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
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

Community Pharmacy: Challenges

Messaging:

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

Nonprofit Organizations and Advocacy Groups

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