Summit National Award Winners

“Corporate Campaign” Award
Recipient: Walgreens

Presentation by:
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Walgreens
Seasonal and H1N1 Flu Immunization Program
2009-10 Flu Program Campaign Overview

**Goal**
- For Walgreens to administer 5 Million Seasonal Flu

**Objectives**
- Create a complete network of healthcare providers to administer immunizations in over 7,500 points of care
- Increase immunization rates nationwide
- Increase awareness of NEW clinical services.
- Elevate the role of our pharmacists.

**Strategy**
- Making immunizations top of mind to live a well-life.
- Promote a social cause that provides $1 million free flu shots to patients in underserved areas.
- Develop materials to help educate community leaders.
- Provide a single patient care experience across all providers within all 7,500 points of care.

**Opportunity**
- Inspire the “well” intender patient population
Target Audience

Who are the well-intenders?

Target Market

Present a creative concept that inspires well-intenders as well as prevention-focused seniors to live a well life.

Leverage pride as a motivator, and create a sense of urgency.

“I did the best thing for those I care about”

“I feel good for acting on my intentions”

“The easiest thing to do is get my shot at Walgreens.”
Concept

Who do you love?

There are people in your life whose health and happiness mean the world to you.

You’d do anything to keep them safe.
Who are they?

Little Lulu, who makes the bed a little cozier.

Your husband, who works 40 hours, finishes the basement, and coached little league with patience to spare.

And Dad, who now happily answers to “Gramps.”
These people do so much for you, and you for them. So much that it’s easy to forget the simple things that can actually do the most good.

**Like a Flu Shot**

So when the season rolls around this year, Walgreens will be giving you the chance to do something for the people who matter most.

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“Aarm Yourself for the Ones You Love”

A national campaign with an underlying promotion that empowers people to fight the flu for those they love.

Not just moms, but everyone.

We'll give them a chance to show who matters most with a simple, iconic image, played out in a million different ways, all of them personal expressions of love and pride...
Marketing Creative

An enterprise-wide solution, across all providers & communication touch-points.

Retail

Managed Care

Take Care Clinic

Marketing Concept

Our icon is a sticker that appears on the arms of people who write who they got the shot for, and display it proudly.
Flu Program Campaign

Dr. Oz Segment
Dr. Oz gets a FLU shot on air from a Walgreens pharmacist at our Times Square store.

He promoted the significance of getting a FLU shot at Walgreens on October 1st.
Flu Program Campaign

• Walgreens charitable donation efforts.

• Wellness busses distribute vouchers for FREE Flu shots.

What Walgreens Accomplished....

Walgreens Immunization Providers Administered...

5 Million Seasonal Flu Shots nationwide by 10/23

Over 2 Million H1N1 shots were administered and Walgreens continues to administer H1N1 influenza vaccinations
Our Commitment ….

• Walgreens is committed to the health of our communities and the success of this previous year will not be just a one time event.

• We accept the call to action to immunize under the new guidelines – all folks over the age of 6 months and to be part of the greater community of healthcare professionals working together to immunize America.