



VACCINATIONS: LINKING AWARENESS, ACCESS, AND ACTION

Walgreens

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PRESENTATION TAKEAWAYS

Knowledge

Gain an understanding of the current vaccination landscape (coverage levels, awareness) and why there is a need to step-up education efforts

Tools

Recognize the role of the pharmacy and the pharmacist in patient engagement and immunization access. Learn about efforts currently underway.

Case Study

See how three different vaccination categories leveraged pharmacy-based marketing to raise awareness and achieve measurable results.

KNOWLEDGE

QUIZ

At what age should adults start getting a shingles vaccine?

60

How many doses of HPV vaccine are recommended for women and men over the age of 19 who were not immunized as children?

3

How often should adults receive a Tdap booster shot?

**Every 10
years**

How often should adults get a flu shot?

Every year

CURRENT LANDSCAPE AND OPPORTUNITY

What percent of adults over 19 still need a Tdap booster?

82%

What percent of adults were vaccinated for hepatitis B?

25%- the government goal is to have 90% of adults immunized in 2020

What percent of high-risk patients who are 19 through 64 received the pneumococcal vaccine?

20%

What percentage of eligible males and females over the age of 19 need their HPV vaccination?

94% of eligible males and 63% of eligible females

What percent of patients eligible for Zostavax (shingles vaccine) haven't gotten it?

75%

GETTING BETTER, BUT NOT WHERE IT SHOULD BE



Influenza

47% of people age 6 months and older were vaccinated during the 2014-2015 flu season. This is up from the estimated 41% 5 years ago.

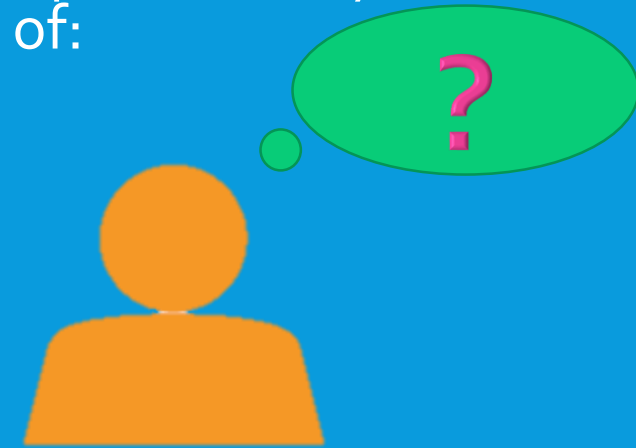
WHAT THIS MEANS

There is a need to continue efforts to remind people that they need vaccinations as adults



Most are aware of the importance of childhood immunizations, but don't realize that *they* need them too

Most people possess only minimal knowledge of:



- What vaccines they can get
- When they should get vaccinations
- Other factors that can influence how often/which vaccines you should receive

