



Supporting local communities &
Reducing healthcare disparities

Project Health by CVS

CVS Project Health: Overview

- Free health screenings to help identify chronic conditions
- First launched in 2006
- The program has provided \$127 million worth of free health service to nearly 1.7 million people
- Provide health service to **underserved communities**
- Launched the first mobile app in 2010

Target Audience

Project Health
by CVSHealth.

Bringing health care anywhere

In-Store Markets	Events
January–April	
DC/MD	52
Alabama (Birmingham, Mobile)	52
South Carolina (Charleston, Columbia)	52
California (Fresno)	24
Florida (Miami) [Navarro & y más]	52
Puerto Rico	36
May–August	
Chicago, IL	52
Louisiana (New Orleans, Baton Rouge)	44
Charlotte, NC	52
Sacramento, CA	24
Houston/DFW (y más), TX	28
September–December	
Tallahassee, FL	16
New York, NY	48
MS/TN (Jackson, Memphis, Knoxville)	40
Las Vegas, NV	48
Atlanta, GA	48
Los Angeles (y más, Long Beach)	48
Mobile Markets	Events
January–December	
FL (Jacksonville, Tampa, Orlando, Miami)	175
TX (San Antonio, Austin, Houston, DFW)	175
Phoenix, AZ	175
OH/PA/MI	175
June–December	
CT/RI/MA	74
August–December	
PH Seniors (MS, AL, LA, GA)	72
September–December	
VA (Norfolk, Richmond)	60
October–December	
CA (Los Angeles and surrounding)	40

2022 Project Health Markets



Our app makes it easy

Scan the QR code and download the Project Health app for event information, local health resources and more.

Past posters from CVS Project Health: service map around the United States

Strategic Plans: What has been done?

- In Store Advertising
- Community Outreach -- partner with local organizations
- Social Media (mainly owned)
- Public Relations
 - Press Release
 - Media Interviews
- TV & Radio

Project Health
by CVS Health.

Scan here to download the Project Health app and find an event near you.

No-cost, no-catch health event coming soon!*

Free health services include:

- Body mass index (BMI)
- Blood pressure
- Glucose**
- Total cholesterol**
- Individual health access plan
- Professional consultations
- Smoking cessation counseling
- Diabetes resources

Check out this upcoming local event!

Date: 9/15/2022

Time: 3:00 PM - 7:00 PM

Location: YWCA Hartford Region

Find more health resources at [CVS.com/ProjectHealth](https://www.cvs.com/ProjectHealth)

*FOR HEALTH SCREENING PROGRAM: Children ages 7+ included with parental consent. Health screenings performed by medical professionals.
**FOR CHOLESTEROL SCREENING: CVS Pharmacy® measures total cholesterol. It does not offer a full lipid panel (high-density lipoproteins [HDL] and low-density lipoproteins [LDL]). For accurate screening results, it is recommended to refrain from consuming anything except water for 8 hours before a glucose test and 9 to 12 hours before a total cholesterol test.
** Para el chequeo de salud gratis los niños tienen que ser mayores de 7 años y tener el consentimiento de sus padres. Los exámenes de salud gratis son realizados por profesionales de salud.
** Para el chequeo de colesterol CVS Pharmacy® mide el colesterol total y no incluye el perfil lipídico (lipoproteína de alta densidad, lipoproteína de baja densidad y triglicéridos). Para obtener un resultado más exacto, se recomienda ayunar por lo menos por 8 horas antes de hacerse el chequeo de glucosa y entre 9 y 12 horas antes de hacerse el chequeo de colesterol total. Se permite tomar agua durante el ayuno.

Community Outreach Example





Outreach: What are the **challenges**?



■ Lack of Awareness

over 50% of people are unaware of community-based screening for chronic diseases (Chien et al, 2020)

■ Limited Resources

CVS project health has limited resources and budget to reach out to large audience

■ Affordability

People are afraid that the health check and treatments after the health check will be expensive

■ Trust issues

Miss trust of the healthcare providers (Chien et al, 2020)

■ Access to Transportation

Some people have limited access to public transportation

■ Belief that Health Screening is Complicated

Healthcare literacy and the perception of complicated process (Chien et al, 2020)

Outreach: What are the **challenges**?

