How Walgreens Leverages Information to Support Evolving Healthcare Models

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Mike Jennings

Walgreens Company Overview

Walgreens is the nation’s largest drugstore chain, with fiscal 2013 sales of $72.2 billion. The Company has 240,000 employees.

- Walgreens filled 821 million prescriptions in fiscal 2013.
- Walgreens serves 6.3 millions customers daily.
- 120 million active Balance® Rewards members.
- Walgreens has more than 8,582 locations, including our stores, worksite health centers, infusion and respiratory service facilities, specialty pharmacy, and mail service facilities.
- Fast Company ranked Walgreens ranked as the 7th most innovative health care company for its leadership in redefining the role of the pharmacy. The magazine cited new mobile app features that help patients manage their medications as well as the company’s partnerships with the CDC and the Department of Health and Human Services to expand in-store HIV testing, which created a new standard for the patient-pharmacy relationship.
Walgreens Purpose and Vision

Our Purpose...
To help people get, stay and live well

Our Vision...
To be the first choice in healthy and daily living for everyone in America – and beyond

Creating a Unique Experience by...

- Delivering Extraordinary Customer Care
- Offering the Right Products & Solutions
- Meeting the Needs of Local Communities
Advancing Community Pharmacy
Expanding the Offering at Healthcare Clinics...

Walk-Ins Welcome & Appointments Available
Open 7 Days & Weeknights, Too
Most Insurance Accepted
Treatment For Patients 18 Months & Older
Board-Certified Family Nurse Practitioners
Integrated Pharmacy Experience

Providing Comprehensive Care...

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...And a Differentiated Experience.

Building Strategic Partnerships...

Johns Hopkins Hospital

Northwestern Memorial Hospital
US Healthcare is Changing Rapidly

- Primary Care Shortage
- Retailization of Healthcare
- New Incentive Models Requiring:
  - Teamwork and Partnership
  - Exchange of Information and Intent
- Consumerism: Increased Choice and Responsibility
Empowered Consumers Will Need Help

US Healthcare has some significant avoidable problems.

- Poor Medication Adherence, $300B Cost
- Lack of Incentives For Prevention and Wellness
  - Immunizations
  - Health Testing / Screenings
- ER Overuse, 1/3 Avoidable, $18B Cost
- Poor Chronic Management

Much of this is about behavioral change.

What Drives Behavior Change?

- Motivation
  - Pleasure / Pain
  - Hope / Fear
  - Social Acceptance / Rejection

- Trigger
  - Signal
  - Spark
  - Facilitation

- Ability
  - Simplicity
  - Convenience
  - Cost
The Retail Industry Does This Well

- **CRM**
  - Rewards Program
  - Personalized Marketing
  - Multichannel Campaigns
  - Personal Shoppers

- **Trigger**
  - Personalized Marketing

- **Content**
  - Advertising
  - Brand Halo / Product Prestige
  - Gifting Feeling; Good by Giving

- **Engagement Engine**
  - Convenient Locations
  - Rich Digital Experience
  - Call Centers
  - Localized Assortment

- **Ability**
  - Advertising
  - Brand Halo / Product Prestige
  - Gifting Feeling; Good by Giving

Healthcare Should Be Better Than Retail

- **Identifiable customers**
  - Evidence-based content

- **CRM**
  - Healthcare Recommendation

- **Content**
  - Many Barriers:
    - Complexity
    - Channel Economics
    - Available Time

- **Omnichannel**
  - Medication Reminders
  - Targeted Messaging
  - Immunization Reminders
  - Care Gap Alerts
  - Threshold Alerts
  - Appointment Reminders
  - Individualized Education
  - New to Therapy Campaigns
  - Caregiver Messaging
  - Coaching / Reinforcement
  - Social Content
The Walgreens Engagement Engine

- **11 Million** customer visits daily
- **8.5 Million** immunizations performed annually
- **8200** community pharmacies
- **27,000** pharmacists
- **700** retail and worksite clinics
- **70,000** healthcare providers
- **248,000** Walgreens team members
- **2/3** of the US population lives within 3 miles of a Walgreens
- **8.5 Million** prescriptions filled per day
- **120 Million** rewards program members activated in 18 months
- **One** billion phone calls per year
- **One every second** prescription refill requests from mobile "Refill by Scan"
- **70 Million** prescriptions filled per day
- **2.1 Million** prescriptions filled per day
- **1 Billion** store visits per year
- **11 Million** customer visits daily
- **2 Million** digital prescriptions
- **3 Million** calls
- **120 Million** rewards program members activated in 18 months
- **2.1 Million** prescriptions filled per day
- **70,000** healthcare providers
- **8200** community pharmacies
- **27,000** pharmacists
- **700** retail and worksite clinics
- **One every second** prescription refill requests from mobile "Refill by Scan"
Rewarding Healthy Behavior

We are pointing the engine towards healthy decisions…

…and can help our partners do the same.

Teaming to Improve Outcomes

- Clinical Content Exchange
- Bi-Directional Referrals
- Adherence
- Care Plan Reminders
- Clinical Content Exchange
- Discharge Follow-up
- Adherence
- Care Plan Reminders
- Targeted Messaging
- Out-Of-Network Alerting
- Targeted Messaging
- Clinical Trial Availability
- New to Therapy Content
Global Reach Provides New Insights

CPG Insights
Supply Chain Analytics
Pharma Insights
Supply Chain Analytics

Integrating and Expanding The Information Base
Consumer Directed Health Record Custodianship / Exchange
Wellness Index & Predictive Modeling
Consumer / Medical Device Signal Data Integration
Threshold / Event-Based Intervention As A Service

Partnership / Ecosystem Analytics As A Service
Extended Care Gap Identification
Population Health & Predictive Modeling
Global Biosurveillance for Government Disease Control / Pharma

Providing Insight At Point of Service
Real-time Decision Support for Internal Practitioners
**Future State Analytics**  
Information into Insights into Action

- Understand patient behavior
- Personalize patient experience
- Leverage data sources & capabilities
- Improve speed to market of patient services through trusted data
- Enhanced analytics capabilities
- Global analytics

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**THANK YOU!**
Bio

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Michael Jennings is a recognized industry expert in enterprise architecture and information management with more than twenty-five years of experience in various industries. Mike speaks frequently on enterprise architecture and information management concepts and practices at major industry conferences.


Mike was recognized with the 2013 DAMA International Professional Achievement Award and as one of Information Management Magazine’s 25 Top Information Managers for 2012.

He currently serves as VP of Programs for the Wisconsin DAMA Chapter and as VP of Operations for DAMA International.