

## AEP 2017 In-Store Events CVS Pharmacy® Standard Operating Procedures

### ABOUT CVS BRANDED EVENTS

This is a lead generating opportunity and a sales event. SilverScript reports sales events to CMS in advance, including dates, store numbers, addresses, and your agent information. Reported sales events are subject to mystery shopping from SilverScript, CVS Pharmacy, and Medicare. You must be able to make all dates to be placed in a store. The table and chairs are provided by CVS to be set up in common areas of the store. Branded marketing materials are provided by SilverScript directly to your shipping address.

### PREPPING FOR YOUR STORE ARRIVAL

- ✓ Wear the SilverScript magnetic name tag so the customers know who you are.
- ✓ Bring the Letter of Authorization emailed to you each week, the materials shipped to you, and your business cards.

### WHEN YOU ARRIVE AT THE STORE

- ✓ Request to speak to the store manager. Introduce yourself and offer a business card.
- ✓ State the objectives of your visit and give the store manager the Letter of Authorization. Stores will receive the LOA in advance from CVS Pharmacy, your copy will just be a reminder.
- ✓ Ask the store manager to provide a recommended non-pharmacy area of the store to conduct your event. **Events CANNOT take place in the pharmacy or MinuteClinic areas of the store.**
- ✓ Set up the table and tablecloth, the chair and table sign, then begin your event at your pre-approved time.
- ✓ It's critical that you remain onsite for the entire allotted event time.
- ✓ Once your event has concluded, pack up your materials then notify the store manager that the table and chair can be stowed.

### EVENT GUIDELINES

- ✓ **It is the responsibility of SilverScript and its representatives to ensure that all activities are in accordance with CMS regulations.**
- ✓ Events may only be conducted during pre-approved times.
- ✓ Be clear with attendees that you do not work for CVS Pharmacy and that you represent SilverScript Prescription Drug Plan.
- ✓ Events must be conducted inside the CVS Pharmacy store. They cannot be in the parking lot, sidewalk, etc.
- ✓ Avoid disrupting store personnel and day-to-day store activities.
- ✓ It is permissible for you to offer attendees giveaways of nominal value, such as jar openers. You only have 100 jar openers, be sure to make them last through all your events.
- ✓ It is permissible to share information with customers via an electronic device like a laptop or tablet. Stores do not have wireless Internet access, so please supply your own Internet access if you want to have it. The SilverScript iPad App can be used offline. Power outlets may not be accessible.
- ✓ Ensure 36" clearance on all sides of your table to comply with the American with Disabilities Act (ADA).
- ✓ Store Managers may dismiss agents who are not compliant with these guidelines.

Thanks for your participation. If you have any questions, please contact SilverScript at [ProducerSalesResource@CVSCaremark.com](mailto:ProducerSalesResource@CVSCaremark.com).

### EVENT DATES

Unless otherwise directed, agents must be in stores from 1:00PM to 4:00PM on the following Wednesdays 10/19, 10/26, 11/02, 11/09, and 11/16.