TOOLS

THREE TOOLS

1

Healthcare
Professional



2

The Pharmacy as
a Media Channel



3

Other Media



THE PHARMACIST IS HIGHLY ACCESSIBLE

2/3

of all pharmacists are trained to administer vaccines

All 27,000 Walgreens pharmacists are certified immunizers



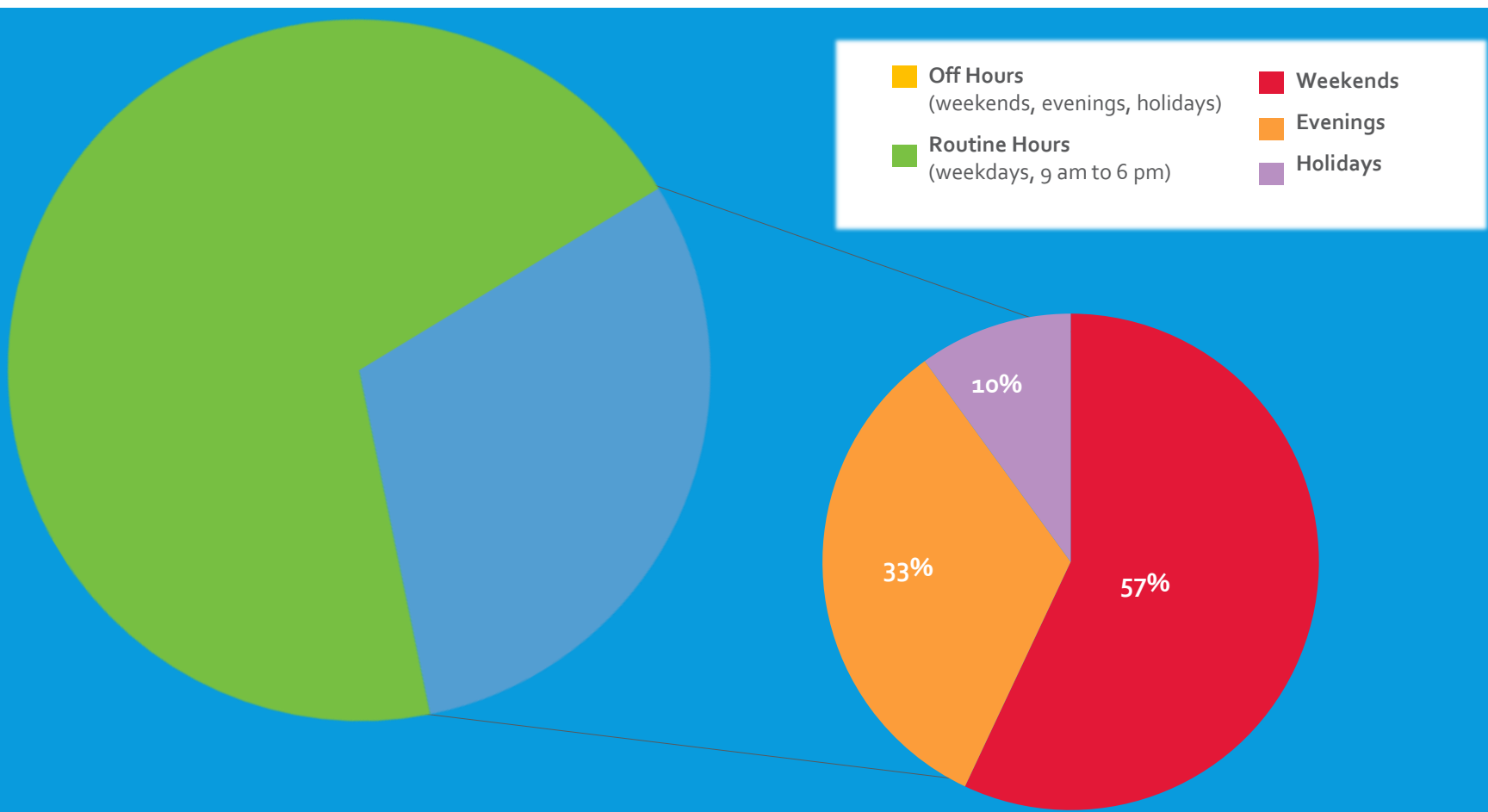
1/3

Administered at times when a primary care physician would be not available

27 million

flu shots were administered at pharmacies in the 2014-2015 flu season

IMMUNIZATION MADE CONVENIENT

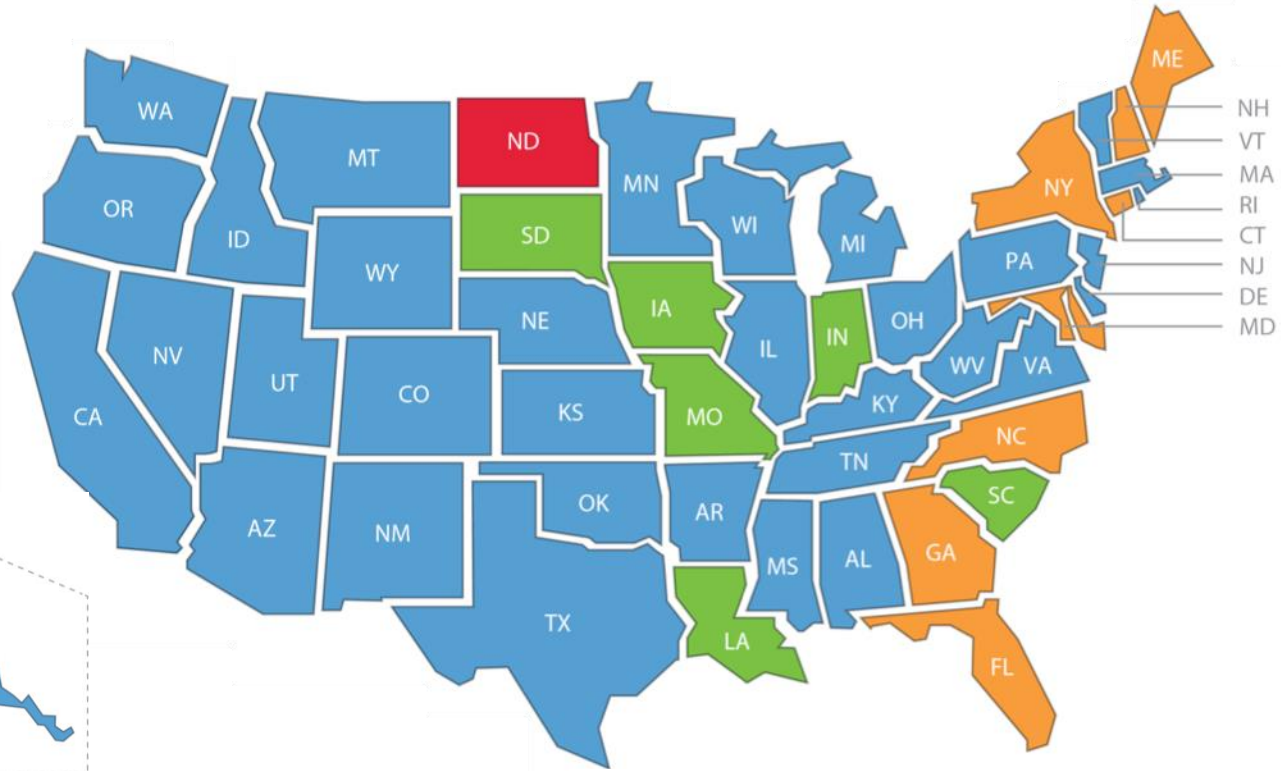


38% of those vaccinated during off hours are 18-64 years old
22% are seniors

Offering convenient times outside of typical work hours to be vaccinated may **increase vaccination rates and improve productivity**

IMMUNIZATION ACCESS NATIONWIDE

- Flu vaccine**
All stores (Except ND)
- Pneumonia vaccine**
All stores (Except ND)
- Shingles vaccine**
All stores (Except ND)
- T-dap vaccine**
All stores in 42 states
- Meningitis vaccine**
All stores in 41 states



- Blue: RPh authorized to provide CDC vaccines by protocol
 - Green: RPh authorized to provide CDC vaccines by prescription
 - Red: Walgreens does not have a pharmacy in the state
 - Orange: RPh authorized to provide select CDC-recommended vaccines (only administer: flu, pneumonia, and/or zoster)
- JE=Japanese encephalitis.

Vaccinations subject to availability. Not all vaccines available in all locations. State, age and health condition-related restrictions may apply. Go to walgreens.com for details and to find a participating location. January 2014.

Reference: American Pharmacists Association and Academy of Managed Care Pharmacy. Pharmacist-provided immunization compensation and recognition: white paper summarizing APhA/AMCP stakeholder meeting. *J Am Pharm Assoc.* 2011;51(6):704-712.

