Client	Page 1 of 5	Prepared by	Date
CVS – Customer Service		Lisa Mullinaux	6/3/07
Deliverable		Approved by	Date
Help – current flow			6/3/07

Left nav - Help:

- Need Help?
- Account Help
- Contact Us
- CVS Brand
- Forgot Password?
- In-store Refill Help
- Refill Reminder Help
- Return Policy
- Rx Information
- Shipping Information
- Shopping Help
- Shopping List Help
- Special Rx Deliveries
- Your Account

HELP Landing page

- ACCOUNT DETAILS
  - FORGOT YOUR PASSWORD OR USER ID?
  - HELP WITH YOUR ACCOUNT
- SHIPPING CHOICES
  - SHIPPING INFORMATION
  - SPECIAL PRESCRIPTION DELIVERIES
- PRESCRIPTION NEEDS
  - ABOUT REFILL REMINDERS
  - PRESCRIPTION INFORMATION
  - REFILLS FOR INSTORE PICKUP
- SHOPPING THE SITE
  - ABOUT CVS BRAND PRODUCTS
  - ABOUT YOUR SHOPPING LIST
  - CONTACT US
  - RETURN POLICY
  - SHOPPING AT CVS.COM

Usability studies of user expectations regarding the location of common e-commerce web objects (4 tests over the last 7 years) have consistently proven that users expect to see internal links on the left side of the page.

"... participants reported that their expectations for the locations of common e-commerce web objects is generally the same as where they would prefer the objects to be located..."

http://www.usabilitynews.org

Left nav – More Info:

- More Information
- Contact Us
- Partner with CVS.com
- Pharmacy Boards
- Privacy Policy
- Terms of Use
- Our Company
- About CVS
- Careers
- Community Involvement
- Investor Relations
- Patient Privacy
- Press Room
- Real Estate
- Suppliers

MORE INFO Landing page

- ABOUT CVS
  - COMPANY HISTORY
  - CONTACT US
  - CVS CORPORATE
- LOYALTY PROGRAMS
  - EXTRA CARE
- PARTNERSHIPS
  - PARTNER WITH CVS.COM
- EMPLOYMENT OPPORTUNITIES
  - CAREERS
- PHARMACY MATTERS
  - PHARMACY BOARDS
- FINANCIAL FACTS & FIGURES
  - INVESTOR RELATIONS
  - PRESS ROOM
- TERMS & CONDITIONS
  - PRIVACY POLICY
  - TERMS OF USE

Footer: Related links on current site:

Questions? Call (888) 607-4287 or email customercare@cvs.com

Contact Us | Help | Site Map | More Info

Client	Page 2 of 5	Prepared by	Date
CVS – Customer Service		Lisa Mullinaux	6/3/07
Deliverable		Approved by	Date
HELP – recommended flow			6/3/07

RECOMMENDATIONS

- Take advantage of left nav links - currently, every link maps to the existing content; layout page content using more contextual grouping
- Using the top 10 issues that the Call Support Center regularly receives calls on, address those needs in the left nav area both by topic and by understanding the user's view when they are looking for help.
- Much of the information currently under 'More Info" is important to the user; reorganize content and rename headings (i.e., Our Company) to help the user know where to go more intuitively for the type of information they are searching for.

TOP 10 ISSUES

1. Pharmacist/pharmacy staff was rude
2. Staff lacks training
3. Long wait time
4. Prescription not ready when promised
5. Front store staff not knowledgeable (photo, stockers, cashiers)
6. Product is poor quality
7. Issue with return policies
8. Issue with coupon redemption
9. Store personnel lacked training on Extra Care program
10. Confusion/lack of understanding of the advertisements/coupons in the ads

- PRESCRIPTION INFO
  - New and Transfer Prescriptions
  - Refill Prescriptions
  - Refill Reminder Service
  - About the In-store Refill Service
  - Ordering Your In-store Refills
  - Paying for Your In-store Refills
  - Picking Up Your In-store Refills
  - Prescription Verification
  - Controlled Substances
  - Refrigerated Medications
  - Prescription Prices
  - Prescription Insurance and Payment Options
  - Prescription History
  - Medication Details
  - Proper Disposal of Medications & Sharps
  - CONTACT US
- SHIPPING INFO
  - Current Shipping and Handling Rates
  - Shipping Times and Destinations
  - Policies and Exceptions
  - Packaging
  - CVS home delivery
  - authorized states
  - Schedule II Medications
  - Schedule III, IV, and V Medications
  - Refrigerated Medications
  - CONTACT US
- MY ACCOUNT
  - Forgot my password
  - Getting Started
  - Managing Your Information
  - Closing Your Account
  - CONTACT US
- SHOPPING AT CVS.COM
  - Searching for Products
  - Your Shopping Cart
  - Checking Out
  - Confirming Your Order
  - Canceling Your Order
  - About CVS Brand Products
  - Your Shopping List
  - Return Policy
  - PRIVACY POLICY
  - TERMS OF USE
  - CONTACT US
- EXTRA CARE
  - Join ExtraCare
  - Review Your Account
  - Update Your Info
  - FAQs
  - CONTACT US
- ABOUT CVS
  - CVS Caremark [Corporate]
  - History
  - Diversity
  - PARTNERSHIPS
  - CAREER
  - INVESTOR RELATIONS
  - PRESS ROOM

Possible Contextual help questions for each section, which will also live in the FAQs.