■ Cultural / Language Barriers

There are limited multilingual facilitators and health providers for some non-English speaking communities. The information provided are also usually in English

■ Negative Past Experience

Having had negative experience during the last health checkup

■ Negative emotions associate with health screenings

Usually physical pain or negative emotions such as fear, anxiety, embarrassment, pain, and discomfort associate with health checkups

■ Sociodemographic differences and factors

healthcare access disparities among ethnic groups and genders



Solutions:

What need to be done in 2023?

■ **More Out of Home Ad**

Murals
Billboards
Posters
Bus Shelters

■ **Visual Designs in More Languages & Easier Languages**

■ **Mobility -- Community-based visits**



■ **More Paid Social**

■ **More Print Ads**



Audiences & Demographics

■ **Underserved Communities: ethnic minorities/gender minorities**

According to CDC researches, chronic conditions are most prevalent among women, non-Hispanic white adults, adults aged 65 or older, and those living in rural areas.


■ **Uninsured adults & adults with public insurance**

People with public insurance like medicare or medicaid are more likely to have multiple chronic conditions

Multi-media Content: Infographics


- Print flyers to handout in CVS stores & pharmacies
- Available for download on Project Health website and mobile app
- Will be available in different languages





Presented by the
CVS Project
Health Team

Why Health Screenings?



Blood Pressure


Measures the force of blood can help identify hypertension or high blood pressure.

Total Cholesterol

Measures the levels of cholesterol and triglycerides in the blood and can help identify high cholesterol, which is a risk factor for heart disease.


Blood sugar

Measures the level of glucose in the blood and can help identify diabetes or prediabetes



Body mass index (BMI)

Calculates an individual's BMI, which is a measure of body fat based on height and weight.




Why Screening for Potential Chronic Conditions?

Chronic conditions such as diabetes, heart disease, and hypertension often develop gradually and may not cause noticeable symptoms in their early stages. Without early detection and intervention, these conditions can progress and cause damage to the body's organs and systems, leading to serious complications such as blindness, kidney failure, heart attack, and stroke.

Our app makes it easy

Scan the QR code and download the Project Health app for event information, local health resources and more.



Download the Project Health app >

More information & Locations near you on:

cvs.com/project-health

Instagram Stories



Paid
Social

Out of Home Ads

Bus
Shelter

CVSHealth

Check In Today!

Free Health Screening
at Your Local CVS
Clinics



No cost
No Insurance needed
No appointment necessary

More information on
cvs.com/project-health

Project
Health

CVS
Health.

Check In Today!

