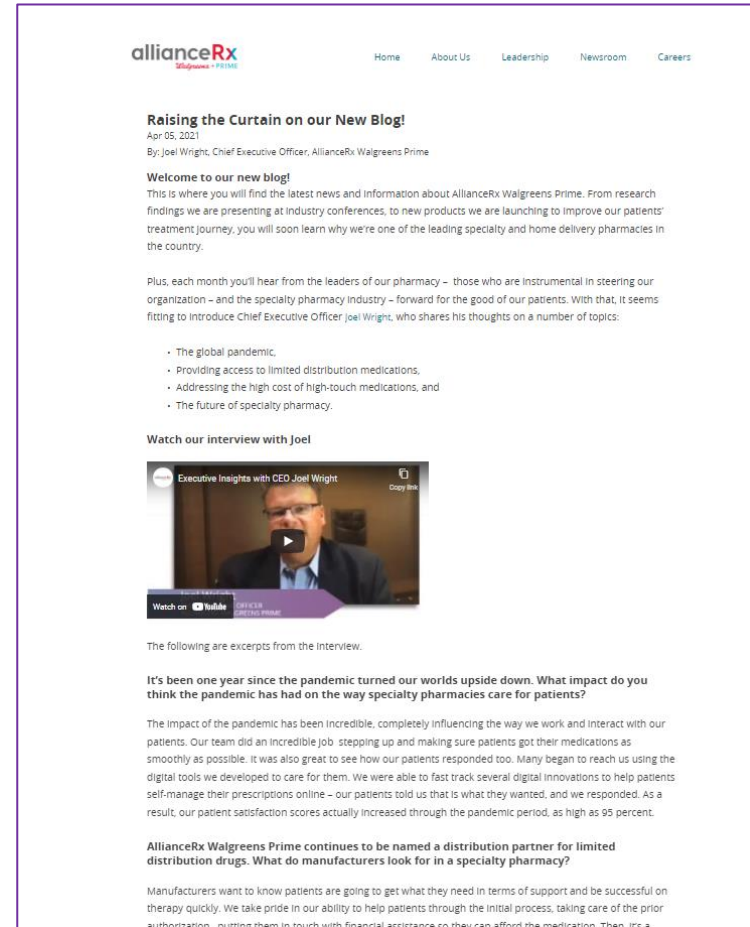
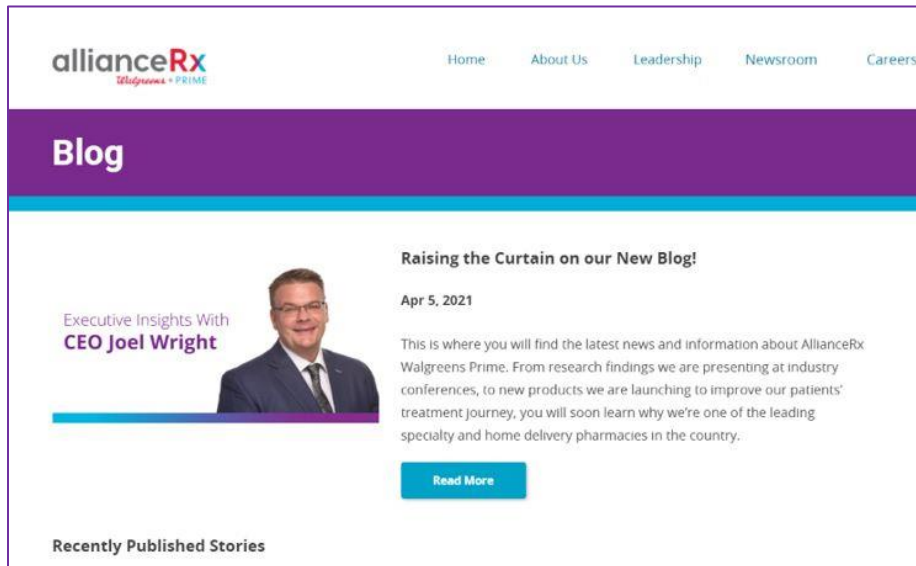


1) BLOG LAUNCH - LANDING PAGE, STORY PAGE



2) Internal Promotion (Intranet story)

[Home](#) / [News](#) / [Check Out Our New Company Blog!](#)

Check Out Our New Company Blog!

This week marks the launch of our new blog available from our company website. Each month, you can read stories from leadership about how we're shaping the future of our industry and promoting our efforts to payers, pharma and other key stakeholders.

Visit our Blog today!

In our first post, Chief Executive Officer Joel Wright shares:

- His perspective on the pandemic one year later,
- How we help patients manage the high cost of specialty medications,
- The future of specialty pharmacy,
- And much more!

Be sure to share the blog on your LinkedIn page to help spread the word.

Posted 04/05/2021

People Manager Newsletter blurb

Foley, Adrienne 4/6/2021 9:50 AM



Our long-awaited blog is live!

