

# ***Summit National Award Winners***

## **“Overall Season Activities” Award**

**Recipient: Walgreens**



Presentation by:  
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***Walgreens***

There's a way™ to stay well.

***Walgreens***

2010-2011 Influenza and  
Pneumonia Immunization Services

Ed Cohen, PharmD  
Immunization Clinical Services

May 10, 2011

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## Thank You!

- We are very proud to accept the National Influenza Vaccine Summit (NIVS) – Overall Season Activities - National Winner on behalf of the 26,000 Walgreens Health Professionals that immunized across America.

## 2010-2011 Flu Shot Program Goals

- To administer flu and pneumonia shots all day, every day at all retail locations
- To retain last year's flu shot patients while acquiring new flu shot patients
- To sustain brand awareness of our professional preventive care services

## 2010-2011 Flu Shot Program Objectives

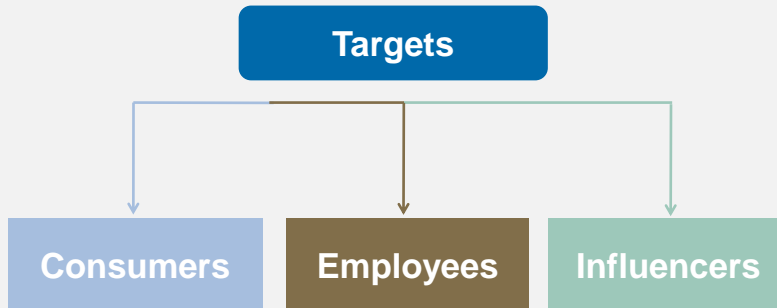
- Deliver a service that goes beyond a standard transaction to enhance our image as an overall healthcare provider
- Demonstrate improved immunization rates by proactively cross-promoting additional, relevant immunization services

## 2010-2011 Flu Shot Program

- Acquire and retain loyal patients as a result of positive pharmacy staff interactions
- Prove capabilities to physician and payer groups that illustrate our new, expanded capabilities and how we play a critical role within their network

## Marketing Strategy

Continue speaking with consumers, while encouraging participation from our own employees, as well as reaching key influencers



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## Consumer Activation Plan

**Arm Yourself<sup>®</sup>** For The Ones You Love



*Walgreens* Flu Program

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## Consumer Activation Plan (continued)

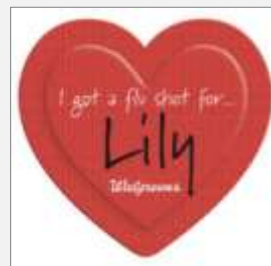
Leverage Our 'Arm Yourself For The Ones You Love' Consumer Campaign by:

- Promote daily accessibility
- Developing a media mix that drives demand
- Coordinating public relations efforts to stress the importance of getting vaccinated early
- Communicating the CDC's universal age recommendation
  - Include education that this year's vaccine also protects against H1N1

## Consumer Activation Plan (continued)

**Arm Yourself®** For The Ones You Love

- National campaign with an underlying promotion that empowers people to fight the flu for those they love
- Giving consumers 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



## Consumer Activation Plan (continued)

- Our icon, a heart-shaped bandage used in retail, online, on TV and in print campaigns featuring people demonstrating their pride in getting the flu shot for the people they love

## Consumer Activation Plan (continued)



I got a flu shot for my favorite troublemakers.



I got a flu shot for my daughter.



I got a flu shot for my ballroom dance partner.



I got a flu shot for my future bundle of joy.



I got a flu shot for my new grandson.



I got a flu shot for my new baby sister.

## Consumer Activation Plan (continued)

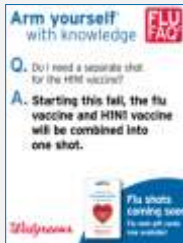
### First Mover



#### Pre-sell Efforts

Reminds customers we'll be offering flu shots this season

### Education



#### General Awareness

Prior to getting shots, informs customers of vaccine updates

### Activation



#### Customers and Employees

Once the vaccine arrives, promotes every day availability

### Media Center



#### New Customers

Begins full activation plan/launches mass media outreach

## Employee Activation Plan

Be the first to arm yourself for the flu season in the fight against the flu



### Walgreens Employees

- Last year's flu campaign really galvanized employees
- Every Walgreens employee can receive a free flu shot this year.

## Employee Activation Plan (continued)

### Employee Recognition Efforts

The screenshot shows a webpage for 'Flu Shot Heroes'. At the top, it says 'Hero of the week: Maureen West' with her name and photo. Below that is a 'Flu Shot Hero Gallery' with a 'COMING SOON!' banner. There are also sections for 'Arm yourself with flu facts' and 'Share Videos'.

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## Influencer Activation Plan: Physicians and Payers

Walgreens is the best choice for your patients and members to get a flu shot right now

### Physicians

- Want to be able to offer their patients the best medical care possible, and if they are out of flu shots (or never received them) Walgreens is the next best thing
- Emphasize convenience of Walgreens no-appointment guarantee, greater availability of vaccinations, expert pharmacists and the superior patient experience compared to other retailers

### Payers

- Want their members to stay healthy, resulting in lower overall healthcare costs
- Emphasize convenience of Walgreens no-appointment guarantee, greater availability of vaccinations, expert pharmacists and the superior patient experience compared to other retailers

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## Influencer Activation Plan: Physicians and Payers (continued)

- Create campaigns targeted to key influencers to position Walgreens as a healthcare partner by:
  - Connecting with healthcare professionals who don't offer flu shots, but whose patients stand to benefit the most from getting their flu shot
    - Promote core capabilities designed to improve overall immunization rates
    - Provide physicians with copies of patient immunization records to keep their files current
    - Leverage partnerships to promote other elective, preventive care services

## Influencer Activation Plan: Payers (continued)

### Retail Materials



Front Door Poster



Readerboard



POS Counter mats



Aisle Poppers



Sidewalk Signs



Drive-thru Clings

# Consumer Awareness

As the CDC reported new levels of high Influenza-Like-Illness activity, we provided additional support to make our customers aware of this new information

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

“Hello, this is Walgreens pharmacy calling with important health information for **Jane Smith**. The Centers for Disease Control and Prevention has reported an increase in flu-like illness activity in your area and recommends **everyone** age 6 months and over get a flu shot. Walgreens and Take Care Clinics<sup>SM</sup> offer flu shots every day...



# HHS Flu Vouchers

- Walgreens and the Department of Health and Human Services (HHS) teamed up to provide free flu shots
- Vouchers for 350,000 uninsured and underserved populations
- \$10 million worth of vouchers distributed
- Vouchers distributed in 15 major US markets, good at any Walgreens pharmacy, Take Care Clinic or Duane Reade location



## Effective Implementation Drives Successful Outcomes

- Walgreens has:
  - Administered over 6 million flu shots
  - Expanded the role of pharmacists as healthcare providers
  - Measured and reported quality outcomes
  - Created demand for pharmacist-delivered immunization through multimodal marketing to:

## Effective Implementation Drives Successful Outcomes (continued)

- Consumers
- Walgreens employees
- Influencers
  - Physicians
  - Payer Groups

## Thank You!

We are very proud of our program's positive impact on the health of our nation, our contribution to the public awareness of flu shots and the importance of immunizations. If you have any questions, please contact:

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