



## Community Pharmacy Messaging NIVS

**Jack Cantlin, RPh**

May 11, 2011

### Community Pharmacy: Overview

#### Industry view

- Nearly all Americans within 5 miles of a community pharmacy\*
- This season, 20% of flu shots administered at a pharmacy\*\*



\*NACDS  
\*\* CDC

Copyright 2011 Walgreen Co.

*Walgreens*

## Community Pharmacy: Overview

### Walgreens Immunization Program

- 27K immunizing pharmacists
- More than 6.4 million flu shots administered this season
- 8,000 points of care, including 350 Take Care Clinics



## Community Pharmacy: Overview

### Walgreens Flu Shot Outcomes

- 85% national awareness of flu shot service
- Sustained high overall customer satisfaction scores
- Top attributes: professionalism and accessibility



## Community Pharmacy: Challenges

- 1 Competing voice
  - H1N1 vaccine inclusion
  - CDC recommendations
  - Get your flu shot early (or late)



## Community Pharmacy: Challenges

- 2 Next year, no change in flu strain
  - What will this mean to our consumers?

### Reasons for Not Getting Flu Shot

*"We have never needed one, we are all healthy."*

*"I don't believe in flu shots"*

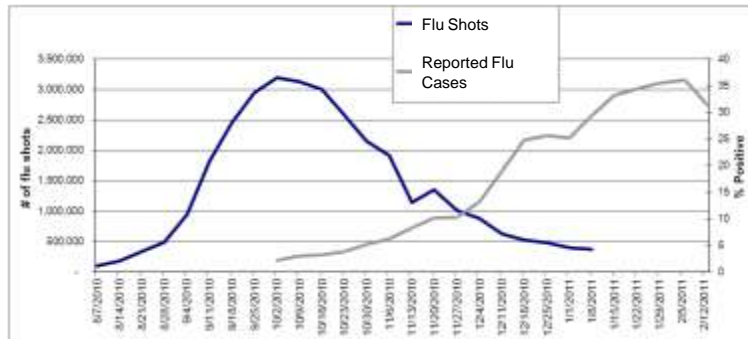


*"We used to get the flu shot, but we would get sick from the shot."*

*"Don't have health insurance to pay for it."*

## Community Pharmacy: Challenges

- 3 Little correlation between flu shots & peak flu periods
  - As seen with H1N1, media can impact consumer awareness and flu shot demand



Copyright 2011 Walgreen Co.

7

Walgreens

## Community Pharmacy: Challenges

### Messaging:

Everyone is doing it,  
but often times we're  
working in silos



Copyright 2011 Walgreen Co.

8

Walgreens

## Collaboration: The Key to Success

### 2010-2011 flu season

- HHS
- CDC
- Medical community and physician groups



## Collaboration: The Key to Success

### 2010-2011 flu season

- Third-party payors and employer groups
- Nonprofit organizations and advocacy agencies



## Walgreens and HHS

- \$10 million in flu shot donations
- 350,000 vouchers for uninsured and underserved populations
- Distributed in 15 major U.S. markets



## Walgreens and CDC

Local awareness of high influenza-like illness activity reported in the area

- Point-of-Sale Signage
- Email Alerts
- Outbound Phone Calls



## Medical Community and Physician Groups

- 200K Direct Mail Kits
- Online Advertisements
- Email / Smartphone Alerts




**Introducing your new office hours for immunizations:**  
**Early mornings, evenings and weekends.**

Your office is busy and so are your patients. Walgreens Immunization services provide your patients with the convenience and ease of getting their shots at any of our **1500+ locations** across the country and during their preferred and often busy **off-peak appointment windows.**

**CONSENT AND PRIVACY:**  
 The shots are administered by a professional, non-pharmacist, trained and certified by certified Walgreens immunizing pharmacists or Take Care Clinic Nurse Practitioners and Pharmacist Assistants in select locations.

**QUALITY OF CARE:**  
 Walgreens immunizing pharmacists complete a national certified program developed by the American Public Health Association, recognized by the CDC, and approved by each state's local health board of governors. We provide immunization records to participating physicians to help prevent missed doses.

**AFFORDABILITY:**  
 We accept many insurance plans, with no out-of-pocket costs for Medicare Part B beneficiaries. We also accept UnitedHealthcare & CIGNA national medical plans, as well as Blue Cross Blue Shield insurance plans in select areas.

Walgreens has always been a pharmacy to go, and now your patients come to us for immunizations, you can be confident that there are getting the quality care that their families depend on. Thank you for making your patients' lives a lot easier, we look forward to helping you make sure they're protected for life.

For more information, please call us at 1-800-WALGREENS or 1-800-925-4233, visiting [www.1800WALGREENS.com](http://www.1800WALGREENS.com).

**Walgreens**  
 There's a way to care well.

Copyright 2011 Walgreen Co.

13

Walgreens

## Nonprofit Organizations and Advocacy Groups

- Discounted \$10 cash vouchers to partnering organizations to aid uninsured populations
- ADA
- National Urban League
- AmeriCares



Copyright 2011 Walgreen Co.

14

Walgreens

## Community Pharmacy - Key Learnings

- Uniquely positioned to reach mass consumer audiences
- Able to target to high-risk patients and influential segments
- High awareness, but also high message fatigue



## Community Pharmacy Collaboration

**Objective:** To carry a consistent message, across all providers to further increase national immunization rates

- Stress importance of getting the flu shot each year
- Work together to address healthcare disparities
- Seek message alignment from trusted sources (CDC)





## Where We're Heading in 2011

- Collaboration with traditional providers, via enhancements to information delivery systems
- Message to different segments - high-risk and pre-existing conditions



## Where We're Heading in 2011

- Further reinforcement and alignment with CDC recommendations
- Continue to seek message alignment and additional collaborations