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[See less](#)

Intranet Marquee Banner & Digital Signs in Various Building Locations



3) Social Media Promotion – Facebook, Twitter, LinkedIn



4) Social Media Promotion – CEO Joel Wright’s LinkedIn Page

Joel Wright
CEO at AllianceRx Walgreens Prime

Followers: 3,351

Talks about: #pharma, #rareisease, #homedelivery, #chroniccondition, and #specialtypharmacy

Message

Like Comment Share Send

Joel Wright • 1st
CEO at AllianceRx Walgreens Prime
10mo • 🌐

I'm excited to introduce our new company blog which launched earlier this week. For the first post, I had the opportunity to share my thoughts around the pandemic one year later as well as the future of specialty pharmacy. Thanks to our team for making this happen: www.alliancexwp.com/blog

Insights
Shaping Our Industry
allianceRx
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👍👍👍 118 5 comments

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Most relevant

Mike Ellis • 2nd
Chief Executive Officer at Maxor National Pharmacy Services, LLC
Well said, well done!
Like 2 Reply

Tim Sterling • 2nd
Group Manager Proposals at Walgreen Co.
Great work.
Like Reply

Craig Fischer • 2nd
Experienced Executive and Health Care Consultant
Great update on AllianceRx and the industry.
Like Reply

Jay D'Aprile • 2nd
Executive Vice President at Slayton Search Partners
Looking for to it!
Like Reply

Roger Bernardino • 2nd
Director, Enterprise Sales at Huddle
Great stuff Joel Wright 🙌
Like Reply

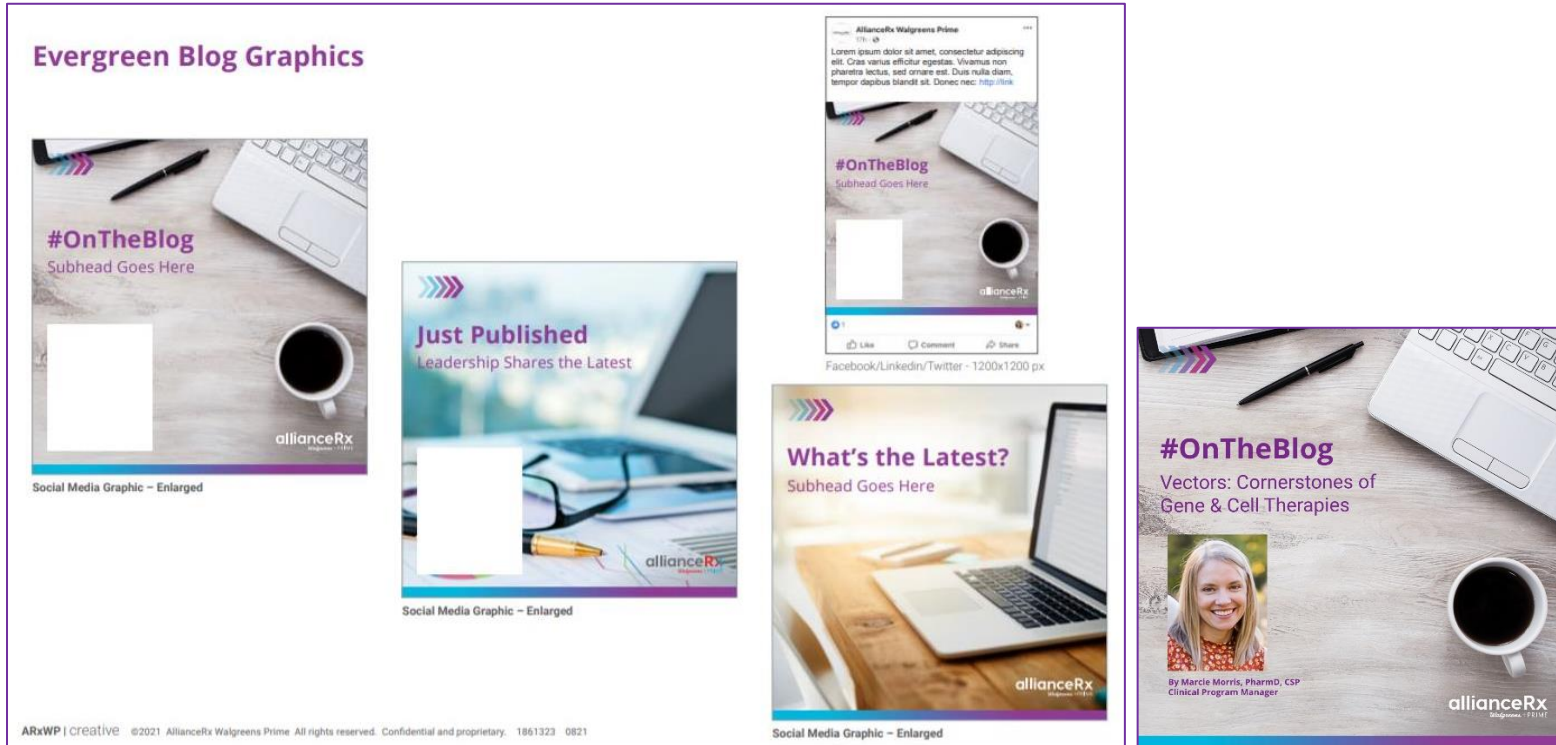
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5) Updateable Graphics to Promote Future Blog Content on Social Channels



(Evergreen blog graphics above left, plus updated example above right)

**MN PRSA Classic Awards:
AllianceRx Walgreens Prime
Blog Launch Materials**



6) Media Pitch from Blog Post

From: Foley, Adrienne <adrienne.foley1@alliancerwp.com>
Sent: Wednesday, December 15, 2021 5:00 PM
To: Maas, Angela <amaas@aishealth.com>
Subject: Potential story?