Free Health
Screening Today

\$5
coupon

for CVS Health
brand products
for participating

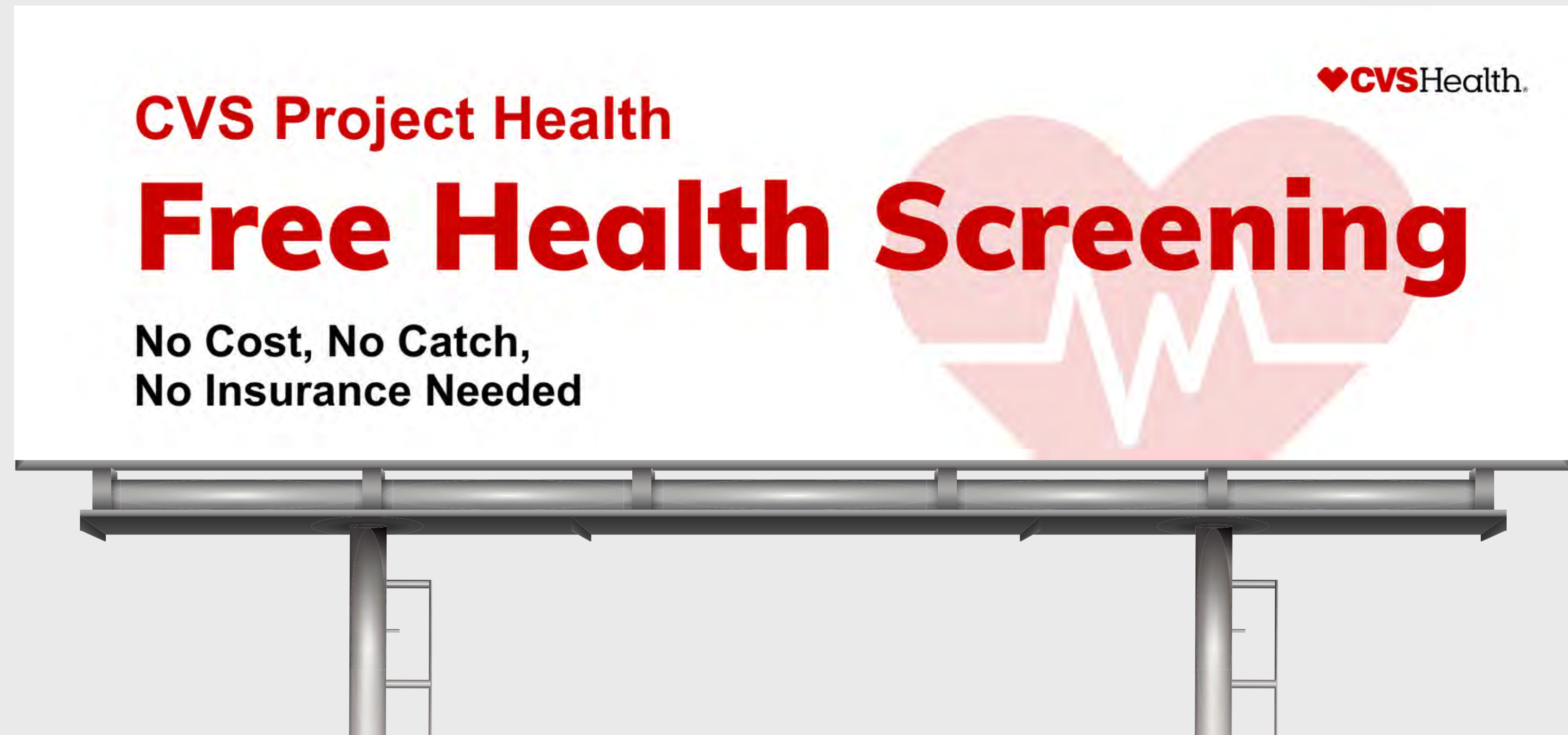


Learn more:
[cvs.com/proj
ect-health](https://cvs.com/project-health)

No cost
No insurance needed
No appointment necessary

Out-of-Home Visuals:

