ANUBAVAM
APPLYING EXPERIENCE

Digital Experience Platform for CVS Caremark FYI

CVS Caremark FYI, part of CVS Health's pharmacy and care management ecosystem, provides health programs and prescription resources to millions of members across the United States. As the digital arm of a trusted healthcare brand, the platform needed to evolve — from an informational site to a connected experience that informs, guides, and supports every visitor.

Reimagining Access to Everyday Healthcare

The existing site presented valuable resources but lacked structure. Visitors struggled to find the right wellness content or benefit details quickly. The design also needed to align with CVS's signature identity while supporting accessibility for all users. CVS Caremark sought a complete rebuild — one that simplifies information access, strengthens brand consistency, and creates a warmer, more engaging healthcare experience.

Creating a Patient-Centered Digital Platform

Anubavam designed a new foundation using Drupal, PHP, and MySQL to deliver a seamless, responsive experience across devices. The structure brought together pharmacy services, health programs, and wellness resources under one intelligent navigation system.

Highlights include:

- **Unified navigation and content structure** organizing pharmacy, wellness, and benefits content clearly.
- **Smart search and discoverability** helping users locate medications, programs, and FAQs with ease.
- **Accessible design** built to ADA and healthcare compliance standards for inclusive usability.
- **Integrated media and social channels** to encourage wellness learning and proactive participation.
- **Brand refresh with** CVS's trusted red palette and human-centered visuals for warmth and clarity.

Impact

The redesigned platform redefined how CVS communicates care online.

- 50% faster access to key information
- Higher engagement across wellness and video resources
- Stronger brand alignment across digital surfaces
- Improved accessibility and compliance readiness

Technology Foundation

Platform

Drupal 7, PHP, MySQL

Integrations

Video streaming APIs, CMS analytics, social media embeds

Deployment

Cloud-hosted, ADA-compliant, scalable

Outcome

CVS Caremark FYI now stands as a modern healthcare engagement platform — one that informs, supports, and inspires healthier choices every day.

"The platform reflects what healthcare should feel like — accessible, connected, and centered on people."

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