EXTERNAL SENDER. Only open links and attachments from known senders. DO NOT provide your username or password.

Hi Angela, wanted to share a [blog story](#) we posted this week after two of our leaders, Lisa Mymo, VP, pharma and financial services, and Stacy Ward-Charlierie, PharmD, MBA, product development director, presented at the [Health Equity and Outcomes Summit](#), held earlier this month. Their session, Going Beyond the Prescription to Serve the Whole Person, explained how the role of the specialty pharmacist goes beyond just providing access to the medicine. The specialty pharmacist is instrumental in identifying barriers that prevent patients with rare diseases and chronic conditions from sticking to their treatment or therapy. In fact, such barriers (known as social determinants of health or SDOH) account for 80% of health outcomes affecting health decisions at the individual level and impacting quality and length of life. In their session, Lisa and Stacy explain how AllianceRx Walgreens Prime is addressing SDOH with our patients.

Let me know if this is something you might be interested in covering and I can set up some time with (or forward your questions to) them.

Thanks, Angela!
 Adrienne

 Adrienne Foley APR (she, her, hers)
 External Communications Manager
 AllianceRx Walgreens Prime | Corporate Communications
 Mobile 423.580.8821 | Central Time Zone

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To: Maas, Angela <amaas@aishealth.com>
Subject: RE: Potential story?

EXTERNAL SENDER. Only open links and attachments from known senders. DO NOT provide your username or password.

Hi Angela, here are Lisa and Stacy's responses to your questions. Let me know what else you may need.
 Thanks!
 Adrienne

 Adrienne Foley APR (she, her, hers)
 External Communications Manager
 AllianceRx Walgreens Prime | Corporate Communications
 Mobile 423.580.8821 | Central Time Zone

From: Maas, Angela <amaas@aishealth.com>
Sent: Monday, December 20, 2021 3:41 PM
To: Foley, Adrienne <adrienne.foley1@alliancerwp.com>
Subject: RE: Potential story?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi, Adrienne, and thanks for your email. I'm definitely interested in getting some comments, please. If that still works, my deadline is Jan. 6.

Here's what I'm wondering:

1. Why is it so important to address SDOH issues with people on specialty drugs?
2. Are there different challenges with SDOH in people with specialty medications vs. non-specialty drugs?
3. How can specialty pharmacists identify SDOH issues? How might it differ depending on the method of communication between a specialty pharmacist and patient (e.g., in person vs. telephone vs. electronic communication)?
4. How can specialty pharmacists address SDOH? Do they have different challenges than do regular pharmacists?
5. What types of health care stakeholders do specialty pharmacists need to collaborate with on addressing SDOH issues, and how do they work together?
6. What are some of the most common SDOH factors that you see?
7. Are there issues around SDOH that are misunderstood and/or not known?
8. Is there anything I've neglected to ask about that you'd like to add?

Also, I saw your email from earlier today about the JAK inhibitors, and I am not planning any follow-up of the topic, but that's because I thought that these new warning labels are actually the final labels that the agency said it would require when I wrote that article. I didn't think these were new issues but simply the execution of what the FDA said it would require, but please clarify if I'm incorrect.

Thanks,
 Angela

Foley, Adrienne

From: Maas, Angela <amaas@aishealth.com>
Sent: Friday, January 14, 2022 9:42 AM
To: Foley, Adrienne
Subject: RE: Potential story?

Follow Up Flag: Follow up
Flag Status: Flagged

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Hi, Adrienne. I was planning to publish it in the January issue, but I ran out of room (for multiple articles, actually), so I'm hoping to run it in February.

Have a great weekend!

Angela

From: Foley, Adrienne <adrienne.foley1@alliancerwp.com>
Sent: Friday, January 14, 2022 10:34 AM
To: Maas, Angela <amaas@aishealth.com>
Subject: RE: Potential story?

EXTERNAL SENDER. Only open links and attachments from known senders. DO NOT provide your username or password.

Hi Angela, just checking in on this. When were you thinking this might publish?

From: Maas, Angela <amaas@aishealth.com>
Sent: Wednesday, January 5, 2022 2:51 PM
To: Foley, Adrienne <adrienne.foley1@alliancerwp.com>
Subject: RE: Potential story?

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi, Adrienne. Thanks very much for these comments. I don't have any follow-up questions at this point, but if something comes up as I'm writing, I'll circle back.

Thanks again,
 Angela

From: Foley, Adrienne <adrienne.foley1@alliancerwp.com>
Sent: Tuesday, January 4, 2022 11:01 PM