Billboard



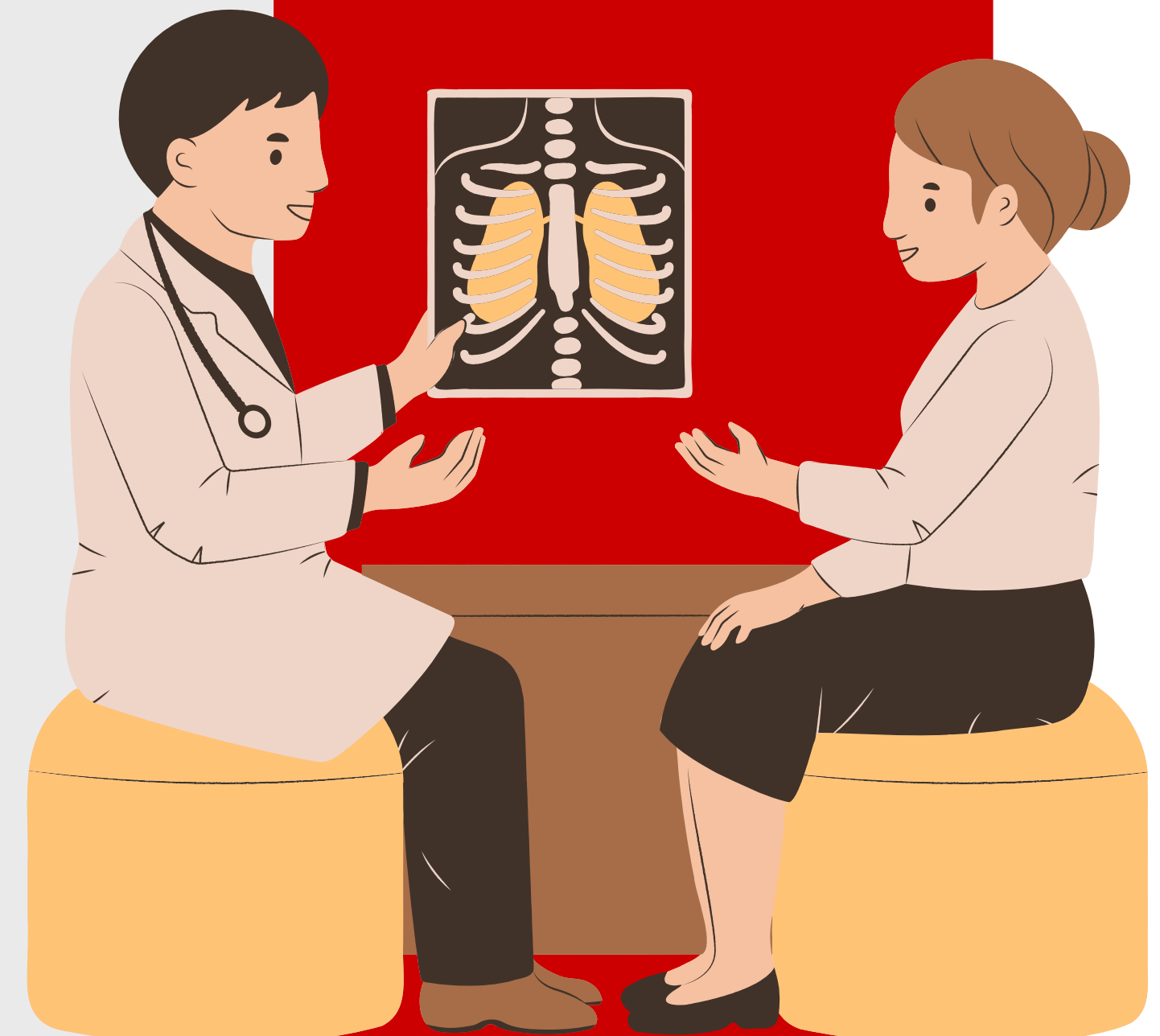
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**THANK
YOU!**

Project Health has dedicated to make health screening more accessible and easier

April 30, 2023 | 4 minute read time

Download 

Share 



Since 2006, CVS project health has provided over \$127 million worth of free health service to over 1.7 million people.

[Learn how to get a free health screening near you](#)

Through CVS Project Health program, free health screenings for chronic diseases such as diabetes, hypertension, and high cholesterol are offered. These screenings are designed to identify potential health issues early on and connect individuals with the care they need to manage their conditions. Education on lifestyle changes that can help individuals manage their conditions and improve their overall health are also provided.

To make chronic disease screening more accessible, CVS project health host events in convenient locations such as community centers, churches, and local clinics. This helps to bring healthcare services to communities that may not have easy access to them. The program has also partners with local organizations to promote the program and increase awareness of the services available.

One of the key goals of the Project Health program is to reduce healthcare disparities by improving access to preventative care and screenings. It is known that underserved populations are often at higher risk for health issues, and the corporation believes that everyone deserves the chance to lead a healthy life.

What will be checked during a health screening at CVS project health clinic?

Health screenings for potential chronic conditions can help monitor health conditions, and the results are also used to help health providers to intervene in early stages. Few measurements are especially important, and the specific screenings may vary depending on the location of the events.

However, during a typical project health screening event can include the following types of measurements:

- **Blood pressure:** a non-invasive test that measures the pressure in your arteries as your heart beats. This test checks how hard your heart is working to pump blood throughout your body.
- **Body Mass Index (BMI):** a measurement of your weight in relation to your height, which measures how much body fat you have based on your weight and height.
- **Glucose:** a blood test to measure the level of sure in your blood, which checks how much sugar you have in your blood.
- **Cholesterol:** a blood test to measure the levels of HDL, LDL, and total cholesterol in your blood, which checks the amount of fat in your blood.
- **Bone Density:** a test to measure the density of your bones, checking how strong your bones are.

What will the process be like?

Before the health screening, individuals will be to be fast in at least 8 hours before the screening if a blood test for cholesterol or blood sugar is required.

At the event, health provider will provide a health questionnaire which patients need to fill out about medical history and current health status. The information will be used to determine which screenings are appropriate for each individual. Individuals getting screened will register at the event, or the registration can be done prior to the event.

