



# Retail Copy Style Guide

v1.1

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■ This guide is intended to help shape the technical aspects of CVS Pharmacy® customer-facing communications. If you're not a word nerd or grammar geek, this may not seem like fun stuff. But it's just as important to lock down the details as it is to elevate the voice.

After all, our branding, casing and word styling preferences are part of our personality. Consistent use is a mark of quality. And putting them together with our tone and voice makes every piece uniquely ours.

A quick caveat: While we're working to bring styles across the enterprise together, there are additional style and voice considerations for ExtraCare® communications, UX projects and Enterprise pieces. Visit the Brand Center to read up on those.

# Branding and brands

Speaking to readers in our voice and nailing our quirky brand names is the first step in writing crack retail copy. Here's what you need to know.

## Our personality and voice

The CVS Health® brand voice is a vital tool for expressing our brand personality. The most branded communications will incorporate all 4 CVS Health personality attributes — conversational, caring, credible and confident.

Within Retail, we might dial up some of the attributes over others depending on the message and communication method. For example, a pharmacy brochure may dial up the credibility and caring elements while an ExtraCare® email may have a different blend — perhaps equal parts conversational and confident.

**Note: For a look at how our tone and voice play out in retail marketing, check out CVS Health Brand Personality + Voice.**

## Our brands in text

Switching to nuts and bolts, here's a quick look at how our frequently used brand names should be written. Logo treatments may be different so don't follow those. Mark the first reference in copy and again in disclaimers per page or screen.

### CVS Health® (corporate name, not products)

#### CVS Pharmacy®

myCVS® (indicates a personalized experience; used on CVS.com after sign in)  
CVS.com®  
CVS Pharmacy y más®  
Longs Drugs®  
Navarro®  
Navarro Discount Pharmacy®

#### CVS.com® and CVS Pharmacy® app

CVS Express® (parent of a suite of fast, easy retail services)  
Family Vitamin Center (no mark)  
fit choices (no mark)  
Ship & Save (no mark)

#### Pharmacy

Care 1-on-1®  
CarePlus CVS Pharmacy®  
CVS pharmacists (no mark)  
Pharmacy Care Team (no mark)  
Rapid Refill®  
ReadyFill®  
Scan to Refill (no mark)  
ScriptSync®

### Store brands

CVS Brands (collectively)  
CVS Health™ (use ™ on store brands)  
CVS/pharmacy®/™ (still being used on some packaging; most in-store products have a ™; health items migrating to CVS Health™ brand have been ®)  
Beauty 360™  
Big Chill®  
Blade™  
Caliber®  
Essence of Beauty®  
Gold Emblem®  
Gold Emblem abound® [2/17 Legal report says that trademark is pending]  
Gold Emblem Select®  
Ice Canyon (no mark)  
Just the Basics®  
Makeup Academy (aka MUA) (no mark)  
Nuance Salma Hayek (no mark)  
Pet Central (no mark)  
Pop-arazzi® [2/17 report says that trademark is pending for nail products]  
radiance®  
radiance® PLATINUM  
Skin+Pharmacy®  
Total Home®  
Vida Mia®

### CVS MinuteClinic® — not patient-facing

for legal reasons  
MinuteClinic® — patient facing  
MinuteClinic Connect™  
Start to Stop®

### ExtraCare®

ExtraBucks® Rewards (never use ExtraBucks® alone; always plural)  
ExtraCare® Coupon Center  
ExtraCare BeautyClub®  
ExtraCare Pharmacy & Health Rewards® (program name)  
Pharmacy & Health ExtraBucks Rewards® (reward name)  
Send to Card®

### CVS Photo (no mark)

### CVS Pharmacy® Optical (no mark after Optical)

### CVS Caremark®

### CVS Specialty®

### Omnicare®

### SilverScript® Insurance Company

**Note: If you have a question about proper use of the store brand registration or trademark, ask your product manager or proofreading team. For PBM and specialty brands, see Appendix 6.**

## When using our brands...

CVS Pharmacy<sup>®</sup> no longer has a slash, always has an uppercase P and is registered except on a few store brands.

CVS must appear as part of the full brand name, such as CVS Pharmacy or CVS Health<sup>™</sup>. (Reminder: Use CVS Health<sup>®</sup> when referring to non-products.) Only use CVS on its own when referring to CVS pharmacists; you cannot use CVS pharmacies or CVS<sup>®</sup> stores (with the exception of the handful of stores that do not have pharmacies.)

**Don't put punctuation between the name and the trademark symbol. In print, you can stack the mark and punctuation with the mark slightly closer to the word.**

### **Incorrect:**

Join ExtraCare.<sup>®</sup>  
Save time with ScriptSync.<sup>®\*</sup>

### **Correct:**

Join ExtraCare<sup>®</sup>.  
Save time with ScriptSync<sup>®\*</sup>.

**Don't "pluralize" our brand names or split them with line breaks.**

### **Incorrect:**

CVS                      Minute-  
Pharmacies            Clinics

### **Correct:**

CVS Pharmacy<sup>®</sup>      MinuteClinic<sup>®</sup>

# Casing

There are times to title, there are times to sentence.  
Here's how you figure it all out, just in case....



## Casing overview

### General rules

With our recent rebranding, we've updated casing guidelines to be more contemporary and friendly.

- Most type, including headlines and body copy, is sentence case.
- Words should never be all uppercase unless needed for wayfinding or required for an internal or third-party brand.
- Do not uppercase category names in print or digital. Exceptions: store wayfinding/category signage, site navigation, site CTAs.

### How to case

- When sentence casing, capitalize the first letter of the first word.
- When title casing, lowercase articles (a, an, the), prepositions (e.g. to, from, for, of, with, in, on, by) and conjunctions (e.g. for, and, but, or, so) except when the first or last word of the line. Verbs (“is,” “am,” “run”) and nouns (“it,” “they,” “hijinks”) are always titlecased.

Print	Digital
<p><b>Marketing and seasonal signage, direct mail</b></p> <ul style="list-style-type: none"><li>• Sentence case headlines, body copy and calls to action.</li><li>• Headlines are not punctuated. If you need to separate sentences or sentence fragments with punctuation, leave off the punctuation for the last sentence.</li></ul>	<p><b>Retail site, WAP and app content; banners; email</b></p> <ul style="list-style-type: none"><li>• Sentence case headlines, subheads, body copy, preview pane copy, personalization zones and calls to action.</li><li>• Title case email subject lines.</li><li>• Headlines are not punctuated. If you need to separate sentences or sentence fragments with punctuation, leave off the punctuation for the last sentence.</li></ul>
<p><b>Wayfinding and category signage</b></p> <ul style="list-style-type: none"><li>• Title case gondola aisle markers and street signs.</li><li>• Permanent store signage is not punctuated.</li><li>• Sentence case is used for seasonal signage and should be punctuated at the writer's discretion.</li></ul>	<p><b>UX navigation</b></p> <ul style="list-style-type: none"><li>• Title case side and top navigation, breadcrumbs, page headers and CTAs (buttons; links shorter than 3–4 words with exceptions allowed for consistency).</li></ul> <p><i>Note: MinuteClinic® service page headers look like big blue headlines. To be sure you're styling the page correctly, check the live site.</i></p>

# ■ **Style quirks and best practices**

We stick up for industry best practices and our very own idiosyncracies. Here are a few that work for us....

# Like anyplace else, we've got a few idiosyncrasies to share:

- CVS.com® is registered and “CVS” should be uppercased; add friendly URLs with a slash and title case so that readers retain them most easily (example: “CVS.com/PharmacyInfo”).
- Our customer service departments have different names and phone numbers. Check CVS.com or ask a business partner to be sure you have the right one.
- 1-800-SHOP CVS doesn't have a hyphen between “SHOP” and “CVS.”
- Toll-free phone numbers start with 1- (1-800-SHOP CVS) unless there are character count restrictions.
- Print pieces usually include job numbers and set up or take down dates.
- We “sign in” and “sign out” of our sites and app. We don't “log in” or “log out.” (More on this in the Best Practices section below.)
- MinuteClinic® services are almost always plural.
- CVS.com/MinuteClinic service and page names have “and” in navigation but “&” in body copy. The site wasn't built to use ampersands in navigation and it never got fixed. Additionally, service pages have a larger blue header that should be title cased as part of navigation.

## Best practices

As writers, our job is to capture their attention almost as quickly as a text from their BFFs or a viral post. Engage them with a brand-right tone and voice and express the benefits of the product or service before they move down the aisle or Google something else.

