

ARxWP Pharmacy Communication Plan

Background

Sep 25 is World Pharmacist Day – it is sponsored by The International Pharmaceutical Federation (FIP) is the global body representing over million pharmacists and pharmaceutical scientists.

October is [American Pharmacists' Month](#), a program of the American Pharmacists Association (APHA).

Also during **October is National Pharmacy Tech Day**, which is third Tuesday (Oct 19). It is a day to make an extra effort to thank technicians for their invaluable support and contributions throughout the year.

September	9/25/2021	Professional Day	World Pharmacists Day
October	10/1-10/31/2021	Professional Day	Pharmacists Month
October	10/19/2021	Professional Day	Pharmacy Technician Day

Audience

- Internal: aLT, ARxWP 100, people managers, team members, human resources partners, DE&I committee
- External: Media, patients, providers, payers
- Potential team members who may be interested in working at ARxWP.
- ARxWP team members who may be interested in a different job within ARxWP.

Goal:

- To promote and celebrate pharmacists within our company.
- Recognize ARxWP pharmacists and pharmacy techs.
- Demonstrate that ARxWP is a good place to work.
- Is it still a goal for recruiting? CTA: ARxWP is always looking for great talent. We are confident we have a spot for you. (Provide link or address for careers landing page).
-

Objective: (Specific, Measurable, Attainable, Realistic, Timely)

- By end of October, awareness among external audiences of ARxWP's pharmacist and pharmacy tech capabilities and appreciation will increase by 50%.
- By end of October, 80% of readers will understand/know difference between pharmacist and specialty pharmacist.
- By end of October, all audiences will know and understand the value of pharmacists and pharmacy techs.

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Key Messages

- ARxWP is one of the largest specialty pharmacy and home delivery companies in the U.S. that provide medicines to people living with rare and chronic diseases and conditions.
- ARxWP employs 220* pharmacists and 870* licensed pharmacy technicians. This includes virtual employees but does not include Pittsburgh.
- We employ 70* technicians in Pittsburgh who are not licensed/registered since it is not a requirement in the state of PA.
- In addition, our team members include order processing technicians, insurance verifiers, customer service representatives, nurses, nursing coordinators, patient care coordinators, fulfillment specialists, shipping technicians, patient financial services, patient care specialists, and many more.
- ARxWP strives to foster an environment in which all our team members are treated equitably, contribute fully to our mission, and embrace and model our values.
- ARxWP has pharmacists at all levels throughout the company, including our CEO.

SMART Objectives

- As a result of the campaign our publics should:
 - **FEEL:** Pride and integrity in knowing more about ARxWP pharmacists and techs
 - **KNOW:** More about ARxWP pharmacists and techs
 - **SEE:** Consistent communication related to pharmacy recognition days
 - **DO:** Open documents within the intranet

Strategies

- Use the intranet as a means for communicating about pharmacy rec days
- Share profiles of stories about pharm team members

Considerations/Dependencies

Internal notes:

- Meet your peer articles, include stats
- Kevin to include pharmacist month/pharm tech promo in Clayton's video – assess October
- Pamela to reach out to Elias/Darren K. for names of pharmacists/pharmacy techs to spotlight. COMPLETED
- Message of gratitude from senior leader Joel COMPLETED/APPROVED

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- If highlighting team members externally, need them to sign authorization form.
- Share video internally plus externally
 - Adrienne sent email to Mike Binkley, shared run of show, three team members included, ask the 3 questions, feedback
 - Mike said yes, has time, \$350
 - Internal and external
- Intranet story: (re: Future of Work): virtual, hybrid, onsite (explain what pharmacist do virtual as well as onsite), PIC, other roles, c-suite, RPh vs. PharmD

Strategy:

- To increase awareness and understanding about the role of specialty pharmacists.
- To help audience understand the value specialty pharmacists bring to patient's journey.

