

CASE STUDY – NATIONAL HIV TESTING DAY

Raising awareness of HIV testing

For its 14th year, **Walgreens** and **KFF's Greater Than HIV** joined forces to promote National HIV Testing Day (NHTD) on June 27. NHTD encourages free HIV testing, promote the benefits of treatment for those who are HIV positive, and continue to serve patients seeking to remain HIV negative (i.e. those on pre-exposure prophylaxis, or PrEP). On June 27, select Walgreens stores serve as host to free HIV testing provided by outside clinics and run by KFF. While no Walgreens pharmacists have a role in testing on NHTD, the free HIV testing clinics help differentiate Walgreens HIV services from its competitors while building local relationships that can further our ability to serve patients.

Garnering coverage at home and abroad

New this year was the opportunity for testing partners to provide free Hepatitis C and Syphilis on-site rapid testing. While KFF Greater Than HIV handled recruiting and training of the testing partners, Walgreens facilitated the PR and media relations of the event. Our objectives were to raise awareness of the value and importance of HIV testing, raise awareness of the Walgreens testing events happening across the country, and to elevate the expertise and overall trust of Walgreens and its pharmacists in the HIV space.

To generate awareness of the event and at the same time position Walgreens as a leader in the HIV space, the integrated team implemented several tactics to drive awareness and demand for free HIV, syphilis and hepatitis C testing, including a press release, earned media outreach, a satellite media tour and social media posts from several Walgreens executives and pharmacist ambassadors.

Exceeding Coverage Expectations

Our NHTD efforts were well received by both external and internal stakeholders. On Tuesday, June 11, Walgreens and KFF issued a joint [press release](#) announcing this year's testing event. Following the release, our earned media outreach in key media markets with participating locations, which resulted in **251 original online and broadcast media placements** with a **potential reach of 20.6M individuals**.

Walgreens government relations and KFF also coordinated store visits for several Walgreens executives and government officials in Washington, DC, Atlanta GA, and Chicago, IL.

On Tuesday, 6/26, a pharmacy leader recorded an satellite media tour (SMT) targeting key local markets to generate awareness about the free rapid HIV, syphilis and/or hepatitis C testing and educate communities about the importance of HIV prevention and treatment. **We secured 22 interviews, including 4 national interviews that were syndicated and 10 interviews in the top 40 DMAs.** The interviews aired during local broadcasts and were posted online, **with an estimated total reach of 404.6M+.**

Additionally, several executives and partners posted on social media to promote NHTD events. There were **1K+ mentions of Walgreens and NHTD on social media** (X/Twitter and Instagram), with **an overall reach of 655M**. Reach from social posts peaked at over 2M at 11 a.m. on NHTD, and top locations by reach were Illinois, Washington, D.C., Texas, Georgia and California. Approximately 43% of the mentions were positive.

To amplify internally, we promoted NHTD prior to June 27, and also posted a celebratory round-up of events on [W Connect](#) and encouraged team members to share their photos from National HIV Testing Day in the comments.

Walgreens and KFF's Greater Than HIV Join with Community Partners to Offer Free HIV and STD Testing at Record Number of Stores on June 27

The collaboration is the largest National HIV Testing Day event in the Nation

June 11, 2024

DEERFIELD, Ill. & SAN FRANCISCO, JUNE 11, 2024 - Walgreens and Greater Than HIV, a public information initiative of KFF, are teaming up with health departments and community organizations to offer free rapid HIV testing in more than 550 Walgreens stores on June 27 in the largest coordinated National HIV Testing Day event.

Additionally, to address the rising rates of other sexually transmitted diseases (STDs), free rapid syphilis and/or hepatitis C testing will also be offered by partners this year in many locations.

"This unique public-private partnership brings free rapid HIV and STD testing directly to communities in a familiar setting and connects individuals to trusted local prevention and treatment service providers in their area," said Tina Hoff, senior vice president, KFF.

A list of participating Walgreens stores and hours when free HIV and STD testing will be offered is available [here](#); no appointment needed. Testing is provided by local partners, in a private area of the store or mobile unit, with results available in 20 minutes or less. Counselors can also answer questions about HIV and STDs and provide the latest on prevention and treatment options, including referrals for PrEP (pre-exposure prophylaxis), FDA-approved medications that are highly effective in preventing HIV, and other needed care.

"This program is instrumental in reaching people in community settings, making HIV prevention and treatment options more equitable, accessible and convenient," said Rick Gates, chief pharmacy officer, Walgreens. "In addition to providing services to help prevent and treat HIV for more than 40 years, Walgreens invests in training its pharmacy team members to address the specific challenges faced by people living with HIV – including confidential medication counseling, information on prevention options and how to apply for financial assistance programs."

