

## **CVS Health Loyalty Program Optimization**

### **Objective**

The goal was to optimize content across all membership pages, simplify language to a 4th to 6th-grade reading level, increase conversions from free ExtraCare memberships to paid ExtraCare Plus memberships, and drive opt-ins for Rewards at the Pharmacy. Additionally, collaborate with legal, compliance, accessibility, and product manager partners to streamline and clarify membership FAQs.

### **Empathize & Understand**

- Analyzed Adobe Analytics data to track user behavior from the homepage navigation to membership landing pages.
- Evaluated traffic patterns to identify engagement and pain points.
- Collaborated with designers, product owners, and leadership to align on business objectives.
- Reviewed previous research on loyalty memberships.
- Scheduled moderated testing to understand user navigation from free to paid memberships.
- Used persona-driven mapping to analyze the user journey.

### **Define**

- Aligned with the product owner, designer, researcher, and accessibility partner to review feature descriptions and set KPIs.
- Established project timelines and discussed content success expectations.

### **Ideate**

- Developed Figma files for brainstorming and stakeholder reviews.
- Conducted competitive analysis and examined past testing data.
- Reviewed content style guides for consistency.
- Mapped user testing insights in Miro.
- Collaborated with the designer and accessibility partner to refine content and design.

- Wrote conversational content, optimized headings and links, and streamlined pages with dropdowns.
- Ensured legal and compliance approval for FAQs.
- Created wireframes and selected the top two for stakeholder presentation.
- Developed and tested prototypes for feasibility.

### **Test & Learn**

- Conducted A/B testing through unmoderated user sessions and gathered insights.
- Presented findings in Figma for stakeholder approval.
- Finalized content and design, then handed off to developers.
- Tracked post-launch performance (rolled out to 25% of the user base):
  - **2% increase** in paid ExtraCare Plus memberships.
  - **3% increase** in overall ExtraCare memberships.
  - **3% increase** in Rewards at the Pharmacy opt-ins.
- Reduced legalese in FAQs, improving customer feedback.

### **Results & Next Steps**

Since updates were initially applied to 25% of CVS Health customers, further engagement growth was expected as the rollout expanded to 100% of the user base.

## **CVS Health Loyalty Program – Writer AI Content Input and Prompting Strategy**

### **Objective**

Support the CVS Health Loyalty Team and Content Strategy Team by inputting and creating standardized messaging for three key membership levels:

- ExtraCare (free membership)
- ExtraCare Plus (paid monthly or yearly membership)
- Rewards at the Pharmacy (opt-in membership offering credits)

The goal was to create accurate prompts that reflected each membership's unique value, tone and voice. These prompts were used to assist CVS Health's content strategists in generating on-brand, legally approved messaging quickly and consistently across web and app.

### **Empathize & Understand**

- Partnered with my content director and a fellow content strategist to understand how each membership should be represented for the input to create accurate output.
- Studied Loyalty membership content style guide and worked closely with marketing and legal to ensure messaging was accurate for each offering. Having worked on the Loyalty Team for almost a year, I was confident the information I provided was exactly the information we presented to our customers.
- Worked to make sure outputs would remain consistent with brand voice and tone, grade-level readability, and legal requirements.

### **Define**

- Outlined the need for tailored AI prompts that reflected each membership's features and benefits while staying within CVS Health's legally approved language.
- Collaborated with UX lead, marketing, legal and content director to establish approved terminology for use in prompt creation.
- Reviewed and identified use cases where Loyalty membership language would be used: CVS Health home page, Loyalty membership landing page, each membership page, membership comparison chart, CTAs, copy, and onboarding and cancellation flows.

- Developed how we were going to measure success for prompt effectiveness and accuracy, including: voice and tone, reading level, distinction between memberships, speed and adoption by content strategists and number of prompt revisions.

## **Ideate**

- Working in tandem with content director and another content strategist, creating initial prompt templates by membership type, content type (informational, chart, FAQ, onboarding, cancellation) and reading level.
- Used Loyalty Style Guide to create inputs for Writer AI, ensuring clarity and consistency for each membership.
- Reviewed and refined prompts with my content director and colleague.
- Partnered with UX lead in the Loyalty membership space to ensure accuracy of input.

## **Test & Learn**

- Piloted Writer AI prompts with other CVS Health content strategists by having them use prompts to elicit Loyalty membership messaging.
- Gathered colleague feedback on voice and tone, grade-level and time saved using Writer AI for Loyalty messaging.
- Refined prompts based on feedback from content strategists and content director.
- Presented findings and process improvements to the content team, Loyalty membership stakeholders as a Writer AI adoption advocate.
- Suggested prompt guidelines for future input into Writer AI for other enterprise-wide content.

## **Results & Next Steps**

- Successfully developed initial custom Writer AI prompts for each Loyalty membership tier.
- Improved content consistency and clarity across web and app so customers could trust information about the CVS Health Loyalty Program.
- Reduced time spent writing and rewriting Loyalty program messaging.

- Enabled faster content creation for Loyalty programs.
- Became a resource for the content team for Writer AI.
- Next steps were to continue iterating on the prompts based on new marketing information and any legal review for new membership language.

## **Case Study: Building Scalable Content Templates for CVS Health's Wellness Zone**

### **Overview**

As Senior Content Designer at CVS Health, I partnered with a UX designer to create a foundational content system for the Wellness Zone — a hub of trusted, actionable health and wellness articles. Our goal: develop a set of scalable, accessible, and flexible article templates that Marketing could use to support a wide range of health topics, from allergy care to diabetes education.

### **The Challenge**

CVS Health wanted to position itself as a credible resource for wellness guidance, complementing its retail and pharmacy services. But the Marketing team lacked a repeatable structure for long-form content. Articles were being produced ad hoc, leading to inconsistent user experiences, unclear information hierarchy, and limited ability to scale across topics or campaigns.

