



Blog strategy

Adrienne Foley & Molly Exner

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Overview

Business Problem: Current toolkit lacks ability to promote ARxWP services, features, benefits, products, research or share our value story through social media, because we have no way to link to longer-form information. In order to be perceived as thought leaders in the pharmacy industry, need a platform to promote greater engagement with our constituents, extend messaging and increase awareness and trust.

Recommended Solution:

Launch corporate blog to extend B2B/B2C messaging to all publics, across multiple channels, allowing us to:

- Share in-depth news and information relevant to our various publics
- Host videos on various topics (e.g., interview execs, patient or team member testimonials, etc.)
- Demonstrate our company culture, values and mission to our publics and to share useful information.
- Position ARxWP as a thought leader in the specialty pharmacy/home delivery space

Create a robust content strategy/plan with input from various company stakeholders, allowing us to plan ahead for evergreen and calendar-driven content, plus content appropriate for pitching to media

Next Steps:

- *Executive approval*
- *Finalize timeline for development of launch platform*
- *Finalize content for first 12 weeks*
- *Launch blog Mar 8, 2021*

ARxWP Blog: Thought leadership & stories

Thought leadership

- 1x month
- Planned content around company goals, values, innovation, industry, trends, technology
- Formats: Long form, Q&A, interview, top 5s; written o/b/o leaders
- Word count: 500 - 800

Stories

- As needed (2-4/month)
- Extend support of various initiatives, such as:
 - Internal stories, comms plans
 - Disease awareness months
 - ARxWP research findings
 - Talent acquisition goals
- Repurpose internal content for external audiences
- Word count: 300 - 500

Blog Landing Page

[Home](#)[About Us](#)[Leadership](#)[Newsroom](#)[Careers](#)

Blog

Overview

AllianceRx Walgreens Prime is one of the largest specialty and home delivery companies in the U.S. Read more from our leaders and other authors about the passion that drives our purpose. These stories will provide some insight into why and how we strive to make sure our patients have the best access to the medications they need.



IMAGE



**Author
Headshot**

Topic Name(s)
Month, Day, Year
Author

[Feature Story Headline](#) > [Link to story landing page; Link back to Blog landing page from story page]

**Author
Headshot**

Topic Name(s)
Month, Day, Year
Author

[Feature Story Headline](#) > [Link to story landing page; Link back to Blog landing page from story page]

Connect with us 24/7



RACI: Roles and responsibilities for content

TASK	CORP COMM	MKTG	HR	LEGAL	aLT	DESCRIPTION
Develop corporate content	R / A	I	I	C	I	Corp Comms develops and is accountable for developing corporate content and messaging; Marketing accountable for branding, patient experience.
Develop marketing content, campaigns	R / A	R / A	I	C	C	Marketing develops and is accountable for marketing content and campaigns. Corp Comms recommends marketing content on social media, blogs.
Develop video content, production	R / A	R / A	I	C	I	Marketing & Corp Comms suggest video content, depending on audience and purpose; each team manages its own video production.
Develop and manage content calendar	R / A	R / A	C	C	I	Corp Comms & Marketing develop content calendar, consulting other teams for planning and input.
Publish content on blog, social media platforms	R / A	C	I / R	I	I	Corp Comms is responsible for content published on blog and all social channels, consulting with other teams;

Timeline

	Q2 2021												Q3 2021								
	DEC				JAN				FEB				MAR				APR				
	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26
STRATEGY																					
Present blog strategy																					
Determine launch content																					
Obtain approval																					
BUILD OUT BLOG ON ALLIANCERXWP.COM																					
Build wireframe of blog pages																					
Develop launch content																					
Testing, revising, testing																					
Reviews (Corp Comms, Creative, Mktg)																					
CONTENT																					
Develop and manage content calendar for planned stories																					
Develop RACI, process for blog reviews, approvals																					
Content creation (ongoing)																					
LAUNCH																					
Migrate from QA to production site																					
Soft launch																					
Launch BLOG																					
ANALYTICS																					
Define platform success																					
Track platform metrics (ongoing)																					
Create and share platform reporting (ongoing)																					