### A few things we can do to be among the industry's best:

Print	Digital
<p>According to our eye-tracking studies, most in-store signage functions as billboards that are quickly scanned.</p> <ul style="list-style-type: none"><li>• Write short, engaging copy but vary sentence lengths where there's opportunity.</li><li>• Never use a passive voice. Use imperatives to drive action.</li></ul> <p><b>Examples:</b> Zip through the drive-thru. Run errands without running in. Get started now.</p>	<p>Exceptional site experiences are designed and written with a “customer first” lens. Lead readers through — and to the ultimate action — quickly and clearly.</p> <ul style="list-style-type: none"><li>• The pages are endless but your readers’ attention spans are not. People read less in the digital space than they do in print. Write short and use imperatives to drive action.</li><li>• Follow through on promises. Write body copy and CTAs that help readers understand what happens next and don’t disappoint.</li><li>• Signpost the journey by using similar or the same words in navigation, buttons and CTAs. If the nav uses “Skin Care” as 2 words, use “skin care” as 2 words in the body. If you need someone to “sign in” (and the button and nav use “sign in,” then don’t ask readers to “log in.”)</li><li>• Don’t use “Click” in retail content; it is acceptable in CVS Caremark® content. Instead of “click here to get started,” just use “Get started.” Clear and concise.</li><li>• Embed links in sentences.</li><li>• CTAs should be short (maximum 5 words), engaging and directive. Avoid “Learn more” and other nondescript phrases. For accessibility reasons, CTAs and links should describe the content of the link target.</li></ul> <p><b>Examples:</b> Instead of “Learn more,” use “See how CVS Pay works” Instead of “See in-store deal,” use “See more beauty deals” Instead of “Hide,” use “Hide account details”</p> <ul style="list-style-type: none"><li>• Disclaimers and links should never refer to pages on the site when readers are on the site (or in an app). Ex.: “See MinuteClinic.com for details” should become “Get details” and hyperlink directly to the page with the info.</li></ul>

## Best practices (cont.)

### Digital messaging and forms

#### Digital

- Help users avoid errors by providing advance guidance for answering questions and filling out forms.
- Error messages should explain the specifics of the error in addition to providing clear options for action.  
**Example:** “You have no internet connection. Check your cellular options.”
- Don’t use courtesy words like “please” or phrases like “we would like you to” when the purpose of the copy is to get a user to take action.  
Tell them what they have to do instead of asking them to do it.
- Apologizing is appropriate when we are in error (for example, a backend service is down and does not allow us to load ExtraCare® deals), but we don’t need to apologize for user error. (You can use “Oops!” for less weighty areas of the site like ExtraCare; “Sorry!” or “We’re sorry” for pharmacy and MinuteClinic®.)
- For modal error messages or top-of-screen error messages, consider writing in two parts:  
Header — which defines the issue(s)  
Body — which provides options for resolving/checking the issue(s)  
**Example:**  
**Invalid shipping address**  
Your new insurance carrier does not allow prescriptions to ship outside your home state. Enter an address within your state.
- Accessibility best practices for error messages on forms are as follows:
  1. An error message at the top of screen including the # of errors on the page and links to the fields with the errors.  
**Example:**  
**Oops! There are <#> errors on this screen.**  
Correct the errors below and then resubmit.  
Error #1  
Error #2  
Error #3
  2. In-line error messaging for incomplete or invalid data entries.  
**Examples:**  
You must enter your address.  
Your user ID and password do not match.  
Use MM/DD format for birthday information.
- Site navigation, CTAs and email subject lines don’t use registration or trademarks because of superscripting and spam-filtering issues.

**Note:** See the CVS Health® User Experience Copy Style Guide for additional UX content guidelines, including accessibility, error messaging, form labels and help text.

# Word styling

We like our copy to be grammatically correct and fundamentally consistent across brands and vehicles. Following these guidelines gets us closer....

## Grammar

Here's a refresher on how these oft-used words and phrases should be written.

### **Any time vs. anytime**

#### Examples:

Do you have any time to chat? — Noun phrase

We can chat anytime you'd like. — Adverb

### **Check out vs. checkout**

#### Examples:

He's checking out. — Verb

He went to check out. — Verb phrase

He went to the checkout at the front of the store. — Noun

### **Every day vs. everyday**

#### Examples:

She walks to the store every day. — Adverbial phrase

She picks up everyday things at the store. — Adjective

### **In-store vs. in store**

#### Examples:

See in-store deals. — Adjective

Available in store only. — Noun

### **Pickup vs. pick up**

#### Examples:

Try mobile prescription pickup today! — Noun

Order online, pick up in store and start saving. — Verb

### **Same-day vs. same day**

#### Examples:

Enjoy same-day pickup in store of your favorite photos. — Adjective

Order online and pick up in store on the very same day. — Noun

## Punctuation

House style for everything from big bangs to extra spaces.

### Exclamation point (!)

One per page. Max. Exciting offers speak for themselves.

Absolutely avoid this:  
Get your flu shot now!!!

### Hyphen (-), en-dash (–) and em-dash (—)

Hyphens are mainly used for compound words and as a separator for phone numbers. Don't use a space before or after.

Example:  
1-800-000-0000

En-dashes should be used to show numerical ranges, signifying “up to and including” — ranges of dates, ages, pages and the like. Don't use a space before or after.

Example:  
The pharmacy is open May 15–20.

Em-dashes indicate a parenthetical thought or an unfinished one. It's the length of an “M.” Use a space before and after.

Example:  
The pharmacists — all of whom are certified by CVS Pharmacy® — take classes to stay informed of current trends.

### Ellipsis

An ellipsis is a set of three periods ( ... ) indicating an omission, to create a dramatic pause or to end an incomplete sentence.

An ellipsis should have a single space on either side, except when adjacent to a quotation mark in which case there should be no space.

Use 4 periods at the end of a sentence (....). No space is required between the last word and the ellipsis. Use a space before the next sentence.

Example:  
In twilight ... the building looked blue.  
And the winner is ... James Dean!  
“It was impossible to see.... Then I heard a thump.”

### Quote mark

Use single quotes for quotes within quotes and in headlines.

Examples:  
Save 50% on ‘top-rated’ giraffe  
“Then he said, ‘I’m flabbergasted.’”

Use double quote marks (“ ”) around quotations and when highlighting words or phrases in text. (Note: We never put quote marks around button names in instructional text.) Periods and commas always go within quote marks; question marks, exclamation points, dashes and semicolons go inside when they apply to the quoted matter.

Examples:  
“He has admirable qualities,” she said.  
She said she went “to the park.”

### Serial (Oxford) comma

We don't use serial commas — you know, the comma that comes before the last “and” in a list or multi-clause sentence — unless grammatically necessary. When a clause in a series includes “and,” a serial comma or semi-colon is required to clearly delineate the clauses within the sentence.

#### Incorrect:

The mobile petting zoo featured ducks, kittens, and ponies.

#### Correct:

The mobile petting zoo featured ducks, kittens and ponies.

### Space

Always use a single space between sentences. This is now standard for typeset and coded work.



## Styling

There are lots of ways to write dates, states and the like. We've drawn a line in the sand to promote consistency across our body of work.

### Acronyms

As a rule of thumb, we spell out the full name of the organization, program name, word, etc., and follow it by the abbreviation in parentheses. Subsequent references to the name can be shown in the abbreviation form.

#### Example:

The Centers for Disease Control and Prevention (CDC) are testing the vaccine. The CDC will publish its data and conclusions in November.

#### Additional examples:

ADA	Americans with Disabilities Act
HIPAA	Health Insurance Portability & Accountability Act
OTC	Over the counter
PBM	Pharmacy benefit manager
ZIP	(As in ZIP code) Zone Improvement Plan

### Addresses, city and state listings

When listing addresses, use standard abbreviations for street, road, suite, apartment number and the like. For state names, use accepted US Postal Service abbreviations (uppercase both letters; no period).

An exception may be formal, long-form copy where abbreviations may seem out of character, especially when states are listed in body copy without cities. (Note: When states are listed, always follow alphabetical order.)

#### Examples:

612 Maple Ave.  
Boston, MA 02908

Four new stores were opening in  
Los Angeles, CA.

The measles epidemic has rapidly spread to  
California and Florida.

\*Vaccination not available in IL, NY or SC.

### Abbreviations

Professional titles should be uppcased with no period. (See above for street address and state abbreviation rules.)

#### Examples:

RN	Registered nurse
Rx	Pharmacy or prescription
Rph	Pharmacist
MD	Doctor
NP	Nurse practitioner
NPA	Nurse practitioner association

### Ages

When indicating the age of a person or thing, the numeral is not spelled out. Denote age consistently throughout campaign collateral and sites. We recommend the format below.

#### Examples:

2 years or older — first reference  
65 years old  
Under 65 years  
5 months or older — first reference  
5 months old  
Under 5 months

### Capitalization

While capitalization can be treated with some creative license, doing so should never impede message legibility and clarity. As a general guideline, CVS Pharmacy® messaging should follow standard rules of capitalization. Formal nouns should be capitalized unless it's the style to use lowercase. Avoid superfluous capitalization of words that are intended to appear important but are not formal nouns, such as associate, flu, patient, pharmacist, representative.

