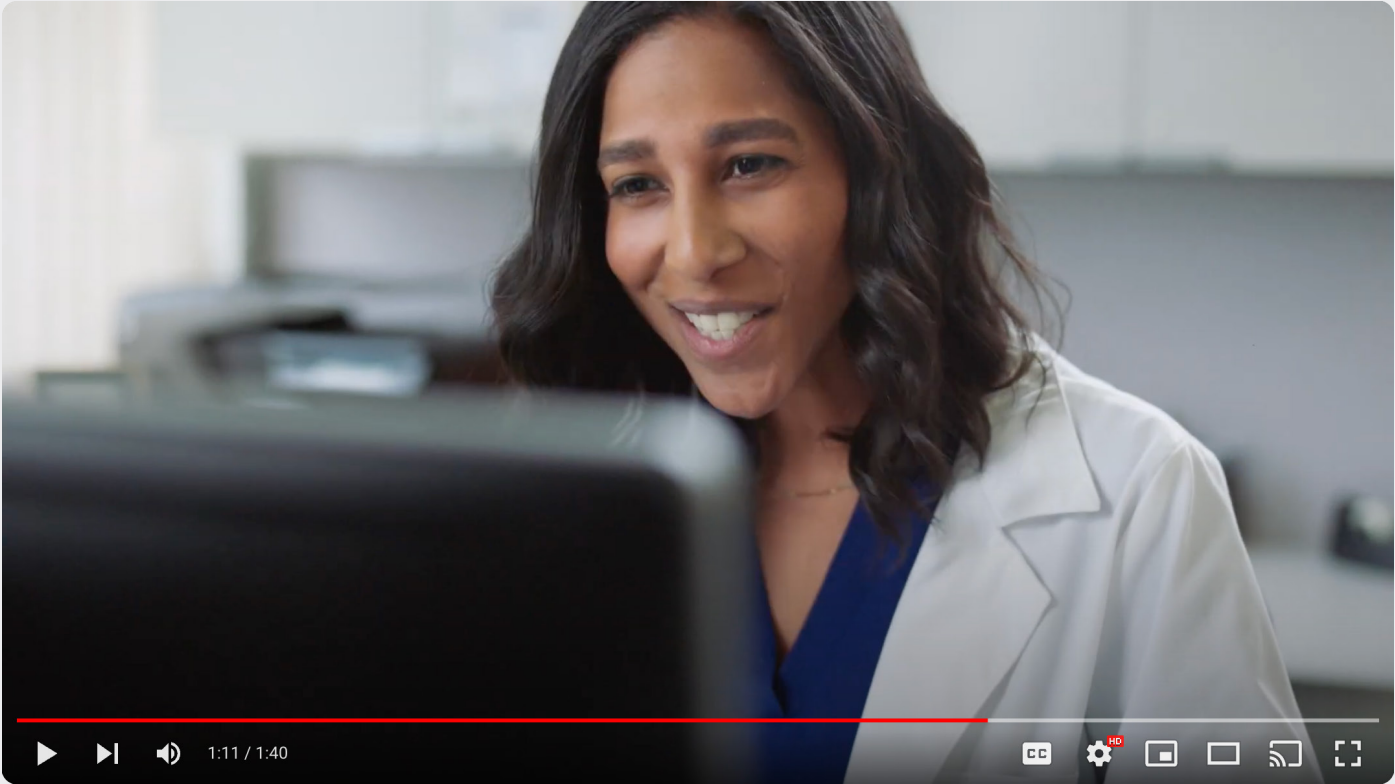
[Download banners](#)



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 Primary Care™ video



Watch video



Video

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



Need more information?

Reach out to your Aetna® sales team

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

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