PRESCRIPTION INFO QUESTIONS

I have a new prescription – can I have it filled on line?

I will be traveling to visit my children when my next refill is due – can I pick it up at the CVS pharmacy in their neighborhood?

I just received a new prescription – how can I find out what potential side effects it may have?

I currently take some homeopathic vitamins – will it affect my prescription's effectiveness?

I will be moving to XXXX, and you don't have any pharmacies there. Will I still be able to receive my prescription refills through CVS?

SHIPPING INFO QUESTIONS

What can I have delivered to my home?

Can I have my prescriptions delivered to another address?

My medication needs to be refrigerated – how do you ship those medications to me?

I just moved to XXXXX – why can't I have my prescriptions shipped here?

MY ACCOUNT QUESTIONS

My father is moving in with us; how can I take care of his prescriptions and refills?

CVS.COM QUESTIONS

I just received my online order. Can I return one of the items to my neighborhood CVS store?

I just received my refill, and I don't need it anymore. Why can't I return it?

EXTRACARE QUESTIONS

I have an ExtraCare Card – can I put my online purchases on it also?

Global Nav

Persistent Nav

Home > **HELP**

Page Header

Utility Nav

Prescription Information
Shipping
ExtraCare Program
My Account
Shopping at CVS.com
About CVS

CONTACT US

QUICK LINKS

CVS Brands
Forgot Password?
In-store refill help
Refill reminder help
Return policy
Shopping List Help
Special Prescription Deliveries

Careers
Community Involvement
Your Privacy
Press Room

Hate to wait in line at your local CVS pharmacy counter? Order your refills on line, and have it mailed directly to your home.
Refill online now >

Refilled your prescription too late, and you need it NOW? Order your refill on line and pick it up at the closest CVS Pharmacy.
Find the closest store >
Refill your prescription >

I will be traveling to visit my children when my next refill is due – can I pick it up at the CVS pharmacy in their neighborhood?

How does the ExtraCare Program work?

Can I return a purchase to a store that I bought on line?

I have a coupon from the weekly ads circular – can I redeem it for my online purchases?

I had a bad experience in a CVS pharmacy. Who can I talk to about it?

See all FAQs >

PRESCRIPTION INFORMATION

New and Transfer Prescriptions >

Refill Prescriptions >
- Refill Reminder Service >
- About the In-store Refill Service >
- Ordering Your In-store Refills >
- Paying for Your In-store Refills >
- Picking Up Your In-store Refills >

Prescription History >

Prescription Verification >
Controlled Substances >
Refrigerated Medications >

Prescription Prices >
- Prescription Insurance and Payment Options >

Medication Details >

Disposal: Medications & Sharps >

Health Information Center >

Drug Information Center >

Drug Interaction Checker >

SHIPPING INFORMATION

- Current Shipping and Handling Rates >
- Shipping Times and Destinations >
- Policies and Exceptions >

Home delivery authorized states >

Packaging >

Special Deliveries >
- Schedule II Medications >
- Schedule III, IV, and V Medications >
- Refrigerated Medications >

EXTRA CARE PROGRAM

Join ExtraCare >
Review Your Account >
Update Your Info >

MY ACCOUNT

Forgot my password >
Getting Started >
Managing Your Information >
Closing Your Account >

SHOPPING AT CVS.COM

- Searching for Products >
- Your Shopping Cart >
- Checking Out >
- Confirming Your Order >
- Canceling Your Order >

About CVS Brand Products >

Your Shopping List >
Return Policy >

Privacy Policy >
Terms of Use >
Patient Privacy >

ABOUT CVS

CVS Caremark >
- History >
- Diversity >

Partnerships >

Career >

Investor Relations >

Press Room >

Suppliers >

Real Estate >

CONTACT US

We are always interested in hearing about how we can serve you better. If you have comments or questions, feel free to contact us anytime.