Never entirely uppcase a word that is not an acronym except in ExtraCare® messaging.

#### Conditions

Check the dictionary to see if the condition should be capitalized. Those named after people, like "Lou Gehrig's disease," often are; those that aren't, like "flu," are not.

#### Seasons

Seasons are not capitalized unless part of a formal event or followed by the year.

## Styling (cont.)

### Examples:

We went to the doctor last spring.

We attended the Summer 2017 Allergy Society Conference.

### Vitamins

Capitalize only the vitamin letter. Lowercase the word “vitamin.”

### Examples:

vitamin C, vitamin B

See the Casing section and Appendix for additional examples.

## Dates & Times

### Dates

Traditional and slash-mark formats are acceptable. The preference is to spell out the months or use abbreviations, but slash-mark format can be used when space is limited.

For brevity’s sake, abbreviate days and most months (see below). Additionally, don’t use ordinal numbers — those with “th,” “rd” and “st” suffixes.

### Examples:

(Traditional)	(Slash mark)
Aug. 13, 2016	8/13/16
Aug. 2016	8/16
Thu., Aug. 16	

Example sentence form:

The meeting is scheduled for Tue., Apr. 4, 2016.

The offer expires 5/21/16.

It is acceptable to replace the word “through” with an en-dash, especially when space is restricted.

For coupons, signage and counter cards, show dates as follows:

### Examples:

Valid through 7/14/16.

Expires 8/3/16.

Sale dates 6/30/13–7/15/16.

Use days of the week along with numerical dates on event announcements whenever possible.

### Example:

New product will launch Tue., Sept. 6, 2016.

### Days

Use the 3–word abbreviation: Sun., Mon., Tue., Wed., Thu., Fri., Sat.

Exception is when standing alone in narrative text.

### *Incorrect:*

He went on Sun.

Sunday, April 9

### *Correct:*

He went on Sunday.

Sun., Apr. 9.

### Months

Use the following: Jan., Feb., Mar., Apr., May, June, July, Aug., Sept., Oct., Nov., Dec.

Exception is when standing alone in narrative text.

### *Incorrect:*

She went in Sept.

Sunday, September 9

### *Correct:*

She went in September.

Sun., Sept. 9.

### Times

Use minutes only when necessary. The exception is when writing a range of times. If one time includes minutes, both should for consistency. Use a space between numerals and either “am” or “pm,” which should be lowercased. (Note: Some digital tools default to uppercase “AM” and “PM.”) Separate ranges with an en-dash without spaces before or after.

### Examples:

11 am

3 pm

8 am–5 pm

8:00 am–5:30 pm

### Time Zones

To reduce rework, omit “Standard” and “Daylight Savings” from time zone indications.

ET — Eastern Time

CT — Central Time

MT — Mountain Time

PT — Pacific Time

### **Footnotes**

See Disclaimer section below.

## Styling (cont.)

### Numbers

Measurements can be shown in varied forms as long as they are shown consistently throughout the document or component.

In UX and marketing copy, we often use numerals to save space and increase impact.

When indicating measurements like ounces, pounds, packs and counts, use a space before and a period after the abbreviated unit of measure. To avoid any confusion, always spell out the word “liters.”

Use foot (') or inch marks (") — these are straight up and down — rather than smart quotes (“Hi.”). Conversely, never use measurement marks instead of quotes, even in digital. Note: Some internal coding processes can't manage smart quotes. You'll be told if your pieces can't be submitted with smart quotes.

#### Examples:

6 oz.	6-oz. shampoo
3 lbs.	3-lb. bag
6 pk.	6-pk. assortment
12 ct.	12-ct. box
8½'	

### Offers

Language has been standardized for consistency. Use the appropriate formula:

Save \$  
Save \$ on  
% off  
Take % off

### Phone numbers

Phone numbers do not include parentheses and are hyphenated. It is an internal best practice to put 1- in front of the number. When character counts are tight, such as in text alerts and push notifications, the 1- may be omitted.

#### Examples:

1-800-000-0000 (retail print and sites)  
Call 1-800-000-0000 to enroll in our ExtraCare® program.

When “spelled” phone numbers are used, put the numeric phone number in parenthesis following the number. Use the entire number so it can be coded to dial when tapped on mobile phones.

#### Example:

1.888.FLU.SHOT (1.888.358.7468)  
Call 1-800-SHOP CVS (1-800-746-7287)

A comma follows the 800 phone number, the word “extension” is abbreviated, followed by a period and lowercased.

#### Examples:

The store manager can be reached at  
1-800-000-0000, ext. 3004.

### Website addresses and friendly URLs

Avoid prefacing the web address with http://www.

#### Incorrect:

www.CVS.com

#### Correct:

CVS.com®

Include the registration mark in the web address CVS.com® only once per page on the first instance.

If possible, avoid positioning the web address at the end of a sentence.

#### Incorrect:

The most responses were received by  
www.cvs.com

#### Correct:

Today CVS.com® received the most responses.

Don't put a period at the end of a URL. Readers may type it in.

#### Incorrect:

Visit CVS.com/ScriptSync.

#### Correct:

Visit CVS.com/ScriptSync

Lastly, don't split web addresses onto 2 lines.

#### Incorrect:

Customers appreciate the convenience of CVS.  
com® shipping.

#### Correct:

Customers appreciate the convenience of  
CVS.com® shipping.

## Word choices

Working on a PBM, Omnicare® or enterprise project? See the CVS Caremark® Brand Compliance Tip Sheet (Appendix 7) and the Omnicare Tip Sheet (Appendix 8) for additional word-choice directives.

### Preferred:

#### For employees:

Associates (front store)  
Pharmacy team members (pharmacy; meaning the entire team)  
CVS pharmacists/pharmacists (specifically; use sparingly)

#### For customers:

Customers (front store)  
Customers or patients (retail pharmacy)

#### For digital elements:

Email  
Inbox  
Site  
Website

#### For prescription medications:

Medications  
Prescriptions  
Rx (often used to save space or prevent repetition)  
Script (not preferred; use sparingly)

#### These are 2 words:

Hair care  
Health care  
Skin care

#### These are 1 word with hyphen:

Co-pay, co-payment

#### This is 1 word, no hyphen:

Makeup

#### Do not use:

Happy and healthy (in the same sentence)

Healthcare (as one word)

Phrases that could be construed as health or beauty claims. Instead of “Vitamin A for a healthy you,” use “Vitamin A can make you feel healthier.”

#### Additional references

For questions about grammar or use issues not discussed here, check one of our preferred references:

*AP Style Guide*  
*Merriam-Webster 11th Edition*  
*Chicago Manual of Style*

# Disclaimers and footnotes

Love 'em or not, disclaimers are a fact of retail life. Here's how we take care of that business....

## Disclaimer symbol placement and hierarchy

Also known as reference marks, disclaimer symbols should appear on the first claim on the page. This may be the headline or body copy.

In emails, the first claim is in the body of the email. Subject lines never have a reference mark. If a claim in the preview pane requires a disclaimer symbol, it should match the symbol of the claim in the body.

### Here's the accepted order of disclaimer symbols:

\*  
\*\*  
†  
††  
§  
§§

### Do not use 3 of the same symbol. Move on to 1 of the next symbol.

Incorrect:  
\*\*\*

Correct:  
†

The disclaimer symbol should appear after the word or sentence that contains a claim.

### If a whole sentence, the symbol comes after the ending punctuation.

Incorrect:  
Get your flu shot today\*.  
Save more. Join ExtraCare®\*.

Correct:  
Get your flu shot today.\*  
Save more. Join ExtraCare®.\*

### There shouldn't be a space before or after a disclaimer symbol, either in the claim or the disclaimer itself.

Incorrect:  
\* See store for details.

Correct:  
\*See store for details.

In digital badges and banners (including paid and social media), the symbol can be removed if the CTA takes readers to a page listing the disclaimer.


Certain print materials can use a shortened disclaimer as long as a prominent in-store piece includes the full disclaimer. Typically used: "See store for details" for perimeter pieces; "Ask a pharmacy team member" or "Ask me for details" for in-store pieces.

## Approved type sizes for disclaimers

The Legal team has strict guidelines for disclaimer size. These vary depending on piece. See Appendix or Disclaimer Style Guide at CVSSStyleGuide.com.

**It's flu season.  
We've got you covered.**

**\$5 off \$25\* when  
you get a no-cost  
flu shot.\*\***



\* Offer available from 8/14/17 through 3/31/18. Coupon valid for one time use at CVS Pharmacy® locations only, on non-pharmacy purchases with a minimum purchase of \$25. Savings applied to total qualifying purchase after other coupons & discounts are applied. ExtraCare® card must be presented for savings. Cannot be redeemed at MinuteClinic® or to discount flu shot. Terms and conditions are applied to coupon. See coupon for details. Coupon cannot be issued or redeemed in AR, NJ, NY and HI or CVS Pharmacy locations inside Target stores. Coupon also cannot be issued at MinuteClinic locations in MA, RI and PA. Limit one per customer.

