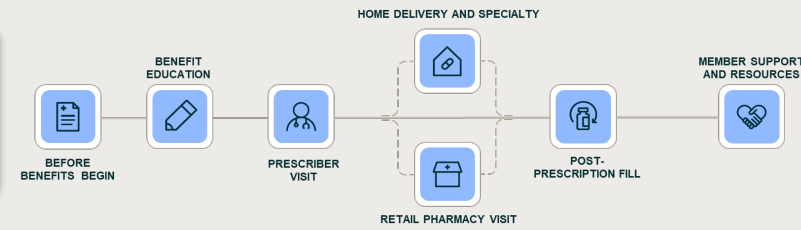


Roadmap Quick Guide



Want to learn more about the PBS member journey? Scan the QR code or [click here](#).

DESCRIPTION

This resource outlines the member experience vision, highlights both near- and long-term enhancements in the pipeline and includes supporting materials for your review.

Please read the* disclaimer before using this resource.

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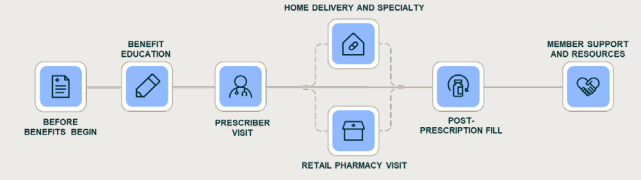
Quickly navigate this resource using the following links to key sections, timelines, and detailed content.

Click to Navigate:

- + [Roadmap at a Glance](#)
- + [5-Year Vision](#)

Roadmap at a Glance

* Includes leveraging AI



Want to learn more about the PBS member journey? Scan the QR code or [click here](#).

Q1

- + Surface **in-the-moment messaging** on OE website
- + Launch **new email outreaches** (PA & doctor visit)

- + Messaging **chat bot**
- + **Google summaries**
- + **Transparency report**
- + Pharmacy **survey**
- + Educational **videos**

Q2

Q3

- + New ways to capture more **emails**
- + Enhanced **benefit guidance**
- + Integrated **vendor experiences**
- + **Updated navigation** for web

- + Groundwork for **transition to Evernorth web & app**
- + Timely **adherence & dosage reminders**
- + **Future spend alerts**
- + **Modernize** communications & digital experiences

Q4+

Helping members make better decisions earlier



Reducing cost across the ecosystem



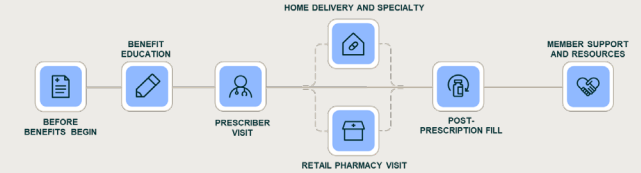
Improving member outcomes at scale

Timelines go into the start of 2027 and can change based on Technology build and prioritization.

5-Year Vision

Member experience is shifting from transactional to proactive—an always-on partner that anticipates needs. The result: fewer surprises, less friction, and more confident decisions.

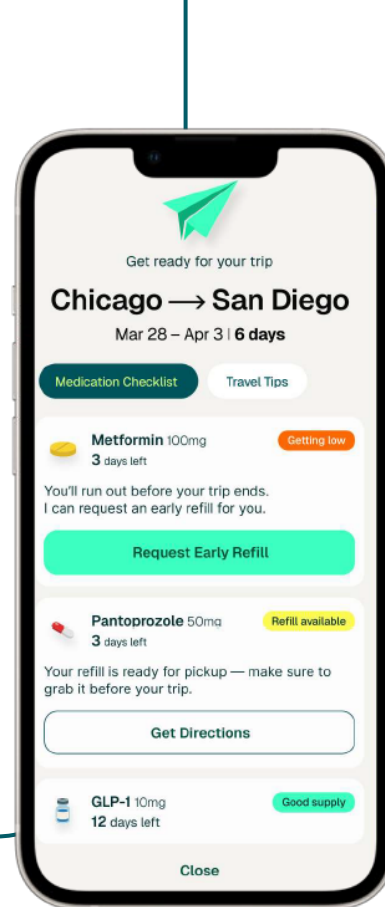
Images are representative of where the experience can go and will change. Years are based on what members can expect in that year.



Want to learn more about the PBS member journey? Scan the QR code or [click here](#).

2027 Enhanced web and app navigation with stronger integration to Evernorth, providing members with a wider range of pricing options and reminders

2028 Deeper integration into members' everyday activities, offering timely alerts for personalized support and increased interaction via reminders



2029 Client-brand interactions designed to provide clear insights, enabling tailored customization throughout the entire experience

2030 Improved integration with external health care systems and retail pharmacy services to offer greater member engagement and information

2031 Ability to act on behalf of the member, to become an agent of action, reducing administrative friction by taking ownership to navigate the ecosystem

