

# CVS wants 65B healthcare interactions by 2030—hybrid digital, in-person care could help it reach its goal

Article

CVS **plans** to facilitate **65 billion** healthcare interactions by 2030—here are a few ways it'll reach its target:

- **It's expanding its in-person clinic locations.** CVS **grew** its HealthHUB stores to 650 locations in 2020 alone.
- **And it will lean into its new E-clinic telehealth solution.** The E-clinics are available in 33 states and let patients link up with a provider that can evaluate, diagnose, and treat common illnesses and help manage chronic conditions. E-clinic visits are covered under most insurance plans, but there's also “an affordable cash-pay option” of \$59 per virtual visit in collaboration with Teladoc.

**Patients are delaying care thanks to a lack of affordability and convenience—so low-priced, accessible retail clinics like CVS are in a prime position to draw in consumer traffic.**

- **1 in 5 US adults are delaying care amid the pandemic due to financial and access barriers.** 40% said an inability to afford care prevented them from seeking it, while 69% said difficulties finding a physician or accessing a doctors' office prevented them from getting care.
- **Beyond cost and access, consumers want transparent prices and convenient booking options—areas where retail clinics like CVS, Walgreens, and Walmart are particularly strong.** For example, **Walmart Health** acts like a one-stop shop for care **offering** both scheduled and walk-in appointments—and its primary care checkups cost **\$30** per visit without insurance. For comparison, a traditional doctors' office visit could run up to \$200 without insurance.
- **We expect these strategies to pay off:** Insider Intelligence **predicts** the number of retail clinic patients at places like CVS and Walmart will rise from **63 million** in 2020 to **69.5 million** in 2022.

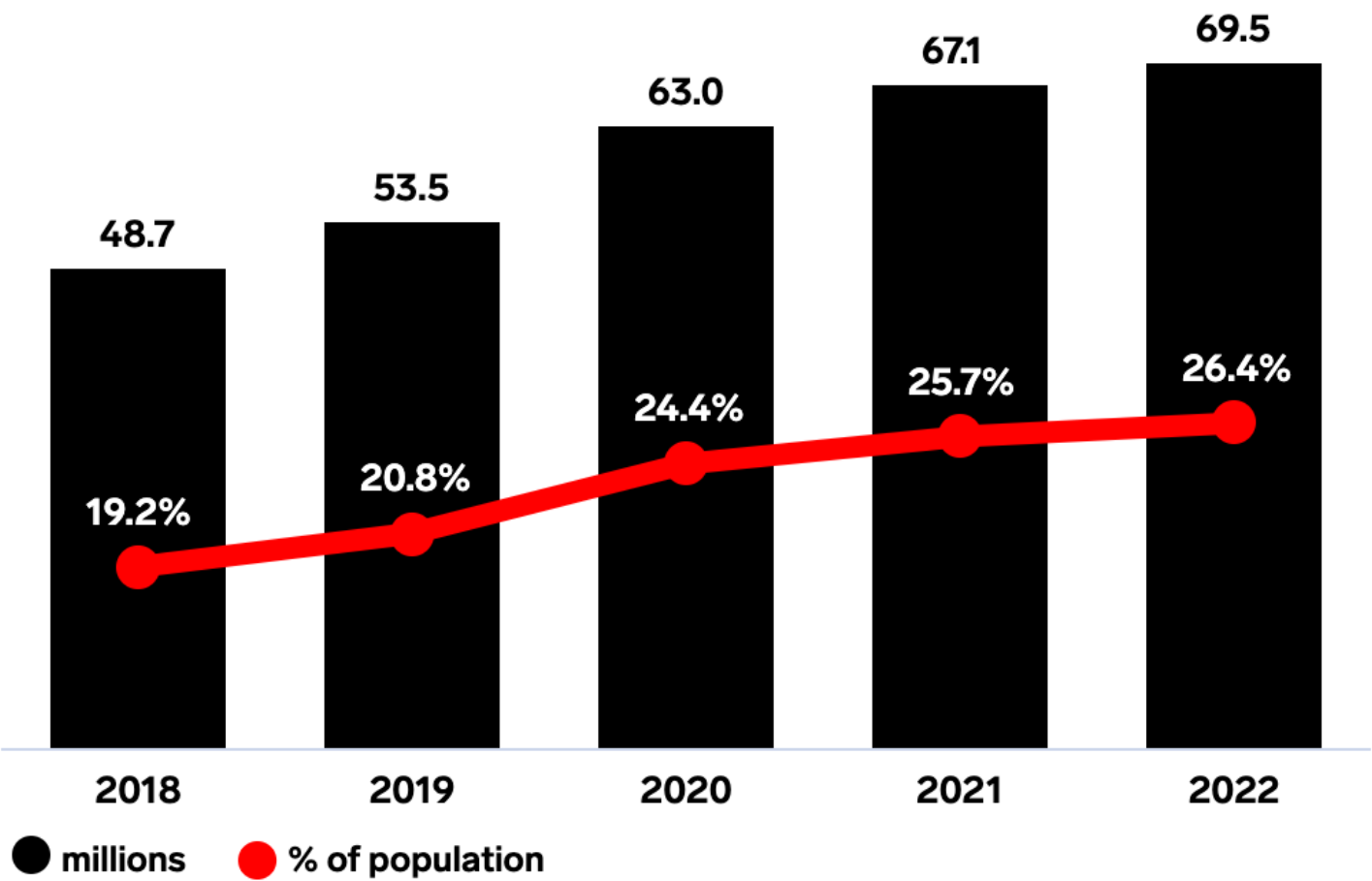
**Already struggling providers could thwart off the threat of retail clinics by enhancing their payments strategy—a top patient pain point.**

- Over **56%** of consumers said they'd consider switching providers for a better payment experience, **per** a March 2021 survey by J.P. Morgan's healthcare company, InstaMed.

And **86%** of consumers want to know their payment responsibility prior to beginning a doctors' visit. Some traditional practices are already taking note of this consumer demand by **teaming up** with companies like **Cedar** and **Waystar**, which offer digital pre-visit patient platforms detailing personalized pre-visit costs and digital payment options.

# Retail Clinic Patients

US, 2018-2022



Source: eMarketer, January 2021

eMarketer | InsiderIntelligence.com