\*\* Flu shots available when immunizing pharmacist or MinuteClinic health care provider is on duty, while supplies last. Age restrictions apply. Eligible patients will not pay any copayments unless otherwise required by their plan, including Medicare Part B.

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**Disclaimer  
copy 8 pt.**

Counter mat

## Where to find most updated disclaimers


**For marketing projects**, disclaimers should be provided by the business partner in the project brief. The business partner is the liaison to Legal and should have the most accurate language.

**For UX projects**, limit disclaimers by keeping critical information in the copy block where users will be mostly likely to read and benefit from it.

**For coupon disclaimer language**, see the CVS Health® Brand Center (CVSHealthBrandCenter.com)

**Don't wait. The next outbreak could be around the corner.**

**\$5 off \$25\* when you get a no-cost flu shot.\*\***



\* Offer available 8/14/17 to 3/31/18. Coupon valid for one time use at CVS Pharmacy® locations on non-pharmacy purchases with a minimum purchase of \$25. ExtraCare® card must be presented for savings. Cannot be redeemed at MinuteClinic or to discount flu shot. Terms and conditions are applied to coupon. See coupon for details. Cannot be issued or redeemed in AR, NJ, NY and HI or CVS Pharmacy locations inside Target stores. Cannot be issued at MinuteClinic locations in MA, RI and PA. Limit one per customer.  
\*\*Flu shots available when immunizing pharmacist or MinuteClinic® health care provider is on duty, while supplies last. Age restrictions apply.

**CVS pharmacy®**

Disclaimer copy 8 pt.

CCP



**\$5 off \$25**  
when you get a  
no-cost flu shot.

**CVS pharmacy®**

See store for details.

Disclaimer copy 85 pt.

Sidewalk sign



## Footnotes

Footnotes can be identified by the word “source,” a disclaimer/reference mark like an asterisk or a typical superscripted number. A source notation is appropriate with an infographic and within body copy. If you have other disclaimers on the page and want to list your reference at the bottom, go with the disclaimer symbol.

Provide a complete reference so curious readers can find the information for themselves. This also can put us in a better position if the information is questioned.

For site pages, blogs and other digital resources that aren’t digitizing printed work, cite the date accessed as well as the full URL. This provides a snapshot in time and may help prove that we weren’t making it up if the page is taken down or updated.

For consistency, follow the *Chicago Manual of Style*.

### Print resource examples:

Source: World Health Organization, WHO Editorial Style Manual (Geneva: World Health Organization, 1993).

\*Jane Austen, *Sense & Sensibility* (New York: Penguin Books, 1989), 22–95.

<sup>1</sup>Judith Lewis, “‘Tis Misfortune to Be a Great Ladie’: Maternal Mortality in the British Aristocracy, 1558–1959,” *Journal of British Studies* 37 (1998): 26–53.

### Digital resource examples:

Source: Centers for Disease Control and Prevention, “About the Zika Virus,” Centers for Disease Control and Prevention, [http://www.cdc.gov/zikavirus\\_20130](http://www.cdc.gov/zikavirus_20130) (accessed Aug. 22, 2016).

\*Jessica Reaves, “A Weighty Issue,” interview with James Rosen, *Time*, March 14, 2001, <http://www.time.com/time/nation/article/0,8599,102443,00.html>

<sup>1</sup>Frank Bruno, “Per Se Fails,” *New York Times*, March 25, 2001. <http://www.nytimes.com/2001/03/25/food/bruni.html>

# Thanks!

Now that you know the nuts and bolts of our style, you're good to go write fabulous, buttoned-up stuff.

Questions? Email us:

Retail copy style — Michelle Nellett-Levy

[Michelle.Nellett-Levy@CVSHealth.com](mailto:Michelle.Nellett-Levy@CVSHealth.com)

Retail voice and tone — Kimberly Cole

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UX content — Kimberly Sweet

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# Appendix

# 1. Owned asset specs and character counts

## Store

CareCheck Plus panel Limited to size 3½" x 2½"

Debit readers 320 x 82 pixels;  
800 x 176 pixels

Electronic message board (outside) 35 characters

In-store radio :30 seconds  
(70–75 words)

Receipts 38 each on  
(self-contained 3 self-contained lines)

## Digital

(For email components, see Appendix 2.)

Push notifications (vary by OS)

### Lock screen

(On face of unlocked phone)

### Appr. character counts:

Android title-18, subtitle 26  
iPhone 138 total

### Inbox

(Truncated version of rich message)

### Appr. character counts:

Android title-32, body 94  
iPhone-title 22, body 36

## Rich message

(Dedicated page that should be designed)  
Unlimited.

Text alerts 160 characters

## Social

Facebook Post 90; image less than 20% caption

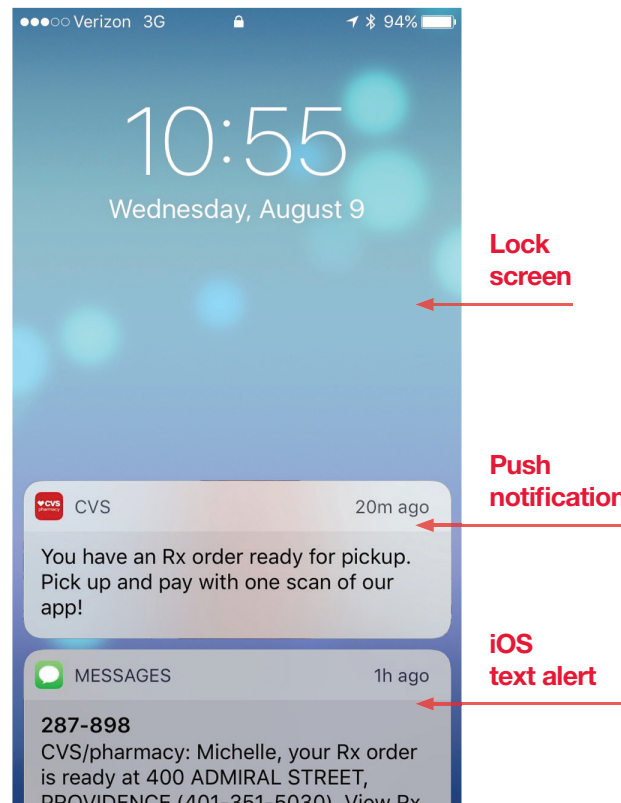
Instagram caption 115

Twitter Text-only 140  
With bit.ly link 119  
With photo 116  
With a link and a photo 95

YieldMo Head 20, subhead 25, body 60

## Corporate

CCTV 1280 x 720 pixels  
MyLife banner 199 x 200 pixels



# 2. Emails in depth

## Subject lines:

- Always use title case. In emails except MinuteClinic®, add <Name,> to beginning, middle or end. Brackets indicate variable data.
- Best practice is 35–50 characters in length including name.

### Example:

<Name,> Age Gracefully with 4 Easy Steps!

## Email preview panes (super subject lines):

- Always use sentence case.
- Best practice is 90 characters.
- Copy in the Preview Pane should not repeat the Subject Line, much as copy in the Brand Bar should not repeat the Subject Line or Preview Pane. These three elements should work together to tease the email and tell a story.

### Example:

Beauty deal! Save \$3 on products that fight lines and keep creases at bay, through 7/2/16.

## Brand bars (personalization lines):

- Always use sentence case.
- Best practice is 35 characters, not including the <Name,> field.
- This area is our opportunity to be fun, clever, humorous and snappy.

### Example:

<Name,> freshen up with a Neutrogena® deal!

## Headlines:

Use sentence case for the most part. Punctuation is at the writer's discretion.

