

Walgreens

Engagement is everything

How simple shifts can impact
healthier outcomes, lower costs,
and members' lives.





Table of contents

- 01** Evolving healthcare landscape
- 02** Meeting members where they are
- 03** The impact of engagement
- 04** A new care model
- 05** Unlocking value

01

The evolving healthcare landscape

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Member engagement is a challenge...

Medicare Advantage plans are under pressure on numerous fronts. They're tasked with managing a larger aging population with chronic conditions, contending with socioeconomic barriers that impede access to care, and unnecessary hospital readmissions.

Today's health consumers are more disengaged from their own health, a trend intensified by the pandemic. In 2022, the number of Americans delaying healthcare services saw the highest year-to-year increase, rising by 12% from the previous year.¹



Record numbers of Americans are putting off care²

1/3 of Americans avoid filling prescriptions due to cost

38% say they put off treatment



100 million Americans do not have a PCP,³ while many need support

6 in 10 adults have a chronic disease

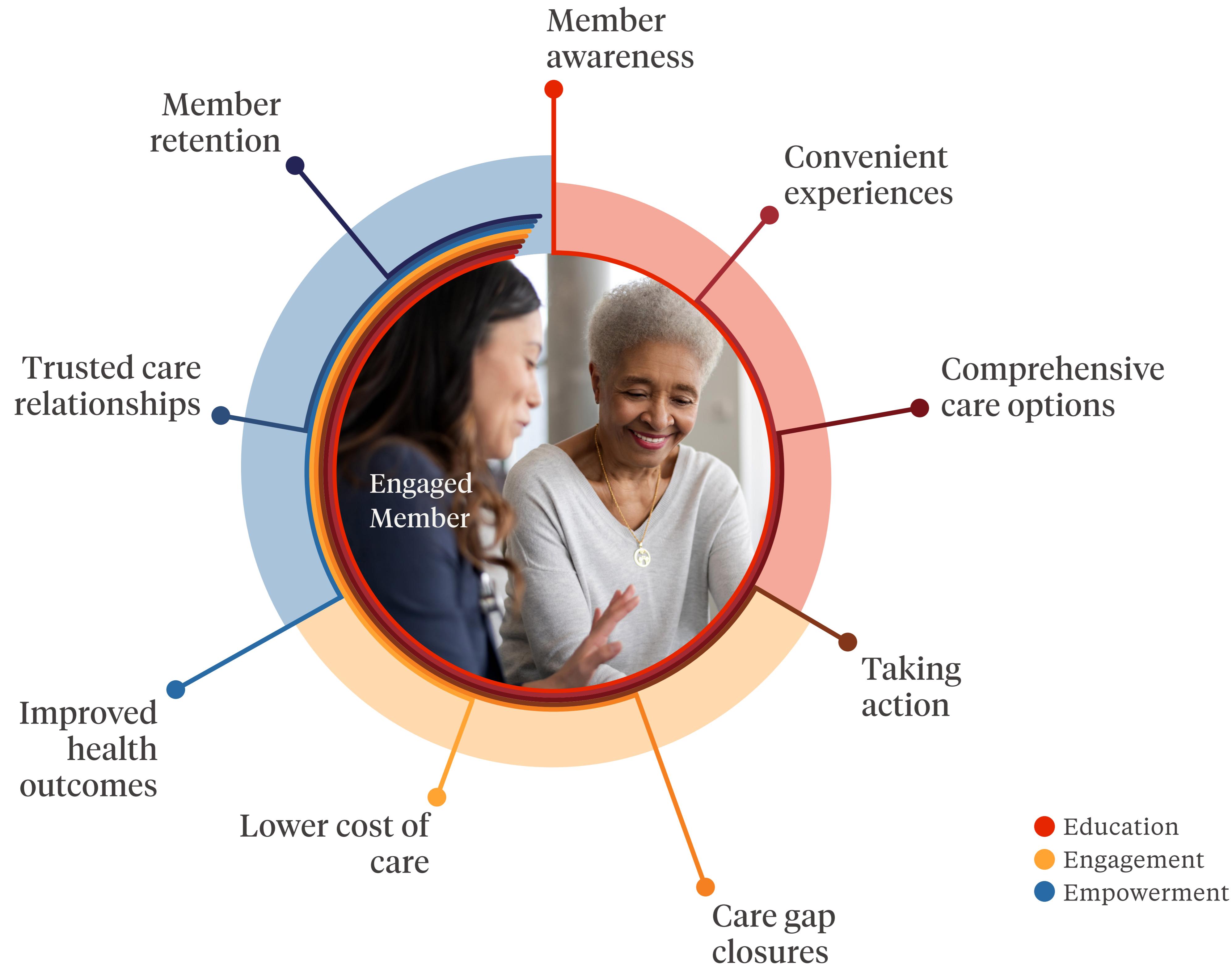
4 in 10 have two or more



Care can be hard to come by

80% of health outcomes are driven by social determinants of health, such as housing, healthy food, and income⁴