APPENDIX

APPENDIX: Proposed content calendar

Month	Topic	STORY (non-authored content)	THOUGHT LEADER (authored content)	Notes
Prelaunch	5 Things you don't know about specialty pharmacy or medicines	x		Blog posts - live at site launch
	What are LDDs?		Tracey James	BLOG: What are LDDs, and latest LDDs at ARxWP
	National Rare Disease Day, Feb. 29	x		BLOG: What are rare diseases? What is RDD? Tie in to ARxWP.
	Making a difference with digital tools	x	Jim Adams	BLOG: Latest on digital innovation
	SDOH pilot w/HighMark	x		BLOG: What is SDOH, why it's important and discuss pilot w/Highmark
March	BLOG welcome message + 5 things to know about ARxWP		Joel	BLOG: General blog intro message + info about ARxWP (source: Welcome brochure) + other info
	Free market health partnerships			What is FMH? Why is it important?
	Top Takeaways from PBMI Conference	x		BLOG: Recap of who spoke at PBMI, and top takeaways from their presentation
	MS Awareness Week, March 8-14	x	Kathleen Love	BLOG: What is MS, prevalence, SP role in treatment of MS (SME: clinical program manager)
April	5 ways gene and cell therapies will shape the future of specialty pharmacy		Tracey James or Jeff Pohler	BLOG: Interview Tracey James or Jeff Pohler. link to white paper?
	National Infertility Awareness Week (NIAW), April 18-24	x		BLOG: talk about infertility, prevalence, and all of ARxWP's infertility programs
May	Cystic Fibrosis Month	x		BLOG: mini monograph; what is CF, prevalence, role of SP in treatment; SME: Nishita Hira
	Top Takeaways from Asembia			BLOG: Recap of who spoke at Asembia and top takeaways from their presentation
	Nurses Week, May 6-12	x		BLOG: Highlight Donna Ford's team + talk about our nursing network

APPENDIX: Proposed content calendar, cont.

June	Tips for planning for hurricane season	x		BLOG: Use emergency prep graphic(s)
	BLOG: Photo sensitivity: sun & meds		Pharmacist	BLOG: Tie to Pharmacist tips. Top ways to stay safe in the sun when taking Rx (or other seasonal, summer topic)
July	5 ways your pharmacist can help you with financial assistance	x		BLOG: Understand resources available to patients
	5 ways specialty pharmacists help support medication adherence		Tracey James	BLOG: Highlight ConnectedCare, Specialty 360 programs
August	Top takeaways from HIMSS Conference		Joel	TENT: Recap of and top takeaways from joint presentation at HIMSS conference - Joel and Dr. Keith Dunleavy. (pending speaker approval)
	Psoriasis Month	x	Renee Baiano	BLOG: mini monograph: What is psoriasis, prevalence, role of SP in treatment
September	Top takeaways from NASP	x		BLOG: Recap of who spoke at NASP and top takeaways from their presentation
	Pulmonary Fibrosis Awareness Month		Patrick Baker	BLOG: What is PF, prevalence, ARxWPs dedicated pulmonary team, sponsorship, align with our PFF sponsorship
October	Pharmacist Month	x		BLOG: Spotlight on ARxWP pharmacists, including Joel and others
	World Arthritis Day, Oct. 12		Renee Baiano	BLOG: Mini monograph: Talk about the types of arthritis we support (RA, psoriatic, etc.), role of SP.
	Pharm Tech Day, Oct. 20	x		BLOG: What do pharm techs do? Highlight 2-3 of ARxWP pharm techs.
November	National Family Caregivers Month	x		BLOG: Important role caregivers play in caring for patients w/chronic disease. 5 tips for self-care
	Veteran's Day, Nov. 11	x		BLOG: Spotlight some of ARxWP's vets
December	Crohn's and Colitis Awareness month		Renee Baiano	BLOG: mini mono of IBD - what it is, prevalence, role of SP in treatment
	National Influenza Vaccination Week	x		BLOG: repurpose Q/A from Pharmacist Tips
	5 tips to prepare for the new benefits year	x		BLOG: Repurpose 5 tips for peak prep?