### Example:

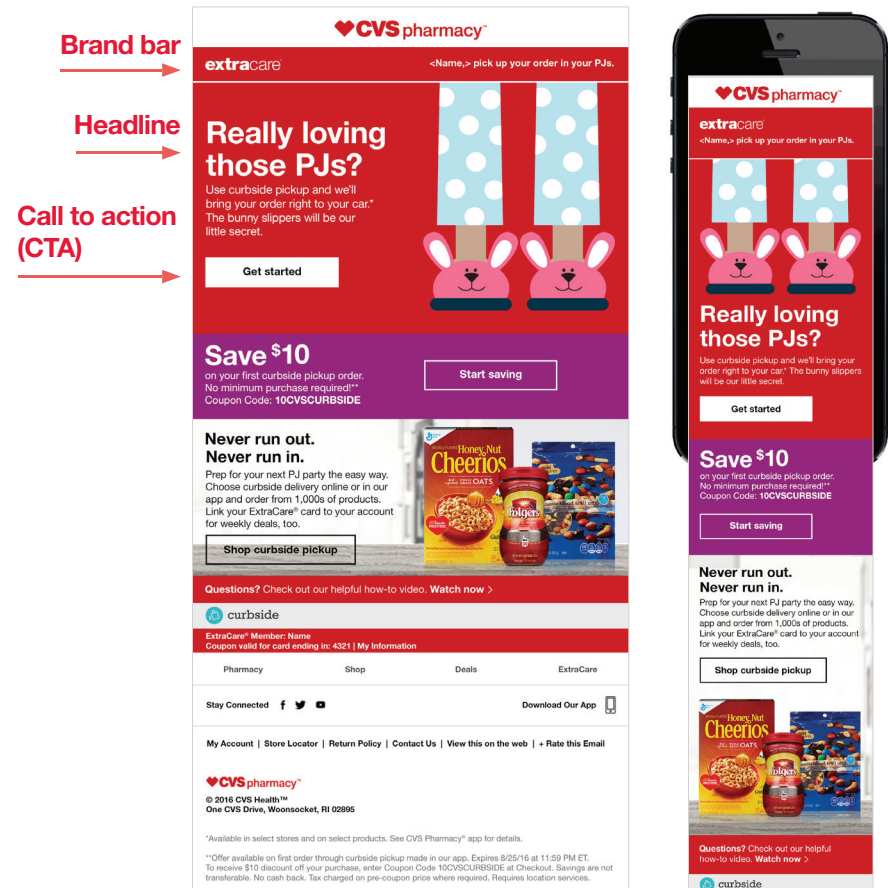
Healthy skin is beautiful skin.

## Calls to action:

Use sentence case, write short, and be directive and/or engaging. (See Best Practices section.)

### Examples:

See how it works  
Maintain your mane  
See more beauty deals



# 3. CVS.com® pages demystified

## Title Case

- Page “breadcrumbs” — title case
- Page headers — title case; not punctuated
- Page subheads — title case; punctuated
- Side navigation — title case; not punctuated

## Sentence case

- Page headlines — sentence case; punctuated if needed
- Page subheads — sentence case; punctuated
- Page body copy — sentence case; usually end in period or, sparingly, exclamation point
- Bullets, tables and charts — sentence case; not punctuated
- Lightbox headlines and copy — sentence case; not punctuated
- Tab headers — sentence case; not punctuated
- Form fields
- Names of buttons or form fields in body copy — sentence case (Enter your “First name” and then tap “Submit.”)
- Modal headlines — sentence case; not punctuated
- Modal subheads — (if needed) sentence case; punctuated
- Modal body copy — These should be proper sentences that are punctuated.
- Long, embedded text links — sentence case; underlined (If you’d like an example, see this useful page > )
- In-line error messages — sentence case; punctuated.
- Stand-alone error messages — sentence case; punctuated.
- Long phrases and sentences in bullets — usually sentence case and punctuated if appropriate
- Short (up to 4-word) links — sentence case; not punctuated
- Buttons/calls to action — sentence case; not punctuated

The screenshot shows the CVS.com homepage with several annotations:

- Navigation:** Points to the top navigation bar containing links like "myCVS® Store", "myWeekly Ad", "Sign In or Create an Account", "Store Locator", and "Español".
- Breadcrumbs:** Points to the navigation bar below the logo, containing "Pharmacy", "MinuteClinic™", "Shop", "ExtraCare®", "Optical", and "Photo".
- Headline:** Points to the main heading "Welcome to the CVS Pharmacy® experience." in the hero banner.
- Call to action (CTA):** Points to the red button "Explore online tools" in the hero banner.
- Subhead:** Points to the subheading "Experience money-saving rewards with every prescription.\*" in the rewards section.
- Embedded text link:** Points to the underlined link "create an account" in the text "To explore our online features, create an account or sign in."

The page content includes a hero banner with a pharmacist illustration, a rewards section, a mission statement, and a list of services.

# 3. CVS.com® pages demystified (cont.)

## ALL UPPERCASE

QUICK STATUS MESSAGES — indicate “ON” “OFF” “PENDING”

## Example of page format

Page Header

Page headline

Here's a subhead.

Body copy goes here.

- Long sentence goes here.
- Long sentence goes here.

If you'd like to embed a link, see this style.

Call to action >

Care 1-on-1®

Care and support you need

Call your Care Team anytime.

We're available 24/7.

- Enroll in special services.
  - Get individual counseling.
- Get details about ScriptSync®.

Get care now >

## Modals

Modal title

Here's a modal subhead.

Body copy goes here.

Oops!

There's a problem.

Please try again or call Customer Care at 1-xxx-xxx-xxx.

## Error messages

This explains why and/or just what to do and ends with a period.

# 4. MinuteClinic® service pages in sync

## Title Case

- Page “Breadcrumbs” — title case
- Page Title/Header — title case; not punctuated
- Side Navigation — title case; not punctuated
- Footer — title case; not punctuated

## Sentence case

- Page headlines — sentence case; not punctuated
- Page subheads — sentence case; not punctuated unless sentences that beg them
- Modal headlines — sentence case; not punctuated
- Modal subheads — sentence case; punctuated
- Modal body copy — These should be proper sentences that are punctuated.
- Long, embedded links — sentence case (For examples, see this useful page >)

- General body copy — sentence case; end in period or, sparingly, exclamation point
- Error messages — often begin with “Sorry, we’re unable to complete your request. Please call MinuteClinic Patient Care at 1-xxx-xxx-xxxx.”; end in period; no headline

- Search form copy — sentence case; end with colon when appears before a box

## Names and nouns/phrases

- in tables and charts — sentence case; not punctuated

- Tab headers — sentence case; not punctuated

- Short (2-Word) Links — sentence case; as active as possible; underlined (Feel better. Here’s how > )

- Buttons/Calls to action — sentence case; not punctuated

## ALL UPPERCASE

- QUICK STATUS MESSAGES — to indicate “ON” “OFF” “PENDING”

## Example of page format

Title/header	History
Headline (fragment)	Meeting the need for convenient health care
1–2 sentence intro	We’ve provided high-quality health care where people live and work since 2000. We continue to grow to meet demand.
Subhead (frag. or sent.)	QuickMedx revolutionizes the field
Body copy	The first QuickMedx centers, the predecessor to...

The screenshot shows the MinuteClinic website interface. At the top, there is a purple navigation bar with a search icon and the text "NEW! See wait times and get in line ahead of time at a MinuteClinic near you. Get started >". Below this is a white header with the MinuteClinic logo and navigation links: "Clinic Locator", "Services", and "Insurance & Billing". A search bar is located on the right side of the header. The main content area features a "Services" section with a sidebar menu listing various conditions like "Allergy Symptoms", "Bronchitis and Coughs", "Earaches and Ear Infections", etc. The "Bronchitis and Coughs" item is highlighted. The main content area has a subheader "Bronchitis & Coughs" and a headline "Kick that cough". Below the headline is a sub-section "What to know before your visit" with a list of symptoms and a "Learn more >" link. There are also tabs for "Service Details" and "Service Availability".



# 5. Disclaimer sizing chart

Refer to the Disclaimer Style Guide in the CVS Health Brand Center ([CVSHealthBrandCenter.com](http://CVSHealthBrandCenter.com)).

# 6. CVS Caremark® program and service notes

The following are examples of approved phrasing that can be used in program-specific copy. Benefits of each program are also highlighted. Please keep in mind that this is a guide and not an exhaustive list. It also is subject to change.

## Retail to Mail

### Copy examples:

- 90-day refills by mail
- 90-day supplies of the medications you take regularly
- Start today; Start saving today with 90-day refills by mail
- 90-day refills may save you money
- Save an average of \$XX per year (if available)
- An easy way to save money on the medications you take regularly
- Delivery by mail; Your medications will be delivered by mail
- Your medications delivered when you need them, where you need them
- No-cost shipping; Medications are shipped at no cost
- Your refills will be delivered to you by mail, anywhere you like
- No cost shipping; There's no charge for shipping
- Don't use: free shipping/shipping is free, 90-day refills at mail, ReadyFill®

### Benefit examples:

Save time: You won't have to visit the pharmacy every month to pick up your medication

Easy to get started: Call or visit us online to kick start the process. We'll contact your doctor for a new prescription and handle all the details.

Peace of mind: You'll have the medications you need, when you need them.

## Maintenance Choice

### Copy examples:

- 90-day refills; start 90-day refills
- Easy way to save money on the medications you take regularly
- Start today; Start saving today with 90-day refills
- 90-day refills may save you money

- Save an average of \$XX per year (if available)
- You can have your 90-day supplies of your medications delivered by mail or pick them up at any CVS Pharmacy®
- You'll have the medications you need when you need them
- No cost shipping; there's no charge for shipping
- You've reached your 30-day fill limit, so it's time to change to 90-day refills
- We want to make sure you don't have to pay more
- We don't want you to miss an opportunity to save on your medications
- Don't use: free shipping/shipping is free, Maintenance Choice

### Benefit examples:

Save money: Save an average of \$XX a year.