The specific tests will be performed during the health screening event, and these tests are typically quick and painless, and the results are usually available on-site.

After the screening tests are performed, individuals will receive education and resources about lifestyle changes and further dietary suggestions they can follow to improve their health. Information on how to follow-up with a health provider if necessary will also be provided.

Helping our communities stay healthy

For 15 years, CVS Pharmacy® has hosted free community health events across the country. Project Health events offer free biometric screenings, with no insurance required. These screenings can help identify chronic conditions before they become life-threatening illnesses.

[Download the Why Health Screenings infographics \(PDF\)](#)

Related content



[How to adapt to the changing needs of those 65+](#)



[Retail health care's role in an aging America](#)



[Happier times: Mental health for the later years](#)

Multimedia Visual Elements



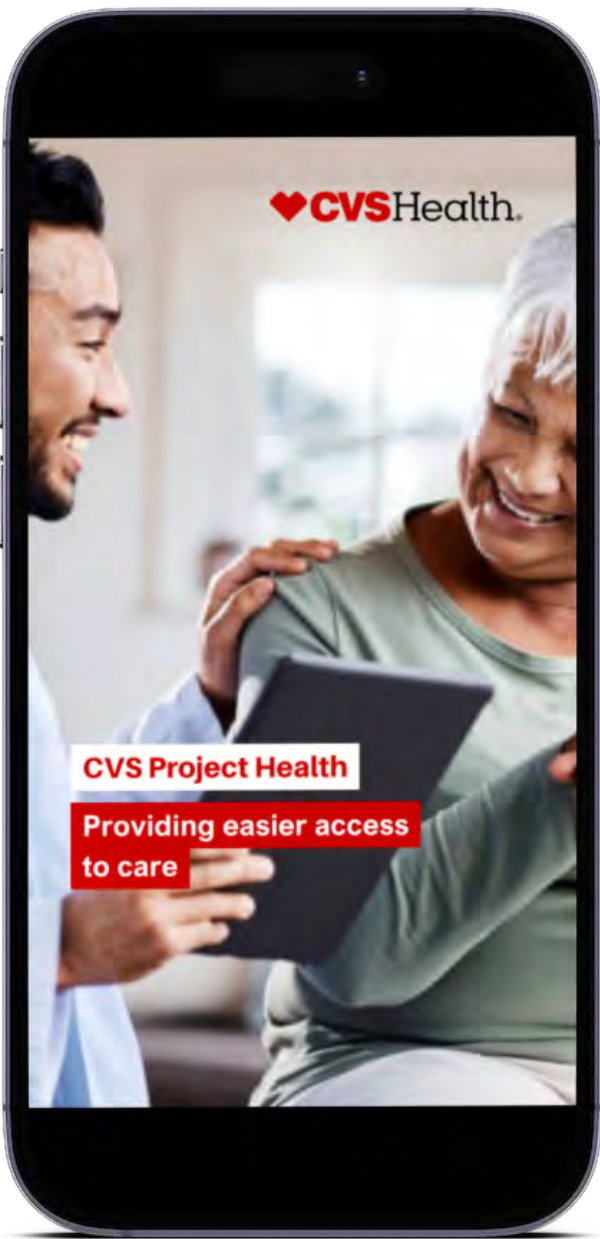
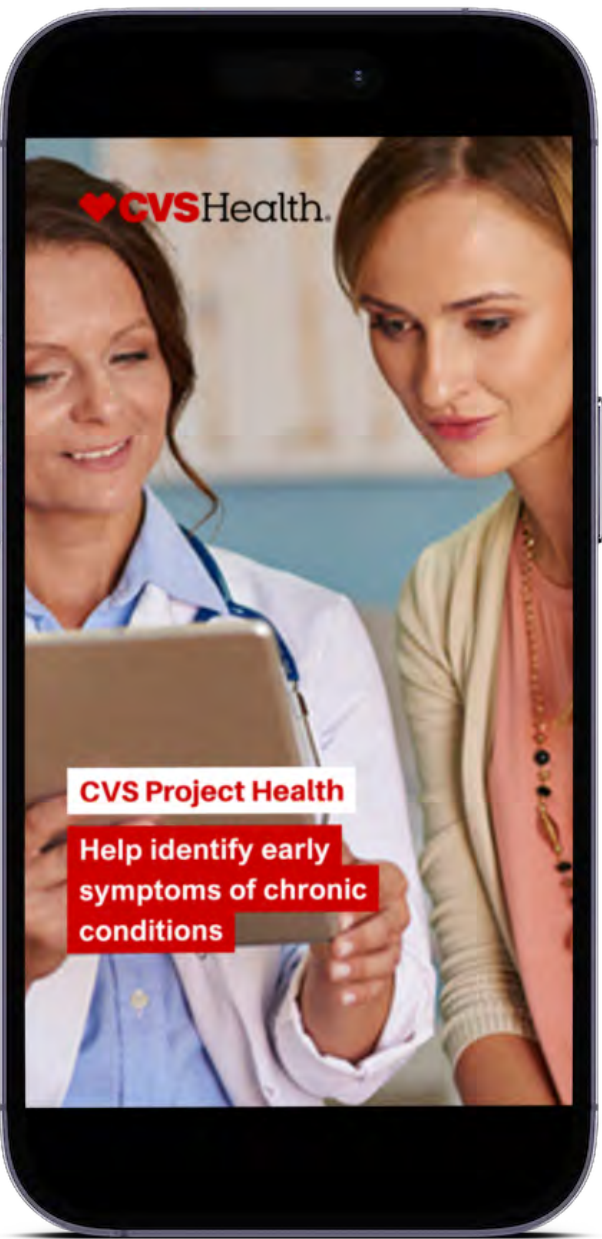
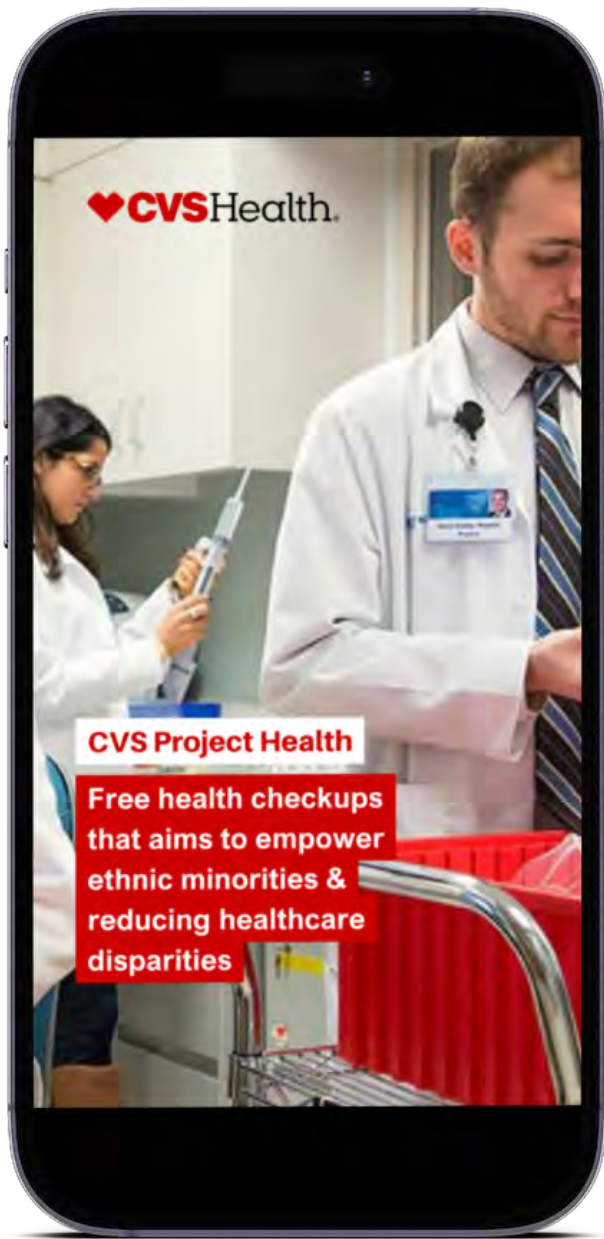
Billboard Mockup



Bus Shelter Mockup



Paid Social Media Posts Mock Ups



Infographics

