

By Tanya Isley

# Strategies

## WEI helps CVS meet its Target

Many people were excited when it was announced that **CVS Health** had acquired **Target's** pharmacy and clinic businesses. With the nation's largest pharmacy innovation company operating Target's 1,672 pharmacies across 47 states branded as CVS Pharmacy™, and Target's 79 clinic locations rebranded as Minute Clinic™, the anticipated benefits to both companies, patients and consumers were almost too numerous to count. However, the benefits of the transaction extended to CVS Health's suppliers. One such company that stands to reap rewards from the acquisition is **WEI**, one of CVS Health's diverse suppliers and partners.

WEI's relationship with CVS Health began 5 years ago when it was hired with replacing keyboards and memory DIMMs in all of the company's 7,000 pharmacies.

"We took the time to really understand how these keyboards were used in the stores, how the pharmacists were interacting with their application and some of the special key functions that were involved. We were able to come up with a unique solution that CVS Health adopted. It not only reduced costs tremendously but actually enhanced the way that pharmacists used their keyboards to interact with their application," said **Dave Fafel**, WEI's chief architect.

Since then, the partnership has evolved into several new collaborative and customized IT solutions. Now, WEI is one of CVS Health's primary partners and vendors, and was fully involved in the CVS Health/Target integration.

For over 25 years, WEI has delivered innovative IT products and services to organizations seeking better business outcomes. The company partners with clients during the entire IT engagement process, from design through implementation. And, for its comprehensive work with CVS Health, the organization was recently named the CVS Health Innovator of the Year. The growth of WEI has been tremendous since working with CVS Health. Employee to revenue growth increased from \$72 million to \$200 million, and the number of employees has more than doubled to a head count of 95.

"We selected WEI because the company continues to deliver meaningful cost savings to the company, as well as



innovative solutions that move our business forward. They recently rolled out tablets to all the stores, which is another example of the contributions they have made recently. Now, with the Target

integration, WEI continues to deliver great work, on time, on budget and with flawless execution" said **Lynda Egan**, Senior Manager, **IT Strategic Sourcing & Supplier Management** for CVS Health.

CVS Health has one of the most active and progressive supplier diversity programs among U.S. corporations. The company established its supplier diversity program in 2000 to provide opportunities to do business with small and medium-sized minority and women-owned businesses. As part of the program, CVS Health provides online training and resources to help prospective suppliers understand how to do business with the company, as well as reach a state of readiness to do so. Despite all of the support from CVS Health, however, WEI recognizes that the success of its relationship relies first and foremost on its capability and credibility.

"As a [minority business enterprise], we have to be able to deliver on things that CVS Health needs and for us it's always about keeping the customer experience top of mind. Whether that's a consumer walking into a CVS Pharmacy, or whether it is someone in an IT lab or distribution center, it's all about delivering a best-in-class customer experience. We're always trying to keep that paramount. We know we have to earn it every day and CVS Health gives us the opportunity to succeed," Fafel added. ♦

**Tanya Isley** is an award-winning journalist with more than 20 years' experience in traditional and online news media. Her experience has included stints at **The Manna Network**, **Cox Communications**, **Cygnus Business Media**, and **WTVD-TV** in Raleigh-Durham, N.C. Isley has undergraduate degrees in journalism and history from North Carolina Central University and a graduate degree in interactive journalism from American University.