Choose delivery or pickup: It's the same low price. Have your medications delivered by mail or pick them up at your local CVS Pharmacy (including those inside Target stores).

Get shipping at no extra cost: 90-day refills are delivered in discreet packaging and can be tracked online.

Get peace of mind: You'll have the medications you need, when you need them.

## Automatic refills

### Copy examples:

- Start automatic refills
- We can automatically renew your prescriptions
- We'll contact your doctor for you
- Easy way to make sure you never miss a refill
- We'll keep track of refill schedules for you
- Getting your prescriptions has never been so convenient
- Get your refills right when you need them
- Easy to get started and there's no charge
- One less thing you have to worry about
- Don't use: sign up for automatic refills, enroll in automatic refills, ReadyFill, ReadyFill at Mail

## 6. CVS Caremark® program and service notes (cont.)

### Benefit examples:

Control and convenience: We'll alert you 10 days before we refill in case you need to change the delivery date or location.

Track your prescriptions: Sign up for free order status alerts by email, phone or text.

Never miss a dose again: We order refills for you and make sure they arrive in plenty of time.

No-cost shipping: Refills are delivered in discreet packaging where you need them, when you need them.

### New to therapy

#### Copy examples:

- We understand that you recently started filling prescriptions for medications you'll take regularly
- We want you to know about benefits that could save you money
- Could make managing your medications easier
- We're here to help you if you have questions

#### Benefit examples:

Get medications delivered to your door: You can have 90-day supplies of your medications delivered by mail, on time and anywhere you like, with no-cost shipping. You'll have the medications you need, when you need them. And 90-day supplies may save you money.

Manage your medications online, anytime: If you haven't already registered at Caremark.com, it only takes a few minutes. Once you're registered, you can:

- Refill medications and check order status
- Check drug costs and see prescription history
- Review your coverage and more

### Care 1-on-1®

#### Copy examples:

- We're here when you need us
- Take advantage of Care 1-on-1
- 24/7 personalized phone support from a Pharmacy Care Team
- Available when you fill your medications at any CVS Pharmacy®
- No wait time or automated messaging
- You'll save time and get the support you need
- Helps you stay on track
- Start today with a call to our CVS Caremark support line at 1-800-511-7410
- Note: Program name can be used in member-facing material

#### Benefit examples:

Medication Organization: Solutions to help you take the right medication at the right time:

- Script synchronization to align refills on the same day
- 90-day supply transitions (when appropriate)

Local Medication Delivery: (where available) Safe, reliable and prompt delivery (at no extra cost) from your local CVS Pharmacy store team.

24/7 Personalized Pharmacy Support: A pharmacist-led care team will provide private, personalized counseling on drug side effects, interactions, alternatives and more.

### Digital

#### Copy examples:

- Register today
- Register at Caremark.com
- Visit Caremark.com/xxxx
- Manage your medications online
- It only takes a few minutes to register
- You're just a few clicks away
- Get your digital benefits
- Once you've registered you can
- Refill medications and check order status

## 6. CVS Caremark® program and service notes (cont.)

- Check drug costs and see your prescription history
- Review your coverage
- Find network pharmacies

### Benefit examples:

Track your prescriptions: Start free order status alerts by email, phone or text. Manage your medications online, anytime: If you haven't already registered at Caremark.com, it only takes a few minutes. Once you're registered, you can:

- Refill medications
- Check order status
- Check drug costs
- See prescription history
- Review your coverage and more
- Find network pharmacies

### Welcome communications

#### Copy examples:

- Welcome to CVS Caremark
- We manage your prescription benefits just like your health insurance company manages your medical benefits
- We help you get the medication you need, when you need it
- We're here for you

### First Fill (Mail Service)

#### Copy examples:

- Thank you for filling your prescription with CVS Caremark Mail Service Pharmacy
- Now that you've chosen mail service
- It's easy to keep track of your refills; set up order status alerts at Caremark.com
- Receive order status alerts by email, phone or text

# 7. CVS Caremark® brand compliance tip sheet

## Addressing plan members

- In plan member communications, do not refer to them as members of CVS Caremark. They are members of their plan sponsor's plan. Also, members' prescription benefit plans should be attributed to the plan and not CVS Caremark.
- On targeted member letters based on utilization and claims, do not use "you or your covered dependents." Must directly address letters to only the targeted member.
- Use "plan member" on first reference and "member" thereafter (instead of "plan participant" and "participant"), regardless of whether they are tied to a health plan, an employer or another plan sponsor group
- Use of "plan member" for PBM communications does not apply to Medicare/Med D. For Medicare-related communications, the current standard references remain "beneficiary" or "beneficiaries."
- In PowerPoint decks only, it is acceptable to use "member" without referencing "plan member" first
- Use plain language — clear, simple and concise
- Use "doctor," "prescriber" or "doctor or other prescriber" when appropriate (i.e., when a nurse practitioner or physician assistant are prescribing) rather than "physician"
- Use "drug" for health literacy and lower reading levels (although typically not used for member communications regarding controlled substances) and "medicine." Both are appropriate.
- Avoid technical and overly clinical language
- Use "patient" to refer to someone getting a prescription at a retail pharmacy, depending on audience and context
- Omnicare prefers "resident" rather than "patient"
- Disability etiquette — When referring to a disability, use the word "people" before referring to the disability (e.g., people with epilepsy); avoid use of "victim" or "sufferer"

## Addressing Specialty patients

- Use either "patient" or "plan member" depending upon the audience and content
- Use "medication," "medicine" and "drug." For lower reading levels such as Medicaid, "medicine" and "drug" are appropriate.

## Addressing clients

- Use "plan sponsor" to refer to employers, government agencies, labor organizations/unions, and other non-health plan clients
- Use "drug," "medicine," "medication"
- Use "plan member" rather than "participant" or "employee"
- Use "physician" rather than "doctor"
- Omnicare prefers "customer" rather than "client"

## Addressing physicians

- Use "drug," "medicine," "medication" and "patient," especially when referring to specialty services

## For all communications

- Use 12-point Arial font in letters
- Text in a bulleted list should not end with a period, unless there is more than one sentence within the bullet. Capitalize the first word following the bullet. When a phrase is being

completed and you are using bullets, lowercase the first word following the bullet and use a semicolon at the end of each phrase and on the last bullet, use a period.

- If a sentence contains a simple series of items, do not place a comma before the conjunction (e.g., "diet, exercise, stress reduction and medicine"), unless the series is long and complex
- A TDD phone number should be included in member letters that include a Customer Care phone number
- Use one space between sentences
- Never include member personal/private health information (PHI, PII) on documents (including screen shots, charts, letters, emails, manuals, etc.). This includes Social Security numbers, dates of birth, names, etc. When in doubt, consult the Privacy Office for guidance.
- Signature lines on member letters can include or exclude "CVS Caremark" based on preference or spacing concerns
- When sourcing client-specific case studies, use CVS Caremark Analytic Consulting Services and the year or date when the analysis was done or updated. For sourcing evaluations and BOB analysis, use Enterprise Analytics.

## Do not use these words/terms/logos

- Avoid superlatives — adjectives that denote an extreme degree of comparison due to legal implications
- "ABC Company" as a placeholder in client documents (use "XYZ Company")
- access to 99% of specialty drugs (use access to 99% of specialty drug spend)
- actionable
- actual or mock patient names in letters (use "Patient Name" as a placeholder for member/patient information)
- Adherence to Care
- all
- always
- "an extension of your practice" (in messaging to physicians regarding specialty pharmacy)
- best (use "better")
- best-in-class as a marketing phrase; Only use for clients who analytically qualify
- broadest (use "broader")
- business unit
- "business" or "division" to describe specialty, MinuteClinic or Medicare Part D (use "specialty pharmacy" or "retail medical clinics")
- CaremarkConnect® (use Specialty Customer Care)
- chasing paperwork (use completing paperwork)
- chronic and specialty conditions (use "chronic and complex conditions")
- Common Patient Pharmacy Profile (use Enterprise Patient Pharmacy Profile – EP3)
- completely
- complex patients [use patients with greatest needs (PGNs) or "patients with complex care needs"]
- continue pushing (use "continue to focus on...")
- conversion (use "satisfaction and retention")
- copay penalty (use "pay a higher cost share")
- Customer Service (use "Customer Care")
- CVSC (don't use externally)

