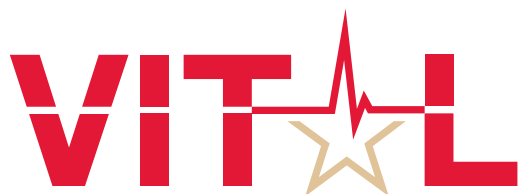




Healthcare Launches Vital Improving the Guest Experience



Delivering Health Outcomes

Target has an opportunity to play a more strategic and enhanced role in improving the health of our guests. Our approach to this transformation is vital and enables us to grow sales by delivering an exceptional experience that amazes our guest.





Our Pharmacies and Clinics are rolling out several new vital initiatives to enhance quality, expand the services we provide and improve overall health and wellness.

SERVICES

Services like vaccinations and blood pressure screenings elevate our pharmacists as true healthcare providers and give guests more convenient access to services they would normally have to wait for a doctor to receive.

QUALITY

We care about our guests' health. It starts with being genuine, knowledgeable and caring professionals from drop-off to pick-up.

WELLNESS

We're here for our guests and are ready to chat more in depth about their medications and ways to live healthier with diseases like diabetes and conditions like high cholesterol.

TargetedMTM—medication therapy management—is the first of many offerings planned over the next several months. Through this service, we will teach our guests not only how to take their meds appropriately, but also how to eat, drink and live healthier.

“As a Pharmacist, I’m very excited to see the time, effort and resources Target is putting into building a portfolio of services that will differentiate us from the competition and establish Target as a true Healthcare Destination.

I believe this foundational service is vital to improving the health of our guests, enabling our pharmacists to practice at the top of their licenses and, of course, grow sales.”



RYAN RUMBARGER
Director, Healthcare



Healthy Guests. Healthy Sales.

WE ARE THE VACCINATION DESTINATION

Vaccinations are VITAL for our guests. From shingles to pneumonia to the flu, our Pharmacies and Clinics have all the vaccinations our guests and team members need.

GIVE SALES A SHOT IN THE ARM

Administer 1 million flu shots by February and Grow Sales by \$27 million in our Pharmacies and Clinics. Guests and team members can also receive two credits toward their Pharmacy Rewards account for every eligible vaccination or prescription filled in October!

WHAT'S THE PLAY?

ETL-Pharmacist

- Use your whole team to hit your flu shot goal!
 - Share store-specific goals and progress.
- Use the Guest Engagement Tool to inform guests about additional services.

LODs

- Check in with the Pharmacy and Clinic on daily numbers and share with the team.

BE BOLD. GROW SALES.
CHALLENGE
REACH 110% OF YOUR
VACCINATION GOAL



54% of flu vaccination recipients make an impulsive decision to get their flu shot while in stores—half of which are new to Target Pharmacy. Converting these guests is worth **\$123 million** in incremental sales each year!