EDUCATIONAL EFFORTS UNDERWAY

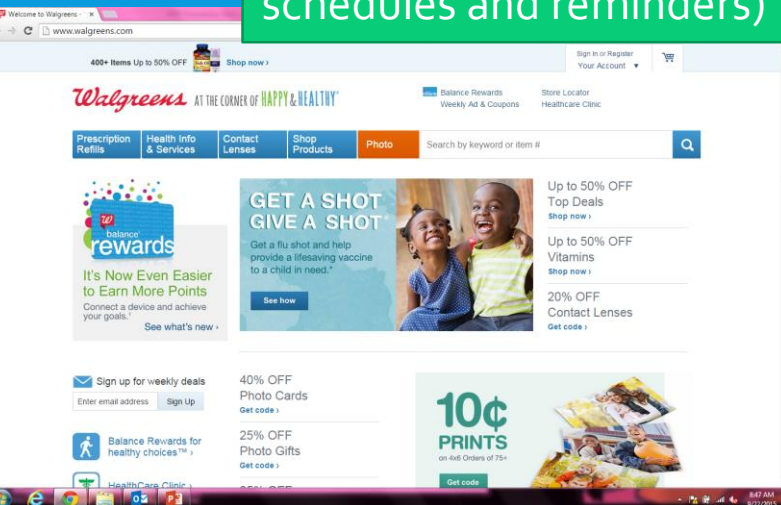


Circulars in-store

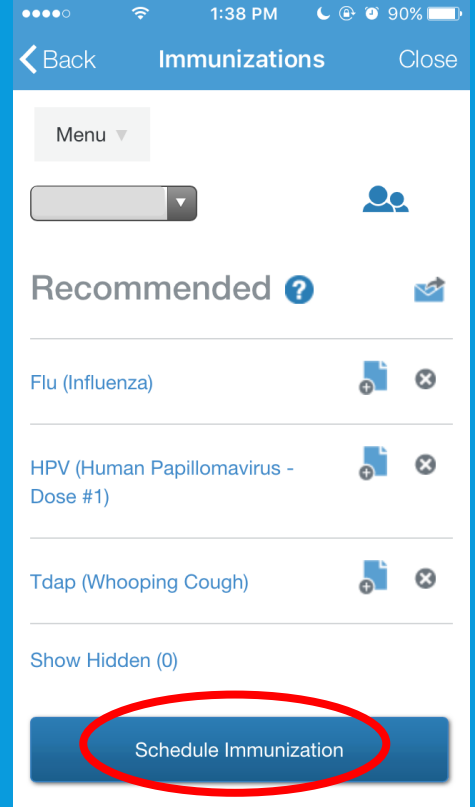
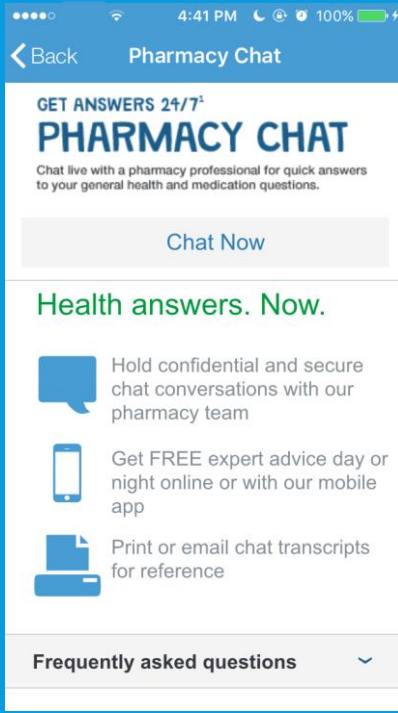


Store signage inside and outside

Website (immunization schedules and reminders)



Mobile app



Get your flu shot today!



In-store radio/reminders

GET A SHOT. GIVE A SHOT.