# 7. CVS Caremark® brand compliance tip sheet (cont.)

- CVS Caremark’s prior authorization policy (use “your plan’s prior authorization policy”; a plan determines what is included in a formulary and what needs prior authorization)
- CVS Caremark | CarePlus logo
- CVS Pharmacies (use CVS Pharmacy locations or stores)
- diabetic (use “diabetes” or “member/person with diabetes”); the same applies to members with asthma and epilepsy, etc.
- drive/driving (do not use in connection with “drive traffic to CVS” or “driving share of CVS pharmacies” — these references suggest steering)
- drug tools (use “drug coverage and cost tools,” “prescription plan tools,” “navigation tools” or “site tools”)
- early (use “earlier”)
- enterprise share (use enterprise dispensing growth or enterprise relationships)
- ensure (use “help to ensure”)
- error (use “issue”)
- expert (use “dedicated,” “skill,” “training,” “knowledge,” “experienced”) (“expertise” may be acceptable)
- exploit (use “focus on”)
- FastStart physician line 1-800-378-5697; use e-prescribing online instructions for prescribers
- free (use “at no additional cost,” “no cost” or “won’t cost you a thing” for a lower reading level)
- gaining market share (use “growing presence”)
- granularity (use “detailed”)
- grow share (use “grow revenue and prescription volume”)
- guarantee (unless referring to an actual contractual guarantee)
- “Handicapped” or “the handicapped” (use person with a disability, member with MS, patient with diabetes, etc.)
- “helping you pay less for your prescriptions” (per Legal, focus should not be on CVS Caremark for GST-related changes)
- highest (use “higher”)
- High Performance Formulary Plan Design (use “Generic Step Therapy Plans”)
- home delivery (use “mail service”)
- impact (use “affect”)
- infertility (use “fertility”)
- inflation (use “price increase”)
- influence (when referring to government employees/agencies; use “collaborate”)
- it has come to our attention (in apology letters)
- largest
- lift (use “adherence improvement”)
- limit patient access to medications (use “CVS Health is taking a stand against substantial price increases that unnecessarily add costs for clients and members”)
- learnings
- the leader
- least (use “less”)
- leverage (use apply or utilize)
- lower-cost brand (use “preferred brand”)
- lowest (use “lower”)
- marketing dollar spend strategies (use “budget”)
- meds
- mine (use “how to find patients that would benefit from our services”)
- more aggressive (use “tighter”)
- more than any
- most
- narrow (use “cost effective”)
- never
- only (use “leading” rather than stating that we are the only one to offer specific features or services)
- over (use “more than” with numerals)
- on behalf of
- “One Team, Connected Care” tagline and blue Specialty Connect logo or petals – not for external use
- opportunity (in member-facing communications use “choice” or “option” for plain language)
- our members (they are members of their plan)
- partner or partnership — In relation to pharmaceutical manufacturers, clients or vendors; use “associate,” “colleague” or “collaborate”
- Patient Care Initiative for external-facing documents. Use Adherence Programs at CVS Pharmacy or name the components (i.e., First-Fill Counseling, Adherence Outreach, etc.).
- penalty (use “extra cost share”)
- Performance Step Therapy (use Performance Generic Step Therapy)
- Pharmacy Advisor Engine
- Preferred Drug Optimization (PDO) [use High Performance Generic Step Therapy (HPGST)]
- preferred plan finder (use “Find a Health Plan” tool)
- Proactive Medication Management™
- Proactive Pharmacy Care™
- Proactive Pharmacy Choice™
- Proactive Specialty Management™
- profitability (use success)
- promise
- reduced staff burden (use “streamline staff activities”)
- referral partner (use “provider”)
- remove risk (use “minimize risk”)
- restrict (use “limit”)  
scripts
- service business unit (use “service line”)
- share (use “dispensing volume” or “prescription volume” or “dispensing growth”)
- specialty conditions (use “chronic and complex conditions”)
- specialty referral programs
- stay healthy (use “stay on your path to better health”)
- steer (use “guide” or “change”)
- superior
- switch (for general member materials use “substitute,” “change,” “choose,” “shift” or “move to”)

# 7. CVS Caremark® brand compliance tip sheet (cont.)

- switch (ok to use for Medicare plan members as it means they have decided to move to another plan)
- tactic (use “approach” or “strategy”)
- Target pharmacies (use “pharmacies at Target stores or at Target locations”)
- unmatched (use “broad”)
- via (use “through”)
- we have become aware (in apology letters)
- won (use “retain”)
- will (use “can” or “may”)
- wrap (Do not use when referring to EGWP benefits; instead use “enhanced benefits”)
- Do not use this logo:



## Correct terminology/names

- Adherence to Drug Therapy (only used in client reporting)
- adjudicate/adjudication
- Analytic Consulting Services (formerly known as Analytics and Outcomes) — produces client-specific case studies
- back up (noun and verb); back-up (adjective)
- brand-name (hyphenated when used as an adjective)
- CancelRx
- CareTeam Advanced (rare conditions) and CareTeam Choice (eight specialty conditions)
- carve out (noun and verb), carve-out (adjective)
- CMS Five-Star Quality Rating System on first references; star ratings or star measures for subsequent references
- comorbidity
- company — Do not capitalize unless at the beginning of a sentence
- Refer to Coram as a CVS Health company
- copayment, copay and coinsurance (no hyphen)
- Copyrights — ©2017 CVS Health, ©2017 CVS Caremark
- cost-savings
- cost-sharing
- CVS Caremark Customer Care (not Customer Service); for CVS Specialty Pharmacy use Customer CareTeam
- CVS Caremark Digital Advantage (CDA)
- CVS Caremark Exclusive Choice Network
- CVS Caremark Fertility Managed Plan
- CVS Caremark mobile app
- CVS Caremark Part D Services
- CVS Caremark Pharmacy & Therapeutics Committee
- CVS Caremark Preferred Drug List (when using “CVS Caremark” before “preferred drug list” capitalize all initial letters)
- CVS Health National Network (informal: Our retail pharmacy network)
- CVS Caremark Retail 90 Network
- CVS Health includes our retail business known as CVS Pharmacy; our pharmacy benefit management business is known as CVS Caremark; our walk-in medical clinics, which will be known as CVS MinuteClinic on a limited, mostly internal basis — for consumers it will remain MinuteClinic; and our specialty pharmacy business CVS Specialty
- CVS Health Brand products
- DAW1 (dispense as written by a prescriber)
- DAW2 (dispense as written at the member’s request)
- DAW5 (dispense as written brand-as-generic medications)
- diabetes test strips and antidiabetics (drug class)
- dietitian
- donut hole (Med D)
- eBusiness
- eInvite
- email
- eMessaging
- e-tools
- endpoint
- Enterprise Patient Pharmacy Profile
- e-prescribing and e-Prescribing when capitalization is needed
- e-prescribing specialty references should include the word “Pharmacy” (e.g., e-prescribe specialty prescriptions to CVS Specialty Pharmacy)
- ePresentment
- ePA (for presentations)
- eRx (for presentations)
- fewer, less (fewer refers to items that can be counted; less refers to items that cannot be counted)
- First-Fill Counseling
- follow-up (noun and adjective); follow up (verb)
- generic copay incentive (formerly known as flexible copay incentive)
- Genetic Benefit Management (formerly known as Pharmacogenomics)
- health care
- home care
- health management — How we refer to disease management, case management, wellness, etc. Disease management is specific to the program that manages chronic conditions. For TPAs, we only offer disease management services with the option to add wellness programs.
- immune globulin
- in-depth
- in-person
- INSIGHTS (formerly TrendsRx)
- Internet (capitalize)
- intranet (lowercase, except at the beginning of a sentence)
- log in (verb) and login (adjective)
- log on (verb) and logon (adjective)
- Refer to Longs as a CVS Health company
- long-term and short-term (when a compound modifier)
- mail order and mail order pharmacy for descriptive, informal references
- Maintenance Preferred
- medical carve out (noun and verb), medical carve-out (adjective)
- Max+

# 7. CVS Caremark® brand compliance tip sheet (cont.)

- Medical Pharmacy Management
- MD (use without periods)
- Medication Therapy Counseling (formerly known as High Risk Drug Counseling and MyHealthCoach)
- more than (use with numbers)
- Multi-dose references (CVS Pharmacy):
- Multi-dose packs
- CVS Pharmacy Multi-Dose Team
- Multi-Dose references (Non CVS Pharmacy):
- multi-dose packs
- multi-dose pharmacy
- MyBenefits
- MyChoice
- MyHealth Teams (MHT)
- MyHR
- non-adherence
- non-formulary (non-covered drugs within our standard formulary)
- non-preferred (covered drugs but not a preferred product, typically a third-tier drug)
- Omnicare (a CVS Health company)
- ongoing
- online
- on-site (adjective or adverb)
- options (i.e., generic drug options, rather than generic equivalent or generic alternative)
- over (refers to spatial elements)
- overutilize, overdiagnosed
- Patient-Centered Care Program
- payor
- PayPal Credit (formerly known as Bill Me Later)
- PCSK9 inhibitors
- pharmacy benefit manager [a global description of CVS Caremark; we focus on more than just prescriptions; use in client- and member-facing materials; e.g., CVS Caremark is a pharmacy benefit manager and CVS Health (the enterprise) is a pharmacy innovation company]
- PharmD (note capitalization, use without periods)
- PhotoFill (scan paper script)
- pick up (noun and verb); pick-up (adjective)
- point-of-care (adjective)
- point-of-sale (adjective)
- prescription benefit plan (use in member-facing materials to describe member benefits relating to their prescriptions)
- prescription ID card
- preventive
- Rare Care Management (Accordant)
- RECAP
- re-evaluate
- round table
- RPh (note capitalization, use without periods)

