“The Federal government can’t do this alone ... success will require the commitment of governments at all levels, businesses, faith communities, philanthropy, the scientific and medical communities, educational institutions, people living with HIV, and others.”

President Barack Obama upon the release of the first National HIV/AIDS Strategy on July 13, 2010
Everyone knows - Walgreens is convenient.
Vision Statement
To become the most trusted national provider of high quality care and support for people living with HIV.
Guidelines for the Use of Antiretroviral Agents in HIV-1-Infected Adults and Adolescents

December 1, 2009

Developed by the DHR Panel on Antiretroviral Guidelines for Adults and Adolescents, a working group of the Office of AIDS Research Advisory Council (OARAC).

How to cite the Adult and Adolescent Guidelines:

It is emphasized that concepts relevant to HIV management evolve rapidly. The Panel has a mechanism to update recommendations on a regular basis, and the most current information is available on the AIDSinfo Web site – http://aidsinfo.nih.gov.

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Adults and adolescents living with an AIDS diagnosis, year-end 2008 - United States and 5 U.S. dependent areas
N = 489,977

Notes. All displayed data have been statistically adjusted to account for reporting delays, but not for incomplete reporting.
Number
- 2 - 1,000
- 1,001 - 3,000
- 3,001 - 9,000
- 9,001 - 82,703
Data classed using quartiles
Understanding HIV Communities

HIV WAG Stores (1+ HIV Rx/day)
- 24 Hour
- Non-24 Hour

Shows all WAG locations filling HIV Rx/day (at least 1 rx/day). Points to potential COE opportunities.

Top HIV Script Stores
- 24 Hour
- Non-24 Hour

Visually shows the top HIV filling stores in the market.

Top HIV Patient Potential TA's
- 24 Hour
- Non-24 Hour

Shows which WAG stores are serving the strongest HIV potential trade areas.

HIV Chains
- 24
- Non-24
- HIV Competitor Onsites
- Clinic

Shows HIV competitors reported by market managers – not an exhaustive list of HIV competitors.

Medical_Buildings_gt_1mm_HIV_Rev
- HIV over $10m
- HIV $5-10m
- HIV $1-$5m

Shows relative strength across medical buildings in terms of HIV revenue. Points to potential HIV onsite opportunities.

Patient Prevalence Model
- HIV cases per 10k residents
- 0-15 (below average)
- 15-76 (average)
- 76-138 (above average)
- 138-200 (significantly above average)
- 200+ (significantly above average)

Directionally points to HIV hot spots in the market as a starting point on where best to locate HIV services.
What is important?

- HIV and Hepatitis testing
- If HIV negative, keeping people negative
- If HIV+, get people into care, on treatment, and adherent
- Keeping people in care
- Safe environment
- Privacy*
- Respect - Personal connection with patient
- Healthcare Destination, easy access to help
- Health Screening (all health conditions)
90% of People in the US Living with HIV/AIDS Have Access to Walgreens Face-to-Face HIV Services

100% of People Living with HIV Have Access to Walgreens HIV Focused Services

Population Living with HIV Diagnosis per 100,000:
- <100
- 101 - 300
- 301 - 600
- 601 - 1,800
- >1,800

HIV Focused Services:
- Retail and HSRx Center of Excellence Pharmacies
- Community, A Walgreens Pharmacy
Pharmacists and HIV in 2012

After 30 years of HIV and 15 years of highly active anti-retroviral therapy, the HIV treatment and prevention landscape is changing

- **Truvada** now approved to PREVENT HIV (pre-exposure prophylaxis).

- **HIV home test kits** have been approved and will be available in our stores late September 2012.

- **New “Quad drug”** (one pill once-a-day regimen).

- **Generics for HIV** drugs are slowly becoming available.
[play]
An unprecedented coalition of public and private sector partners united in response to the AIDS in the U.S. with a focus on those most affected;

Through a national media campaign and community outreach works to increase knowledge and reduce stigma, while promoting actions to stem spread of HIV;

Kaiser Family Foundation, together with Black AIDS Institute, provides strategic direction, day-to-day management.
The Message
5 WAYS
YOU CAN BE GREATER THAN AIDS

KNOW. GET THE FACTS ABOUT HIV/AIDS
REAL TALK. START THE CONVERSATION
PROTECT. ALWAYS USE A CONDOM
GET TESTED (AND TREATED). KNOW YOUR STATUS
TAKE ACTION. GET INVOLVED LOCALLY

WE> AIDS
GET STARTED AT greaterthan.org
Walgreens and Greater Than AIDS
A Cross Sector Partnership that Supports Walgreens Services

IN-STORE INFORMATIONAL MATERIALS
Distribute co-branded items, including brochures, posters, and buttons through 550+ COEs

MARKETING CROSS PROMOTIONS
Place co-branded ads, other promotions in targeted media, including 8-page HIV/AIDS guide in EBONY.