- In our third year of the “Get a Shot. Give a Shot.” campaign, we are expanding our partnership with the United Nations Foundation to include ALL flu shots and ALL other immunizations in a year-round donation match
- Through this campaign, Walgreens has donated over 8 million vaccines through the United Nation’s Foundation’s Shot@Life campaign.

GET A SHOT. GIVE A SHOT.

**Make your flu shot
make a world of difference**

Your immunization helps provide a lifesaving vaccine to a child in need.


Walgreens | **UNITED NATIONS FOUNDATION**

From July 1, 2015 to August 31, 2016, for every immunization administered, Walgreens will donate \$0.10 to the United Nations Foundation, up to a maximum of \$2,000,000. For more information, go to Walgreens.com/Shot2Shot. Vaccines subject to availability. State, age and health-related restrictions may apply.

MULTIPLE MEDIA VEHICLES

PROTECT YOURSELF,
PROTECT YOUR FAMILY.

EVERYONE NEEDS A FLU VACCINE.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

For more information, visit
www.flu.gov or
www.cdc.gov/flu



Your risk for Shingles increases
as you get older

Are you sure your adolescent is protected against meningitis B?



They may be at risk
Because they share

Meningococcal group B disease (also known as meningitis B) is an uncommon, but deadly disease. It can lead to death within 24 hours. On average, 1 in 10 adolescents and young adults who develop meningitis B will die from it.

Typical behavior for adolescents and young adults—like kissing, sharing cups and utensils, and engaging in close-contact activities—can lead to increased risk of meningococcal disease.

Meningitis B represents 40% of all meningococcal disease cases in adolescents and young adults in the US

Until 2014, there was no vaccination in the US against meningitis B

Talk to your healthcare provider about vaccinating your 10 through 25 year old with TRUMENBA.

INDICATION

- Trumenba is a vaccine indicated for individuals 10 through 25 years of age for active immunization to prevent invasive disease caused by *Neisseria meningitidis* group B
- Trumenba is approved based upon demonstrated immune response against four group B strains representative of prevalent strains in the US. The effectiveness of Trumenba against diverse group B strains has not been confirmed

IMPORTANT SAFETY INFORMATION

- Trumenba should not be given to anyone with a history of a severe allergic reaction after a previous dose of Trumenba

Individuals with weakened immune systems may have a reduced immune response

- The most common adverse reactions were pain at the injection site, fatigue, headache, muscle pain, and chills.
- Data are not available on the safety and effectiveness of using Trumenba and other meningococcal group B vaccines interchangeably to complete the vaccination series
- Tell your healthcare provider if you are pregnant, or plan to become pregnant
- Ask your healthcare provider about the risks and benefits of Trumenba. Only a healthcare provider can decide if Trumenba is right for you or your child

Please see Important Facts for TRUMENBA on the following page.
Call 1-844-TRUMENBA (274-6262), 9 a.m. to 4 p.m. Eastern Standard Time, for more information.

For more information, visit KnowTrumenba.com



Trumenba[®]
Meningococcal Group B Vaccine



Adults 50+ are at increased risk.

Prenar 15[®]

Talk to your
Doctor or Pharmacist
about your risk

shinglesinfo.com



CASE STUDY

FLU

Objective: Educate people about their choices in flu vaccines

Results: Increased vaccines of the brand by approximately **19%** across the 16-week test

Drove the entire Flu Vaccine category up by **+3%** in stores with the Rx EDGE program

TDAP

Objective: Elevate knowledge about the dangers of whooping cough to infants and the importance of vaccinations. Messaging aimed primarily at grandparents

Interim Results:
Script Lift approximately **9%**

SHINGLES

Objective: Raise awareness about Shingles, odds of contracting it, and available vaccine