- RxClaim
- scan to refill (uses a bar code for refills)
- sign-up (noun and adjective); sign up (verb)
- Smart Edit
- SmartPA
- Social Security number
- Specialty Customer Care
- tear off (noun and verb); tear-off (adjective)
- TGAM (Targeted Generic Messaging, rather than Targeted Generic Mailing)
- The Joint Commission (no longer JCAHO)
- Therapeutic Alternative Database (TAD)
- time zones — Use two-letter acronyms (e.g., ET, CT, MT)
- Toolkit as a part of a proper noun; tool kit for other mentions
- touchpoint
- toward (not towards)
- Transitional Care Medication Counseling program
- turn around (verb); turnaround (adjective)
- two-tier, three-tier, four-tier; preferable would be generics, preferred brand and non-preferred brands
- underutilize, underdiagnosed
- Universal American
- value-added
- website (note lowercase, one word)
- ZIP code

## Phone numbers, TDDs and URLs

- TDD Numbers:
  - Commercial 1-800-863-5488
  - RxAmerica MED D 1-800-595-8856
  - RxAmerica PBM 1-866-547-0773
  - SilverScript 1-866-236-1069
  - SSI enrollment 1-866-552-6288
- Approved TDD usage: TDD numbers should be placed in the right side of the document footer in 8 pt. Arial font. Or, the following wording can be used within the closing of the document..."If you have a hearing impairment and need telecommunications device (TDD) assistance, please dial 1-XXX-XXX-XXXX."
- For a phone number in member materials, include the complete dialing sequence (e.g., "1-XXX-XXX-XXXX", not "XXX-XXX-XXXX")
- Do not break phone numbers; keep on one line
- For non toll-free numbers use: (area code) XXX-XXXX
- TTY: 711 (for health plan Medicare members)
- Toll-free is no longer required before toll-free phone numbers

## Acronyms

- Spell out acronyms on first reference in communications [e.g., private health information (PHI)]. On second and following references, the acronym may be used.



# 7. CVS Caremark® brand compliance tip sheet (cont.)

- When referring to the United States, use periods in the abbreviation U.S. within text and as an adjective. In headlines no periods are needed.
- When an acronym is plural, do NOT use an apostrophe (e.g., “SAEs” not “SAE’s”)

## Capitalization

- In titles, capitalize hyphenated words (e.g., Long-Term Care)
- Drug class names do not require capitalization when within a sentence (e.g., “generic,” “non-preferred,” “brand-name”)
- When referring to a form/document, do not capitalize unless you are using the actual title
- Avoid over capitalization within a document and be consistent in capitalization throughout
- When writing out a disease name, lowercase each word (unless it is at the beginning of a sentence, then capitalize just the first word). When a disease is named after someone (i.e., Crohn’s disease, von Willebrand disease, etc.) the name should have initial capitalization.

## Web/Caremark.com

- Check all Caremark.com links and references to ensure all links and documents are still viable
- It is no longer required to add www. before a web address
- For the web address in member and client communications, use Caremark.com. (Do not underline the address or use a hyperlink in written documents).
- CVS.com
- CVSSpecialty.com

## Numbers, ages, times and dates

- Numerals for footnotes should follow any adjacent punctuation (e.g., This footnote is correctly positioned.<sup>1</sup>)
- Spell out zero through nine within text
- Spell out percent. For ranges, use 10 to 20 percent or between 10 and 20 percent).
- For flat-dollar amounts, do not use decimal points (e.g., use “\$15 copay,” not “\$15.00 copay”)
- When writing times, do not use “.00” (e.g., use “9 a.m.”)
- Use a colon to separate hours from minutes (e.g., 3:30 p.m.)
- For ages, always use numerals or figures (e.g., The woman is 40 years old.); For inanimate items, write out the number (e.g., The program is thirty years old.).
- T stands for trillions, B for billions, M for millions and K for thousands
- For degrees, use this format (100.0°F)
- For blood sugar values, use this format (XXX mg/dL)
- For blood pressure values, use this format (XXX/XX mm Hg)
- For dates at the beginning of letters (all audiences), within member materials (for health literacy) and marketing materials for clients, write out the month and add the numeric date and four-digit year (January 1, 2017). Within charts, reports and fields (all audiences) which may have limited space, use numerals and a four-digit year (01/01/2017).

## Trademarks

- ActiveHealth CareEngine®
- AccordantCare™ (for members; for clients use Accordant, Accordant Health Services or Accordant health management solutions. For TPAs, option to co-brand as their own when they resell it to their own clients, which is another reason we don’t refer to the AccordantCare brand).

- Advanced Control Formulary™
- Advanced Control Specialty Formulary™
- Alere™
- Allscripts™
- Ask for GenericsSM
- Best Test Genetics Network™
- Bill Me Later®
- Brainshark™
- Buster Bullfrog®
- CARE 1on1™
- CaremarkDirect™
- CarePlus™ (use CVS Pharmacy®)
- CareSolutions™
- CEE®
- Consumer Engagement Engine®
- Coram® CVS Specialty infusion (informally infusion services or infusion nursing services)
- Count on Generics®
- Customer Rx Savings Initiative™
- CVS Caremark®
- CVS Caremark Mail Service Pharmacy™ (inclusion of TM is optional for mail service or mail service pharmacy)
- CVS.com®
- CVS MinuteClinic™ (enterprise level) -- new 2016 branding
- CVS Pharmacy® (for plural use CVS Pharmacy stores or locations; CVS pharmacies; CVS stores; CVS pharmacist)
- CVS Specialty®
- Extra Bucks® when plural; Extra Buck™ when singular
- ExtraCare Advantage for Diabetes®
- ExtraCare® Health Card
- FastStart®
- Health Engagement Engine™
- HealthTag® @ CVS Caremark
- Hemowise®
- iBenefit® Report
- iCentric™
- iSave™
- Longs Drugs®
- LysoDelivery®
- Maintenance Choice® (and Maintenance Choice with Plan Member Opt-Out)
- Maintenance Choice® Advisor
- MinuteClinic® (client/patient level; for plural use MinuteClinic locations or MinuteClinics; do not use name as possessive)
- MinuteClinic® Savings Strategy™
- Monitoring Made Easy™
- Navarro Discount Pharmacy®
- NICE® (Nurses impacting care everyday) (Accordant)

# 7. CVS Caremark® brand compliance tip sheet (cont.)

- OTC Connect®
- OTC Health Solutions®
- OTC Review™
- OTC Viewpoints™
- Pharmacy Advisor®
- Powered by CEE®
- Preferred Choice Network®
- RapidRefill™ (CVS retail program)
- ReadyFill® (CVS retail program)
- ReadyFill at Mail® (not @Mail) — Should not be used in member-facing materials; instead use automatic/auto refills or renewals
- RxEnroll®
- RxInsights®
- RxNavigator®
- RxRequest®
- RxReview® Plus
- RxSavingsPlusSM
- ScriptSync®
- SilverScript® Insurance Company (consumers); SilverScript® Insurance Company, a CVS Health company (clients and others)
- Smart Edit®
- Specialty Connect™ (specialty services through CVS Pharmacy, not AT CVS Pharmacy; should not be used in provider or patient materials)
- Specialty Pick Up at CVS Pharmacy™
- Specialty Select™
- Start to Stop®
- Surescripts® (formerly RxHub)
- Transform Diabetes Care™ Program
- Transplant Care Select®
- Value Formulary (Do not use TM)
- Value Formulary Tiered™
- VitalEye™
- VitalReach®
- Vulnerable Patient Index™
- Per Legal, use a registration symbol with any brand name known to be registered, since CVS Health would look for the same treatment of our own trademarks by other parties. In some instances, where space does not permit, we can forgo the references.

# 8. Omnicare<sup>®</sup> tip sheet

If working on Omnicare pieces, please note that some word choices may be different from standard retail or PBM usage. Here are a few examples:

- Use the term “residents” instead of “patients”
- Use the term “customers” instead of “clients”
- When speaking about family members, the term “responsible party” is typically used
- The term “senior living” refers to “assisted living” and “independent living”
- “Post-acute” is the new term for “skilled nursing”
- Use the term “facilities” for skilled nursing and “communities” for assisted living