~77% of rural counties in the United States are medical deserts⁵



...but meaningful engagement changes everything

When health payers prioritize member engagement, both parties benefit. By truly understanding an individual's unique needs and making care accessible, payers can build trust at every touchpoint, motivating members to stay engaged in their health.

Let's see *how it works...*
meet Beverly and Javier.

Meeting members where they are

02

Meeting members where they are

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Meet Beverly*

Age: 72 years old

Location: Bustling suburban city

Program: Medicare

Likes: Playing with her grandkids

Working in her garden

Enjoying retirement independently

Beverly is mildly obese. She thinks she's in good health but has neglected check-ups for the past few years. Initially, she feared contracting COVID, and now her age and mobility issues hinder transportation.

*Beverly is a fictional character, inspired by real member encounters. All clinical diagnoses are fictional.

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01 Prescription pickup

While picking up a prescription, she is flagged as eligible for preventive care services based on her plan, prompting Walgreens to send outreach communications.

02 Empowering support

Beverly wants to start taking new vitamins but worries about potential interactions. Empathetic pharmacists answer her questions and help her understand the options.



03 A friendly reminder

The next day, she is prompted by a friendly email to schedule a visit. As an unattributed member, the Walgreens care team schedules Beverly for an annual wellness visit.

04 Rewarding benefits

Beverly uses her OTC benefits to stock up on first-aid supplies at her neighborhood Walgreens.



Nearly **1 in 2**
U.S. adults (116 million)
has high blood pressure.

Nearly 92 million
may need to both
change their lifestyle
and take prescription
medicine.⁶

05 Wellness check

During her visit, Beverly gets a flu shot as well as routine screenings that indicate her blood pressure is above normal levels.

06 Care coordination

Beverly's friendly care team coordinates a follow-up with a cardiologist nearby, who determines that she has COPD and needs a surgery.



07 Post-acute care

After surgery, Beverly transitions home with a post-acute care plan that includes SDoH, keeping her recovery on track, and reducing unnecessary hospital readmissions.

76% of
Medicare Advantage hospital readmissions are avoidable.⁷

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Poor medication adherence contributes to more than
\$500B
in avoidable healthcare costs.⁸

08 Medication adherence

Beverly qualifies for free home prescription delivery. A pharmacist reaches out to help her understand medication side effects and answer questions.

09 Healthy confidence

Beverly feels in control of her health. She receives helpful tips and reminders from Walgreens and drops in for advice, vaccines, and help when she needs it.





Meet Javier*

Age: 65 years old

Location: High-needs, metropolitan area

Program: Medicare/Medicaid

First language: Spanish

Javier and his wife help care for their 1-year-old granddaughter. Between his family, job, and school, Javier struggles to prioritize his own health. He's often fatigued and his weight drastically fluctuates.

*Javier is a fictional character, inspired by real member encounters. All clinical diagnoses are fictional.

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01 A routine visit

Javier stops by Walgreens to pick up Tylenol for his granddaughter who is running a fever. He is not familiar with the choices ranging from infant to adult medications.

02 A friendly encounter

Rachel, a Walgreens health advisor, sees Javier struggling and uses a pocket translator to communicate about the medication options in Spanish.



03 Altered to eligibility

Rachel runs a quick check to see that Javier is eligible for preventive health services through his insurance.