Interim Results:
Script Lift approximately **5%**

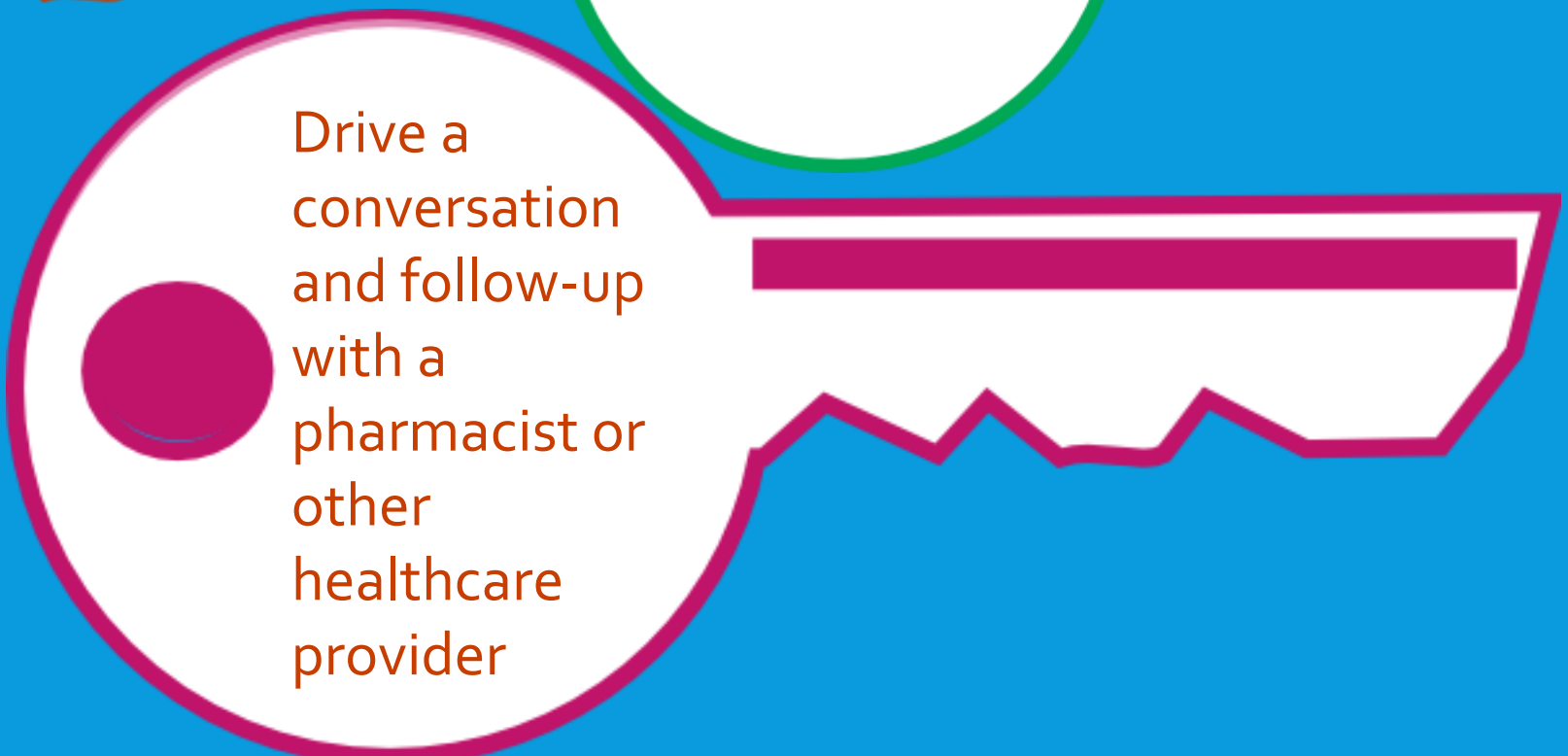
KEYS TO SUCCESS



Reach a relevant audience



Arm people with actionable information



Drive a conversation and follow-up with a pharmacist or other healthcare provider

BRINGING IT ALL TOGETHER



QUESTIONS?

