As the demographics of the country evolve and the demand for culturally relevant health care services continues to grow, one of our most important business imperatives is to source a consistent pipeline of future CVS Health colleagues who share our purpose and values and reflect the diverse nature of our customer base.

At CVS Health, we touch the lives of more than 100 million patients and customers every year — each with unique backgrounds and needs. So our commitment to strategic diversity management is not a standalone project; it is deeply rooted in our purpose of helping people on their path to better health, and it touches every aspect of our business.

We take a holistic approach to managing diversity, guided by four strategic objectives:

- **Workforce Representation** A workforce reflective of our customers and the patients and communities we serve.
- **Colleague Engagement** An inclusive and collaborative workplace culture.
- **Talent Systems** Equitable enterprise wide opportunities for development and growth.
- **Marketplace Diversity** Exceeding the needs of customers, clients, communities and external constituents.

As the demographics of the country evolve and the demand for culturally relevant health care services continues to grow, one of our most important business imperatives is to source a consistent pipeline of future CVS Health colleagues who share our purpose and values and reflect the diverse nature of our customer base. To achieve our workforce representation objective, we have a dedicated Workforce Initiatives team that continually seeks out new, untapped pools of talent, including people in underserved communities, young people, mature workers, military veterans and individuals with disabilities.

We’re very proud of our registered apprenticeship program, which we launched in 2005. At the time, our market studies projected we would need to hire more than 70,000 pharmacy technicians between 2014 and 2024. Recognizing the need to recruit and train strong candidates for these critically important positions, we became the first employer to launch a U.S. Department of Labor Registered Apprenticeship program for pharmacy technicians.

Our apprenticeship team partners with community colleges; federal, state and local
government agencies; public workforce agencies; community-based nonprofits; and faith-based organizations to identify potential applicants to the program. That’s how we found Jennifer Castellon, who graduated from a 2016 training program through a partnership with Houston Community College. Today, Jennifer works in an externship at a Houston CVS Pharmacy and says the on-the-job training has prepared her well for the realities of pharmacy care.

“Our customers are sick when they come to the pharmacy, and they need a different kind of attention,” Jennifer says. “It gives me a great feeling to know that I can make a difference in their lives.”

Through 2017, more than 4,600 purpose-driven CVS Health colleagues like Jennifer have participated in our registered apprenticeship program, making it one of the most active employer-sponsored Registered Apprenticeship programs for nontraditional occupations in the United States.

Given this success, we are now expanding our training model across seven more states and in additional fields, including pharmacy benefits management, infusion compounding pharmacy technicians and logistics, with the intent of bringing 5,000 new apprentices into the company by 2022.

Developing a diverse, highly trained workforce that reflects our customers and the neighborhoods in which they live is a win for those we employ and those we serve. It’s also a win for CVS Health, allowing us to meet and exceed the needs of our customers, clients and communities through our purpose of helping people on their path to better health.