FREE HIV TESTING EVENTS
Conduct free testing events in select stores together with health departments and ASOs.
In-Store Informational Materials

Since December 2010, Walgreens and Greater Than AIDS have distributed co-branded HIV/AIDS resources in up to 550+ COEs:

- ~16,000 posters with targeted messages highlighting Walgreens HIV/AIDS services

- ~425,000 informational materials, including brochures on testing and treatment and an 8-page guide produced with EBONY magazine

- ~55,000 additional promotional items, such as buttons for employees and store signage; also receipt messaging

- Dedicated page on greaterthan.org provides information about Walgreens services
Marketing Cross Promotions

Marketing cross promotions with Greater Than AIDS enhanced Walgreens message:

- National TV, print & online ad buys with OUT, The Advocate, POZ, LOGO Television.

- Cover and interior Walgreens brand and message placement on 1.6 million Greater Than AIDS informational guides distributed in-book in EBONY magazine (July 2011), reaching estimated 11 million readers.

- Times Square digital billboard promotions, timed to coincide with World AIDS Day (2010 and 2011), and National HIV Testing Day (June 27, 2011)
Community Outreach & Partnerships

Greater Than AIDS helped to convey Walgreens commitment to HIV among AIDS community:

- ~75,000 co-branded informational materials distributed to AIDS service and other community organizations as part of partnership with AIDS United

- Walgreens-sponsored “Deciding Moments” photo booths and other promotions at ESSENCE Music Festival, NAACP Annual Convention and USCA.

- During June 2011 and 2012 teamed with DOH and ASOs to bring free HIV testing into stores in heavily affected communities; ongoing community outreach and special events throughout the year.
FREE HIV Testing Promotion 2012

Between June 25-27, 2012 (coinciding with Natl. HIV Testing Day), Walgreens and Greater Than AIDS teamed up to offer free HIV testing in 45 COEs in 20 high incidence markets:

COMMUNITY ENGAGEMENT
Partnered with more than 50 health depts. and ASOs to carry out in-store testing.

HIGH VISIBILITY PROMOTIONS
100,000+ items like in-store posters, post cards, tshirts in sites +45 additional stores in communities where testing offered; partner outreach and press resulted in additional visibility

GENERATED RESULTS
Twice as many stores / markets participating as last year; increase in testing and positives
Outcomes

Testing was conducted over three days (June 27-29, 2012), from the 3-7 pm daily, in 45 stores in 20 markets:

- 1,861 tests total were provided with average of 41 tests per store
- 1.2% yielded preliminary positive results
  - Two markets had positivity rates of above 4%; 12 had no positives.
- Average number of stores participating per market was 2.25
  - Four markets had 4 stores participating, and 8 markets with just 1 participating store.
Testing Partner Feedback

- Nearly all, 21 of 23 (91%) reported that they had a very or somewhat positive experience with testing event (4.3 average ranking on 1-5 scale, with 5 being most positive)

- 21 of 23 said they would participate in promotion again next year (two did not know)
Consumer Response
as heard on facebook.com/greaterthan aids

“Wow…I am so impressed…To better health…Thanks!”

“Walgreens scores!”

“Wow… This is awesome!!! Yayeeeee for walgreens!!!.”

“Thank you Walgreens for providing this valuable service.”

“I just saw a sign at our local Walgreens!! Great Job!”

“This is good because having knowledge is greater than AIDS.”

“It’s a super d---duper idea.”

“Thts whts up..!!”
The great reach Walgreens had within their customer base made the topic more acceptable.

In a few settings the turnout indicated the need for additional HIV testing. We possibly would not have known about this gap in available services without this initiative.

This was something different and people were not expecting to test inside of a Walgreens.

HIV testing in non-clinical settings helps eliminate the stigma associated to HIV/AIDS.

... as has been feedback from community partners
Walgreens HIV programs are now part of pop culture

“...Walgreens, America’s largest drug store chain, has designated more than 500 hundred of its pharmacies as “HIV Centers of Excellence””

......”This is how you make a difference”

......”doing good and doing well at the same time...”

--Elton John
THANK YOU!

When you need to talk, Walgreens is here for you.

WEGreaterThanAIDS