04 Rewarding benefits

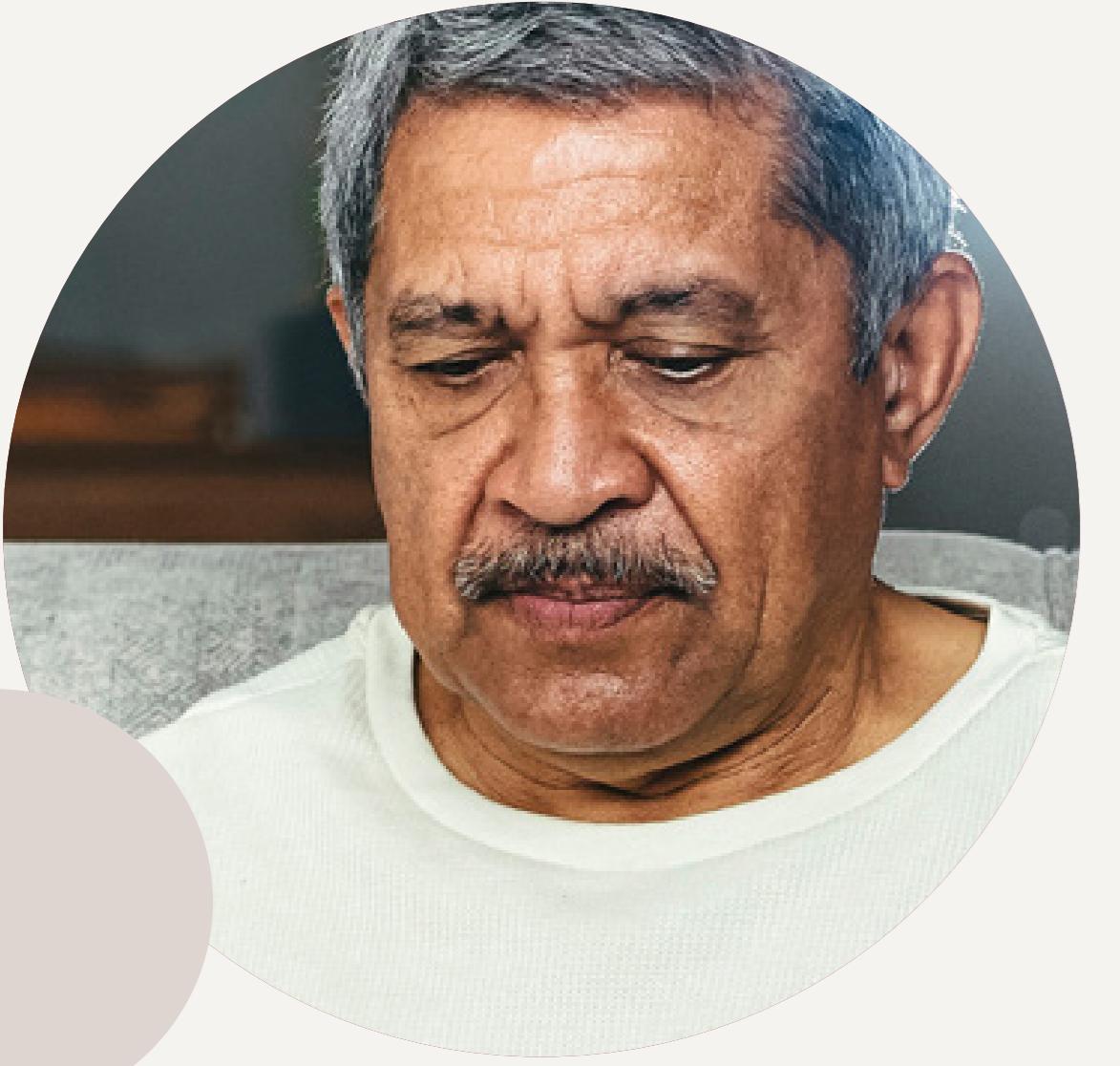
Javier learns that he can use his OTC benefits to purchase a digital thermometer.

Due to language barriers
25M Spanish speakers receive about **1/3 less** healthcare than other Americans⁹—often leading to worse health outcomes.



05 Personalized communications

He gets a text message reminder about his no-copay wellness check and schedules an appointment at his partnered primary care group.



06 Wellness check

During his wellness check, Javier gets a COVID-19 booster, a health assessment, and an HbA1c test that shows high levels. He discusses his family history of diabetes with his doctor.



07 Culturally responsive care

Care teams connect Javier with community resources and food assistance programs. They coordinate a follow-up with a Spanish-speaking PCP, who determines that Javier has type 2 diabetes.

72.4%

of patients engaged with a pharmacist over the phone.¹⁰

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08 Expert advice

Anxious about being overprescribed medication and potential costs, Javier contacts a Walgreens pharmacist by phone. A bilingual pharmacist answers his questions and helps him gain peace of mind.

Telehealth utilization has remained at levels **38x higher** than pre-pandemic.¹⁰

09 Healthy confidence

With his diabetes under control, Javier feels like a new man. He's confident using digital tools and local resources to get health advice, recommended screenings, and immunizations.



