

CVS PILOTS HEALTHCARE-DRIVEN STORE FORMATS

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Houston – The drugstore chain is testing a new retail concept that dedicates more floor space to healthcare services.

Three new HealthHub locations offer a broader range of services, new product categories, digital tools and on-demand health kiosks, which will be further supported by advice and personalised care from staff.

With this new model, more than 20% of the store is devoted to care and services, rather than retail. In doing so, **CVS** is catering for Millennial consumers in the US, who are embracing **non-traditional care models**, such as retail clinics.

‘Our new HealthHub locations are helping to elevate the store into a convenient neighbourhood healthcare destination that brings easier access to better care at a lower cost,’ says Alan Lotvin, chief transformation officer for CVS Health. In addition to a closed-off space for yoga classes, the stores will provide nutritional health guidance led by an in-store dietitian. For more on the retailers assuming new roles as health advisers, read our **Prescription Supermarkets** microtrend.