

Your members will love our deeply personalized healthcare experience

Walgreens is committed to providing members with personalized health and well-being experiences through the myWalgreens® omnichannel platform. No matter where members are, they can access relevant Walgreens services across all touch points along their healthcare journey.

Description

myWalgreens delivers an experience tailored to give members access to customized programs and personalized services that help them make smarter decisions about their health and well-being.



An omnichannel experience

myWalgreens connects Walgreens experiences across all our physical and digital channels, so whether members are shopping in store, on their phone or on a desktop, they can access relevant Walgreens services.

- Engage with a personalized experience that helps them efficiently self-manage their healthcare journeys
- Make everyday purchases that go toward cash rewards and earn even more rewards when Walgreens private-labeled brand health and wellness products are purchased
- Be rewarded for healthy behaviors by setting goals and achieving them
- Receive personalized content and support that promotes their health and well-being



Health and wellness fueled by what your members need

We support your members in managing their health by helping them create customized and convenient options.

- Monitor and manage chronic conditions at home
- Choose products and services to fit their individual needs
- Navigate the healthcare landscape
- Get prescriptions refilled and the support they need to stay adherent



Support for every touch point of the healthcare journey

We help your members maintain a healthier lifestyle with prevention in mind.

- Maintain healthy eating and exercise habits to reach their goals
- Manage healthcare costs and navigate insurance
- Access convenient options while shopping or filling prescriptions

Connecting members through all channels

myWalgreens is connecting members and helping them take the best step in their unique journey:

99 million

myWalgreens members*¹

4+ million

digital interactions per day²

45 million

app visits per month²

More services we offer that add value to the myWalgreens experience:

Walgreens Find Care®

- Connects members to the care they need in person or online
- Answers members' questions from a pharmacist 24/7 through Pharmacy Chat

Rx History

- Gives members access to view their entire prescription history

Features

myWalgreens® offers opportunities that can benefit your members so they can have access to customized programs and personalized experiences that help create a seamless and omnichannel healthcare journey.

Our **New-to-Therapy** program empowers patients newly diagnosed with type 2 diabetes who are starting Metformin to feel confident in their therapy plan and helps them stay adherent by giving them educational information, tools and motivational content.

New-to-Therapy goals:

- Provide easy access to additional support after a patient's first interaction with a pharmacist
- Help improve confidence, dispel fear and debunk misinformation around the drug therapy plan for newly prescribed patients
- Encourage adherence after starting new medication

New-to-Therapy features:

- Pharmacist and prescription guide videos and content
- A feelings progress journal to motivate adherence
- Expert educational and motivational content such as recipes, how-to articles and helpful tips
- Treatment reminders

Walgreens New-to-Therapy program seeks to improve adherence and patient outcomes with timely intervention.

Pre-Rx establishes multiple entry points for patients and introduces communication around medication for patients to discuss with their pharmacist.

Onboarding empowers members with knowledge, helpful tips and intuitive tools that make it easy for members to know when and how to take their medications.

Adherence is supported through tracking patient progress, motivation and rewarding patients with positive reinforcement.



myWalgreens is more than a loyalty program. It's a platform that connects all the experiences and services that help members make the best decision in their unique journey. Whether it's in store, online or through the app, members can engage with all the benefits myWalgreens has to offer. Empowering your members helps them take an active role in their health and helps us work toward improving patient outcomes.

► Walgreens.com/topic/promotion/mywalgreens.jsp

*In store and digital

1. Walgreens internal data. Digital and Marketing team. Balzer C. March 2022.

2. Walgreens data on file. Digital product. Rivera C. September 2020–August 2021.

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