Additional proposed blog topics

POTENTIAL TOPIC	SME / AUTHOR	MONTH
How will specialty pharmacists work post-COVID?	Joel Wright	
Gene/Cell therapy white paper – Interview authors	Tracey James, Jeff Pohler	
Journey of a cancer patient... through the perspective of patient, PBM, pharmacy and LLS (summarize panel presentation from prep doc)	Rick Miller (from PBMI 2020)	
Journal of a hemophilia patient (summarize from PBMI2019 prep doc)	Anastasia Abramson, PharmD	
Specialty medication explained	Pharmacist	
Digital adoption articles (how to create account, how to manage your prescriptions online, etc.	Marisa Giuntoli	
Generic medications vs. brand name - which should you get?	Pharmacist	
Executive spotlight - Meet Joel Wright (Jim Adams, etc.)		
Disease-state months: National XXXXXX Month		
Fertility - the FOR program, VCCP, etc.	Ann Scalia, Nancy Harrington	
How ARxWP differs from its competitors	Joel Wright, John Stephens	
The future of specialty pharmacy	Joel Wright	
How ARxWP supports patients with rare diseases	Tracey James	
Reaccreditation - why it's important	Rick Miller (or Laura Watkin)	
How you can help manage the cost of specialty medications		
5 service expectations you should have from a specialty pharmacy		
How gene/cell therapy will change cancer treatment		
How patients will benefit from data supplementation		
What to consider when traveling for the holidays		
3 tips for preparing for an emergency – (pull from our graphic)		
High level disease overview with each published monography/white paper		
Top takeaways from XYZ conference		
Covid and impact on specialty pharmacy		
News out of pipeline report		
LDD, aspect of manufacturer/pharmacy relationship (boutique pharmacy) - what makes us attractive to manufacturers		
Role of specialty pharmacist as integral part of care team		
Portal		
Peak season - peak prep (influx perspective, patient behaviors,)		

APPENDIX: Competitive Analysis - Blogs

Company	Blog	Videos	Notes
Accredo	Not sure	Yes	Website organized by a audience (patient, provider, payer, pharma) They have links to Conditions (alpha, then general info on the condition) Also have "find a med" search tool Good content, use of video, no blog per se that I could tell
Avella.com (in 2018, Avella joined BrivoRx (call themselves sister companies)	Yes	Yes	Blog is housed on top nav by word "blog" but then when you click on it, blog is called Specialty Pharmacy Insights: https://blog.avella.com/ Robust content: Evergreen articles, disease awareness days, clinical articles , links to motion graphic videos
CVS Health	Yes	Yes	CVS houses its blog under the heading of "News & Insights" Then, they organized their content under the following buckets: Cost of care, Health care transformation, Healthy communities, Quality & access, Wellness, News (THIS links to their newsroom)
BrivoRx (soon to be Optum Specialty Pharmacy in 2020)	n/a	yes	No apparent blog. However, videos (and video transcripts) on FAQ page for the following: <ul style="list-style-type: none"> •How do I request a refill on my prescription? •Can I see the status of my order online? •My doctor told me I will need to inject meds myself, how do I do this?
Diplomat	Yes	Yes	No wording of "blog" on home page. Blog is called Empower Ecosystem. Articles are housed in: https://www.diplomapharmacy.com/empower/library Blog categories include: Caregiver, Lifestyle, Mental health, Nutrition, Recipe, Sleep Articles are teased as posts on social media, then link to blog on website.
ExpressScripts	Yes	Yes	Robust blog called: Insights & Ideas
Humana Pharmacy	Yes	Yes	Blog is accessed on a top navigation by word "Blog" then named "Health & Wellness Center" within a p User is able to organize blog by the following: Healthy living, Medical conditions, Medication adherence, Patient safety, Pharmacy tools, Product announcements, Specialty medication. (They appear to write stories for the types of things we only do posts about (e.g., disease awareness days/months, how-tos, accreditations, etc.) Video on website: Life of a script (robust video library on YouTube, must be only used on social media).
Walgreens	Yes	Yes	WAG has a blog called Stories located on the newsroom page of walgreens.com. Blog description: In-depth features on the people , places and programs that make our company #MyWalgreens. WAG has a page on its website devoted to video.