Major HIV rapid test manufacturers including Abbott Laboratories, BioLytical Laboratories, ChemBio Diagnostics, and OraSure Technologies donated tests to support this year's effort. Additionally, ChemBio Diagnostics and Diagnostics Direct donated rapid syphilis tests.

Since 2011, KFF's Greater Than HIV and Walgreens National HIV Community Partnership has provided more than 82,000 free HIV tests through the in-store NHTD program, including over 15,000 self-tests distributed during the height of the COVID-19 pandemic. This is the 14th year of the partnership and marks the highest level of participation – both in terms of testing partners and stores – in the program's history.

About Walgreens

Walgreens (www.walgreens.com) is included in the U.S. Retail Pharmacy and U.S. Healthcare segments of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), an integrated healthcare, pharmacy and retail leader. True to its purpose of “more joyful lives through better health,” Walgreens has a more than 120-year heritage of caring for communities and providing trusted pharmacy services, and today is playing a greater role as an independent partner of choice offering healthcare services that improve care, lower costs, and help patients. Operating nearly 9,000 retail locations across the U.S. and Puerto Rico, Walgreens is proud to serve nearly 9 million customers and patients daily. The company’s pharmacists are playing a more critical role in healthcare than ever before, providing a wide range of pharmacy and healthcare services, including those that drive equitable access to care for some of the nation’s most underserved populations. Walgreens offers customers and patients a true omnichannel experience, with fully integrated physical and digital platforms designed to deliver high-quality products and healthcare services. Within the U.S. Healthcare segment, Walgreens portfolio also includes businesses in primary care, multi-specialty, post-acute care, urgent care, specialty pharmacy services, population health and provider enablement.

About KFF

KFF is the independent source for health policy research, polling, and journalism. Its mission is to serve as a nonpartisan source of information for policymakers, the media, the health policy community, and the public.

KFF’s Greater Than HIV initiative is a leading public information response focused on HIV in the U.S. Through localized Greater Than HIV campaigns, KFF works with health departments and community partners to reach those most affected and in need with the latest on testing, prevention and treatment. This public-private partnership model helps extend the reach of limited resources in high need areas.

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Explore Themes in this Press Release

Pharmacy & Healthcare

Walgreens and KFF's Greater Than HIV join with community partners to offer free HIV and STD testing at record number of stores on June 27

The collaboration is the largest National HIV Testing Day event in the nation.

2024 NATIONAL HIV TESTING DAY ACTIVATION



Rick Gates

Chief Pharmacy Officer,
Walgreens



Bradley McElya

Director, Specialty Health
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Allison Dejan

Consultant
KFF's Greater Than HIV



Alison Poole White

Program Director
SisterLove, Inc.
NHTD Testing Partner

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Join **Rick Gates**, chief pharmacy officer, as he talks with **Brad McElya**, director of product management, Specialty Health Solutions for Walgreens, along with Allison Dejan, KFF/Greater than HIV, and Allison Pool-White, SisterLove, Inc., one of our testing partners. They discuss HIV prevention and treatment as well as plans for June 27.

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Published [W Connect Team in News](#) on June 11 at 9:45 am



Walgreens Healthcare Solutions

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Walgreens Chief Pharmacy Officer **Rick Gates** is joined by **Brad McElya**, **Allison Dejan** (KFF's Greater Than HIV), and **Alison Poole White, LMSW** (**SisterLove**, Inc.) to discuss **#HIV** prevention, treatment and National HIV Testing Day (**#NHTD**) on June 27, 2024.

Greater Than HIV offers FREE rapid HIV and **#STD** testing at participating Walgreens stores, connecting individuals to local prevention and treatment services.

To find participating Walgreens stores, visit <https://lnkd.in/eUeU5Erb>.

Watch the video: <https://lnkd.in/egVs6hUy>

#Healthcare #HIV #GreaterthanHIV #NHTD

2024 NATIONAL HIV TESTING DAY ACTIVATION



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Chief Pharmacy Officer,
Walgreens



Bradley McElya

Director, Specialty Health
Solutions, Walgreens



Allison Dejan

Consultant
KFF's Greater Than HIV



Alison Poole White

Program Director
SisterLove, Inc.
NHTD Testing Partner



Patrick Lupo (He/Him) · 1st

Group Vice President, Pharmacy Trade and Specialty at Walgreens

4mo · Edited ·



Yesterday was National **#HIVTestingDay** (**#NHTD**), and **Walgreens** partnered with **KFF**/Greater than HIV and community organizations to provide free testing for **#HIV** and sexually transmitted infections (**#STIs**). This marked the 14th year of our partnership and was the largest ever, with more than 550 stores taking part.