World Pharmacists Day

- For social: re-purpose we love our pharmacists post (social only - no internal)

Pharmacists Month

- Why you love being a pharmacist or what makes you love your job
 - **Social:** 3-4 pharmacists and talk about: making a difference in patient's lives, we're more than filling prescriptions
 - 1 video - re-run for the whole month (3-4 times a month)
 - Pharmacists to highlight
 - Joel Wright
 - Rick Miller to recommend some pharmacists under him (3)
 - Questions:
 - Why did you go into pharmacy?
 - What do you love about your work?
 - Mike to probe interview questions (As needed)
 - **Intranet:** And the 1 video can be showcased internally in a news article that SJ can draft up.
 - What does a specialty pharmacists do? What's the difference between specialty vs general pharmacist? (also speak to roles of our home delivery pharmacists as well in the blog story)
 - (OPTIONAL) Education blog of pharmacy residency program (NASP CE courses, CSP certification, HBCU camps)

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Pharmacy Technician Day

- For social: Thank you pharm tech for everything you do post
 - Graphic:



For internal use only

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RACI

RESPONSIBLE	ACCOUNTABLE	CONSULTED	INFORMED
Sara Jane Wickoren, Comms Adrienne Foley, Mgr External Comms	Pamela Thompson, Mgr Internal Comms	Emily Tackaberry, Sr Dir Comms Rick Miller Elias Zapantis Serina Esquivel, digital comms specialist Molly Exner, digital comms manager	Tuck Tucker, CHRO

Materials

- Marquee banner
- Digital signage
- Social media graphics

Possible quotes, meet your peers:

- Joel Wright, CEO and pharmacist
- Alyssa Nguyen, pharmacist
- Sandy Hart, pharmacy technician
- Michelle Gokey, RPh

Detailed Communication Tactics and Timeline

Communications						
Date	Public	Tactic	Message/topic	Owner	Notes	Metrics
July <i>Completed</i>		Creative submitted	Headlines, subheads, CTA and graphic suggestions have been submitted	SJ Serina		
<i>Completed</i>		Finalize communication plan	Review with team Aug 23 meeting	Corp Comms		

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Communications						
Week of Aug 3 <i>Completed</i>		Finalize Meet Your Peers team members	Pharmacist Month and Pharm Tech Combine: Contact pharmacists/techs provided by Elias/Darren Questions: Why did you go into pharmacy? What do you love about your work?	<ul style="list-style-type: none"> SJ to conduct outreach to team members with invitation to be featured. SJ to schedule interviews based on those willing to be featured. Request external release authorization form signed 		
Sep 25	External	Social media post: LI, FB, Twitter	<ul style="list-style-type: none"> World Pharm Day 	Serina, Adrienne		
Sep 29 <i>Completed</i>	Team members	Intranet news article: "Celebrating Our Pharmacists and Pharmacy Technicians," intranet marquee banner, digital signage	<ul style="list-style-type: none"> Video of pharmacists Stats Quotes 	SJ	Link internally (http from YouTube) /externally (YouTube) https://vimeo.com/612104630	289 weekly page views

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Communications						
Oct 1 <i>Completed</i>	Internal	Email to pharmacists and techs Obtain names from HRIS	<ul style="list-style-type: none"> • Message of gratitude from aLT • Who from? Joel, Clayton and Tracey (cc Linda, Merci, Emily, Kevin) 	SJ (to draft) Pamela (to send) (Send draft to Sep 23; Due back Sep 28)	Awaiting list from HRIS 632 pharm techs 214 pharmacists	32% open rate
Oct 1	External	Social media post: LI, FB, Twitter	<ul style="list-style-type: none"> • Pharm Month 	Serina, Adrienne		
Oct 18 <i>Completed</i>	External/Internal	Blog "Four Reasons To Celebrate AllianceRx Walgreens Prime Pharmacists and Pharmacy Techs" and Newsletter mention (with link to the blog)	Blog: <ul style="list-style-type: none"> • What does a specialty pharmacists do? • What's the difference between specialty vs general pharmacist? (also speak to roles of our home delivery pharmacists as well in the blog story) <ul style="list-style-type: none"> • (OPTIONAL) Education blog of pharmacy residency program (NASP CE 	Adrienne Serina SJ	Highlight ARxWP pharmacists from pharmacy month video	32 weekly page views; 86 total page views

