

TO: Select Store Managers
FROM: Pharmacy Marketing, 401-770-4345
RE: Health Insurance In-Store Information Events

OVERVIEW: As part of our ongoing Health Insurance Marketplace (Affordable Care Act) and Medicare campaign, **SilverScript** is authorized to set up an informational health insurance event inside the front of your store on the following days and times:

Wednesday, October 19, 2016 1:00 PM - 4:00 PM
Wednesday, October 26, 2016 1:00 PM - 4:00 PM
Wednesday, November 02, 2016 1:00 PM - 4:00 PM
Wednesday, November 09, 2016 1:00 PM - 4:00 PM
Wednesday, November 16, 2016 1:00 PM - 4:00 PM

The representative from **SilverScript** will be discussing health insurance options with customers who approach their table and will be providing them with additional health insurance information. A table and two chairs were shipped to your store specifically for these events.

STORE RESPONSIBILITIES

- Make sure that all Management Team Members at your store are aware of this upcoming activity.
- When the representative arrives, locate and provide the representative with the tables and chairs
- Identify a highly visible, high-traffic location inside the front of the store for the event to be conducted
 - For ease of shopping for our customers and to follow the Americans with Disabilities Act (ADA), all stores must maintain 36" of free and clear space (CA Stores require 44") around fixtures after power wings/floor stands are merchandised. Also a minimum of 18" clear space (CT stores require 24") must be maintained at all points of egress (vestibule, entrance/exit, backroom, emergency and checkout doors).

HEALTH PLAN REPRESENTATIVE RESPONSIBILITIES

- Check in with a Management Team Member upon arrival and present this Letter of Authorization
- Request a location in the front of the store to conduct the event
- Set up your table and chairs in preparation for the event
- Upon completion of the event, break down your table and chairs, and notify the Management Team Member that the event is over and that you are leaving

Questions? – Please contact **CVS Health Marketing at 401-770-4345** should you have any questions regarding this Health Plan event activity.