I had the honor of visiting Walgreens store #232 in Chicago to thank our team members there as well as our testing partner, Beyond Care, Inc. They provide rapid testing for HIV, HCV and STI's in community settings via their Wellness on Wheels program in partnership with the Illinois Department of Public Health. Beyond Care's team of medical professionals participated in NHTD last year and performed 111 tests at four Walgreens locations.

A big thank you to all store team members across the country, as well as all those who worked behind the scenes, for making NHTD a successful day for our communities' healthcare.

There are more ways than ever to prevent and treat HIV. It starts with a test.

Donovan Pepper Tannon Gray Phebe Rodgers Patrick Lupo Angela Bower Kimberly Walz Michael Cabonargi Dr. Cornetta Levi Kamila Zapata



WED
HIV

Deals of the Week

Well at Walgreens

Free
HIV testing

Thursday, June 27

Wednesday, June 28

Prueba del VIH gratis

Friday, June 28

Thursday, June 27

Walgreens

WED HIV

TOGETHER WE CAN
END HIV.



John Colaizzi, Jr, PharmD, FNJPhA · 1st
Vice President, Pharmacy Practice at Walgreens
4mo · Edited ·



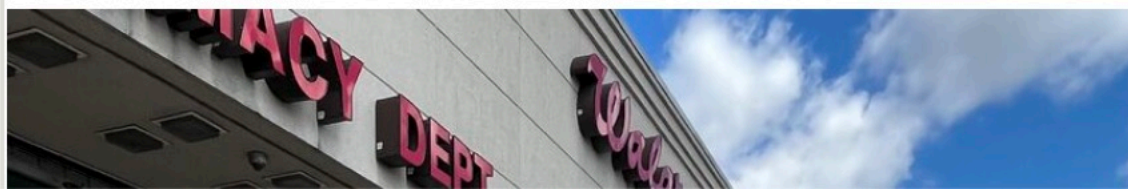
Yesterday marked National **#HIVTestingDay** and **Walgreens** and Greater Than HIV, a public information initiative of **KFF**, teamed up with health departments and community organizations to offer free rapid **#HIV** testing at more than 550 Walgreens locations in the largest coordinated **#NHTD** event. Additionally, to address the rising rates of other sexually transmitted diseases (**#STDs**), free rapid **#syphilis** and/or **#hepatitis** C testing were also offered by partners this year in many locations.

I had the honor of visiting our location in Paterson, NJ to thank their local partner, Buddies of NJ, for offering tests to their community. There are more ways than ever to prevent and treat HIV. It starts with a test.

As a **#pharmacist**, I want to help people live healthy lives, especially when it comes to HIV. We want to help people know their HIV status so they can take control of their health. Routine HIV testing is vital to ending the HIV epidemic.

Just as important is HIV prevention – including pre-exposure prophylaxis (PrEP), the medication to prevent HIV – and treatment. People living with HIV can live long and healthy lives if they're connected to care and take their medications as prescribed.

#Walgreens #NHTD #HIVTestingDay #Healthcare #GreaterThanHIV
Sandip Dua Dana Johnson Sophia Novack, PharmD David Cooper





Brad McElya • Following

Director, Specialty Health Solutions at Walgreens

4mo • 🌐

Today is National **#HIVTestingDay**. As a trained **#pharmacist**, I want to help people live healthy lives, especially when it comes to **#HIV**. Yesterday, I had the opportunity to take part in our satellite media tour, speaking to more than 20 media outlets about the free rapid HIV, **#syphilis** and **#hepatitis** C testing available during **#NHTD** through @Walgreens partnership with @KFF's Greater Than HIV. We want to help people know their HIV status so they can take control of their health. Routine HIV testing is vital to ending the HIV epidemic.

I also talked about the importance of HIV prevention – including pre-exposure prophylaxis (PrEP), the medication to prevent HIV – and treatment. People living with HIV can live long and healthy lives if they're connected to care and take their medications as prescribed. You can learn more here: <https://lnkd.in/e4NfG2a9>

#NHTD #HIVTestingDay #Pharmacy #Healthcare



Walgreens and KFF's Greater Than HIV Join with Community Partners to Offer Free HIV and STD Testing...

walgreensbootsalliance.com