03

The impact of engagement

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85%

of seniors have one chronic disease;
56% have two or more¹⁰

73M

By 2030, the 65+ population is projected to grow to **73 million** (one in five Americans will be retirement age)¹⁰

90%

of the nation's **\$4.1 trillion** in annual healthcare expenditures are for people with chronic and mental health conditions¹⁰

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Health is *personal*. Care should be, too.

Members like Beverly and Javier feel overwhelmed by a fragmented and transactional healthcare system. They struggle with barriers to care, scheduling challenges, financial burdens, and unanswered questions that distance members from the care they need.

As the most accessible healthcare provider and one of the most trusted clinicians, pharmacies play a pivotal role in addressing many of these non-medical barriers to ensure your members get support along their health journey.

Walgreens connects members with trusted, personalized care that treats the whole person. Together, we can break the cycle of health inertia to engage and empower members right in their community.



When care is convenient, *members engage.*

A quick drop-in turns into a *trusted experience.*

An eligibility check opens a *world* of care options.

A personalized mailer invites a *conversation.*

A wellness check becomes a *turning point.*

Member rewards become a huge *help* on a *tight budget.*

Care coordination brings *clarity to questions.*

Post-acute care is a person *who cares.*

Medication adherence unlocks personal *milestones.*

Routine care becomes a *friendly health* encounter.

10M

customers visit Walgreens
in-store or online each day¹¹

86.4%

of interactions with
Walgreens care teams begin
in-aisle to build trust¹²

58.5%

care gaps closed when
engaged with our dedicated
health advisors¹³



04

A new care model

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Everyone deserves access to care

Walgreens aims to increase accessibility and education, through partnership and localized, patient-centered pharmacy and healthcare services, to help improve patient outcomes and narrow health equity gaps.



Access

Leverage Walgreens omni-channel footprint to help ensure equity of services and products for all.

Partnership

Collaborate with partners to increase community presence, engagement, and reach.

Education

Optimize patients' individual health journeys by leveraging Walgreens trusted strengths and team member education.



Community-based approach to health equity

Walgreens believes collaboration across the healthcare ecosystem—in addition to local CBOs, community leaders, government, and patients—is necessary to make a sustainable impact on reducing health inequities and is pursuing innovative local and national partnerships.

Our integrated, enterprise-wide health equity strategy is focused on reducing health disparities and improving health outcomes.

Health equity focus areas:

- Identifying and addressing social determinants of health
- Accelerating vaccination and testing
- Providing medication adherence and chronic care management resources
- Investing in overall wellness and care for our communities

50%+

of Walgreens stores are in underserved communities, providing the opportunity to implement initiatives and approaches that reach diverse patient populations.



The Walgreens difference

We drive success for health plans through supporting members at every point in their health journey.

- **Member trust**

120 years of trusted pharmacist and care team relationships in local communities

- **Multidisciplinary care teams**

Access to pharmacists and clinical talent within 5 miles of ~80% of the U.S. population

- **Physical and digital footprints**

Hyper local access to millions of consumers reached daily via 9,000 retail pharmacies, 1,000+ specialty pharmacies, website, and app

- **Enterprise access**

Long-standing history of enterprise partnerships with health plans and health systems to deliver better outcomes

- **Tailored approach to care**

Innovative service delivery approaches based on health equity metrics and responsive to the needs of your community



05
Unlocking
value

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Unlock access for a connected and convenient member experience

- Deepen engagement
- Improve quality
- Empower care
- Accelerate growth



Community-centered value-based care services

- Enhanced member interactions through trusted brand, access, and convenience
- Annual wellness visits to understand health needs and help members understand health benefits
- Health assessments, screenings, and care that aligns to STARS/HEDIS improvement
- Specialty pharmacy and adherence for chronic disease states
- Connectivity and navigation with primary care and specialty care
- Post-acute, home, and palliative services



Help your members go further by staying close to home

Local community access to care can change the trajectory of your members' lives, resulting in healthier outcomes, decreased risks, lower costs, greater satisfaction, and member loyalty. Our partnership is centered on unlocking that access for your unengaged and underserved member populations.

With our deep community focus, connecting our \$13B assets, and working with your local network providers, we can partner with you to manage up to 80% of impactable medical spend and directly drive STARS improvement.

Together, we can solve healthcare's toughest problems.



Contact us for more

Let's collaborate
on the *future of care*
for your members

Contact us at connect@walgreens.com
to set up a deep-dive session with our SMEs.

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Citations



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