Phone >

Mail >

Email >

Footer Nav

Utility Nav

Global Nav

Persistent Nav

Page Header

Prescription Information
Shipping
ExtraCare Program
My Account
Shopping at CVS.com
About CVS

CONTACT US

QUICK LINKS
CVS Brands
Forgot Password?
In-store refill help
Refill reminder help
Return policy
Shopping List Help
Special Prescription Deliveries

Careers
Community Involvement
Your Privacy
Press Room

A short blurb that refers to one of the top 10 issues, with a link to resolution (talking to someone, emailing someone, etc.)
Take care of it now >

A short blurb #2 that refers to one of the top 10 issues, with a link to resolution (talking to someone, emailing someone, etc.)
Take care of it now >

Contextual help question # 1 that pertains to questions that someone might have when on this page

Contextual help question # 2 that pertains to questions that someone might have when on this page

Contextual help question # 3 that pertains to questions that someone might have when on this page

Contextual help question # 4 that pertains to questions that someone might have when on this page

See all FAQs >

Refill Reminder Service

Accessing the Refill Reminder Service
Creating Your Refill Reminders
Receiving Your Refill Reminders

Refill Reminders are an easy way to help you remember when it is time to order your prescription medications. Use this tool to receive email reminders for your refills or for other important dates, such as medical appointments. Set up as many Refill Reminders as you need. This service is available to all CVS.com members.

Also in this Section
New/Transfer Prescriptions
***>** Refill Prescriptions*
Prescription History
Prescription Verification
Controlled Substances
Refrigerated Medications
Prescription Prices
Medication Details
Disposal: Medications & Sharps

Health Information Center
Drug Information Center
Drug Interaction Checker

Accessing the Refill Reminder Service

You can access Refill Reminders from the home page by clicking Refill Reminders on the Pharmacy Counter banner. You can also access this service by clicking the Pharmacy Counter tab at the top of every page and selecting Refill Reminders in the left sidebar.

Creating Your Refill Reminders

To create your Refill Reminder, you need to sign in and complete the form as follows:

- **Prescription (Rx) Number:** Provide the Rx number that appears on your prescription label. If you are refilling a prescription from another pharmacy, you will need to transfer it to CVS.com or to a CVS/pharmacy store before you can use this service. To learn more about prescription transfers, please read Prescription Information.
- **Reminder Start Date / Reminder End Date:** Enter the date you would like to start receiving your Refill Reminders. Identifying an end date is optional. Avoid interrupting your supply of medication by placing your refill order 7-10 days before your prescription is due to run out. Check with your prescription insurance company to determine if there are any restrictions on refill orders.
- **Reminder Frequency:** Tell us how often you would like us to repeat the Refill Reminder message by entering a number and selecting a time interval between emails from the drop-down menu (e.g., day(s), week(s), month(s)). If you are refilling your prescription only once, select One Time Only.
- **Reminder Time:** Select the time of day and the time zone so that we will know exactly when you would like to receive your Refill Reminder emails.
- **Reminder Email Address:** The email address you entered to become a CVS.com member will appear as the default email address for your Refill Reminders, unless you identify another email address in this field. If you share a computer or an email address and are concerned about who might see your Refill Reminders, please keep that in mind when you enter your email address. For more information about your privacy, read our Privacy Policy.
- **Your Reminder Message:** Any information you enter in this optional message field will automatically become part of your Refill Reminder. Your message may contain notes about the prescription you are refilling or a reminder about medical appointments. It should not exceed 50 words.

  Example: Call Dr. to renew prescription. Remember to ask him if I can get liquid form--pills starting to be hard to swallow. Check supplies of latex gloves, sunscreen, and bandages, and order more if needed. Check out multivitamin prices.

Click Save Reminder to save the information you entered for your Refill Reminder email and go to the Refill Reminder confirmation page. You may edit or delete your Refill Reminder message on the confirmation page.

Receiving Your Refill Reminders

Your Refill Reminder emails will contain 2 links to make refilling your prescriptions easier than ever. The first link takes you to the secured Refill Reminder confirmation page where you will see your message and prescription number.

Learn more about: In-store Refill Service >

Footer Nav

Utility Nav

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Home > Help > Prescription Info > **REFILL REMINDER SERVICE**

PRINT **EMAIL** **TEXT SIZE**

TERTIARY NAV

PAGE CONTENT TITLE + ANCHOR LINKS

SECTION LINKS

PAGE CONTENT

QUICK LINKS

CONTENT + LINK

CONTENT + LINK

CONTEXTUAL HELP QUESTIONS

PAGE CONTENT

Contextual help question # LAST

Answer to the question, then a link to read past questions.

< Back

Close window

Contextual help question # 2

Answer to the question, then a link to be able to read past and next questions and answers in this list.

< Back Next >

Close window

Contextual help question # 1

Answer to the question, then a link to be able to keep reading questions and answers in this list.

Read next Q&A >

Close window

Footer Nav

Utility Nav