

CVS Caremark

Woonsocket, R.I.

CVS Caremark, In 2007, CVS Corporation and Caremark Rx, Inc. merged to become CVS Caremark. The company fills and manages more than 1 billion prescriptions annually. In 2009, CVS Caremark was ranked #19 on the Fortune 500. The company has 215,000 employees across the U.S. There are 65 CVS Caremark sites that have 100 or more employees and 7,000 retail stores with 25 or more employees. The CVS Caremark workforce is predominately female (69%) and 81% of female employees are younger than 50.

Noticeable strides have been made in the field of workplace breastfeeding at the company's Rhode Island campus, where 60% of the workforce is female. Approximately 25-50 births occur per year. Furthermore, since slightly less than half of female employees at this location are under 50, many more women could potentially give birth within the next year. Eight Mothers' Rooms, one per building, are available at the Rhode Island campus.

The Rhode Island campus began its worksite breastfeeding program in 2005. Initially, a recliner was provided in the ladies' restroom lounge for nursing mothers. However, the campus transitioned to a more private environment, designating a small exam room as a Mothers' Room exclusively for lactating mothers. This new Mothers' Room included space for one breastfeeding mother, a refrigerator, art work, a bulletin board for baby photos and health education pamphlets. In 2006, increased demand necessitated moving to a larger room where three stations were available and enclosed by curtains for privacy. Access to the room requires a security card. The company also decided to grant access to visiting employees and consultants upon request. Since the program's inception, the Mothers' Rooms have been created and maintained jointly by the Employee Relations office and the **Your Health Matters** wellness program.

Program Components:

Private Area to Express Milk: All rooms are for lactation only and entry is granted via security pass. Amenities include: private room with security card access, curtains for privacy in rooms with multiple stations, storage for breast pumps, refrigerator for milk storage, nursing pads, moisturizing cream and health education pamphlets.

Breastfeeding Equipment: CVS Caremark does not provide breast pumps to its employees and requires each employee to supply her own equipment. Women may store their pumps in the room.

Milk Expression Scheduling: Mothers are responsible for maintaining the room's schedule, which is designated on a clipboard in each room.

Education & Support: Aside from health education pamphlets, the employee wellness department refers mothers returning to work to other available education resources. In addition, the maternity management program and the disability manager, Unum, refer mothers returning from maternity leave to available resources.

Fortunately, CVS Caremark encountered few barriers in designing their Mothers' Rooms. By using existing exam rooms that were previously unoccupied, CVS Caremark incurred minimal costs. Room maintenance was reimbursed by the human resources department. Currently, scheduling for the Mothers' Rooms is organized by a clipboard in each room.

Word of mouth has been the most successful means of advertising the program. In addition, the employee wellness department refers new mothers to the available resources. The human resources office is another method of referral. Mothers returning from maternity leave must file disability claim paperwork, at which time they are given information on the Mothers' Rooms.

CVS Caremark recently contracted with OptumHealth as its new maternity management vendor. OptumHealth provides access to a variety of maternal and child health resources for all employees, regardless of health plan. Services currently included in the customized OptumHealth program include:

- Maternal support and counseling
- On-site NICU management
- NICU bill audit with all major medical carriers
- Virtual parenting classes
- Community Oriented Pediatric Education (COPE) program (NICU program)
- Program incentives: \$100 per person; \$50 savings bond for child

CVS Caremark states that this program fits well into its overarching comprehensive wellness program, especially given the large percentage of female employees of child-bearing age.

Program outcomes have not been systematically tracked as of yet. However, CVS Caremark recently initiated data tracking with Thomson Reuters in order to gauge wellness outcomes and return-on-investment (ROI). The company also began a users' satisfaction survey. Currently, the company does not have a formal, written lactation policy.

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Workplace Breastfeeding Programs: Employer Case Studies

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- Identifies strategies and develops tools to address health and benefits issues.
- Translates health research into practical solutions for large employers.
- Provides the national voice for large employers and links them with national expertise and resources.

For more information, e-mail healthservices@businessgrouphealth.org.

Issue Brief

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