### **My Role**

I led content design and strategy, working alongside a UX designer and key stakeholders in Marketing. My role was to:

- Define content requirements and user needs
- Translate them into modular templates
- Ensure accessibility, readability, and consistency across templates
- Align article tone with CVS Health's brand voice and plain language guidelines

### **The Approach**

#### **1. User-Centered Design & Research**

We started by analyzing:

- Existing article performance
- Common health-related search queries
- Competitor content structures
- CVS.com tone of voice, accessibility, and brand guidance.

We identified that users wanted concise, skimmable answers with the option to explore deeper if needed — especially on mobile devices.

## **2. Designing the Templates**

Together with UX, we developed three core templates:

- Quick Guide: Ideal for short, actionable how-tos (e.g., “How to use a neti pot”)
- Deep Dive: Structured for longer educational content with multiple subtopics (e.g., “Understanding migraines”)
- Listicle/FAQ Hybrid: Perfect for condition-based articles with questions and answers (e.g., “Cold vs. flu”)

Each template featured:

- Clear, scannable H1/H2 structures
- Intro summary with plain language and SEO keywords
- Visual modules for tips, checklists, product mentions, or CTAs
- Optional multimedia sections (video, carousels)
- Mobile-first layout for seamless UX across devices

## **3. Content Design Principles Applied**

We leaned on core content design principles:

- Clarity first: Short paragraphs, bulleted lists, and bolded keywords for easy scanning
- Purpose-driven layout: Information chunked by intent—educate, reassure, guide
- Accessibility: High contrast, meaningful link text, ARIA-tagged components
- Scalability: Templates adaptable across conditions, demographics, and seasonal content

## **The Outcome**

The Wellness Zone launched with a cohesive, high-performing experience that reflects our strategy. Benefits included:

- Faster article production with consistent templates for Marketing teams
- Improved readability and navigation, especially on mobile

- Better alignment with SEO and accessibility best practices
- A platform that now supports dozens of health articles with a consistent, human-centered approach

### **What I Learned**

Even within brand constraints, content design can drive structure, efficiency, and empathy. By grounding our templates in user needs and design principles, we built a system that scales — and supports people looking for trusted health guidance.



## **Case Study: Redesigning Enterprise Search for CVS Health**

### **Overview**

CVS Health approached a redesign of its enterprise Search function with a key goal in mind: make search smarter, more helpful, and more human-centered for millions of customers navigating healthcare, wellness, retail, and service information. I led the content design work for this initiative, applying a systems-thinking approach grounded in research, accessibility, and iterative user feedback.

This case study outlines how I applied content design thinking to shape a more intuitive, guided, and efficient search experience — from ideation through to launch.

### **My Role & Approach**

As the lead content designer, I partnered cross-functionally with UX designers, researchers, developers, and product managers to deliver a content strategy that worked seamlessly with UI and back-end functionality. My process integrated both creative content development and user testing.

### **Content Design Thinking Strategies I Applied:**

- **Human-centered thinking:** Ensured the search experience was designed around real customer behavior, intent, and pain points.
- **Structured information architecture:** Organized content by customer need—retail, healthcare, services—making it easier for users to scan and act.
- **Clarity and actionability:** Used plain language, microcopy, and type-ahead suggestions to reduce friction and guide discovery.
- **Evidence-based design:** Anchored decisions in moderated testing, Voice of Customer (VoC) feedback, competitive analysis and analytics.

### **Research & Testing**

Understanding user expectations and frustrations was critical. I collaborated with my UX designer and research partner to design and conduct moderated usability testing for the new search experience.

### **Key research contributions:**

- Wrote the testing script, aligning scenarios with high-priority search use cases across retail, prescriptions, and MinuteClinic services and nice-to-have health and wellness articles.

- Facilitated interpretation of qualitative insights from sessions and synthesized results into actionable content design patterns in Miro.
- Analyzed Voice of Customer data, including open-ended feedback, to surface common user language and missed intents.
- Integrated site analytics to identify search drop-off points and popular or misunderstood queries.

## Content Execution

Armed with research, I developed several core content elements to support a more guided and responsive search experience.

### 1. Helper Text & Microcopy

Created helper text within the search bar to set expectations and reduce ambiguity:

- “Search for prescriptions, appointments, or deals”
- “Try ‘COVID test appointment’ or ‘Advil 200mg’”

This reduced zero-result searches and encouraged natural language queries.

### 2. Search Box Headline Topics

I introduced structured headline categories inside the type-ahead dropdown, aligned with user needs:

- **Trending Items:** Based on seasonal and high-volume queries (e.g., “flu shots,” “cold medicine,” “red eyes”)
- **Similar Items:** Helped users refine unclear or misspelled queries.
- **MinuteClinic Appointments:** Prioritized healthcare access needs.
- **Health Articles & Resources:** Promoted self-service and health literacy via content from [Wellness Zone](#).

### 3. Type-ahead Optimization

Partnered with development to map type-ahead results to content and services most relevant to user intent. Language was rewritten to be accessible, readable, and aligned with most common phrasing.

## Outcome & Impact

The redesigned search experience resulted in measurable improvements:

- **Reduced zero-result queries** by presenting smarter suggestions and intent-matching text.
- **Increased engagement** with MinuteClinic scheduling and educational articles through search results.
- **Improved satisfaction scores** as reflected in updated VoC feedback and site feedback survey post-launch.

## What I learned

This project showcased the power of content design as a strategic business goal in enterprise-scale systems. By aligning search content with real customer behavior, we built a search function that didn't just return results—it supported health journeys.

Good search isn't just technical—it's human-centered design. When content meets customer needs, people find what they need faster, with less frustration and greater trust.