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Communications						
			courses, CSP certification, HBCU camps)			
Oct 19	External	Social media	Pharm Tech Day	Serina, Adrienne		
Oct 25 <i>Completed</i>	External	Blog: "Difference between retail and specialty pharmacists" (Pharmacist Month #1)	Highlight pharmacists from video	Adrienne		96 weekly page views; 130 total page views
TBD	External		Social: 3-4 pharmacists and talk about: making a difference in patient's lives, we're more than filling prescriptions 1 video - re-run for the whole month (3-4 times a month) Pharmacists to highlight Joel Wright Rick Miller to recommend some pharmacists under him (3) Questions: Why did you go into pharmacy?	Adrienne Serina		

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Communications						
			What do you love about your work? Mike to probe interview questions (As needed)			

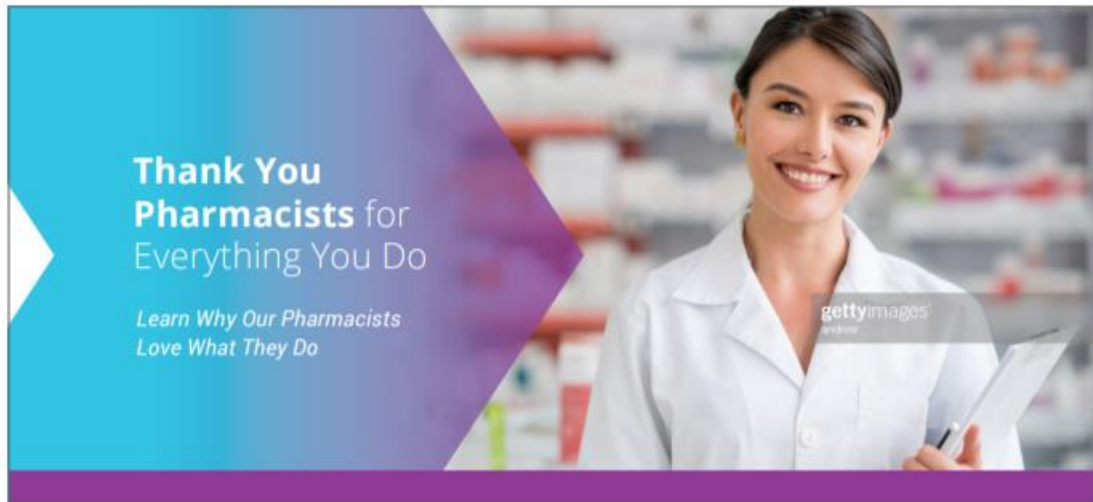
Budget

- Video footage: \$500
- Social media boosting? n/a

Evaluation

- Visits to intranet and articles
- Likes and engagement on social media

Appendix



Intranet Marquee Banner – 1800x815 px
Clicks through to an article, related to the subhead and including the CTA link.

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Intranet Marquee Banner – 1800x815 px
Clicks through to an article, related to the subhead and including the CTA link.



Intranet Marquee Banner – 1800x815 px
Clicks through to an article, related to the subhead and including the CTA link.

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Post	Impressions	Average Reach per Post	Average Potential Reach per Post	Engagement Rate (per Impression)	Engagements	Reactions	Comments	Shares	Saves	Post Link Clicks	Other Post Clicks	Other Engagements	Video Views
36 Posts Oct 1, 2021 – Oct 31, 2021	19,148 ↗ 6,096.8%	120.36 —	2,042.18 ↗ 243.8%	4.5% ↗ 74.5%	865 ↗ 10,712.5%	449 ↗ 11,125%	17 ↗ —	22 ↗ 2,100%	0 → 0%	238 ↗ —	139 ↗ 4,533.3%	0 → 0%	1,857 ↗ —

Takeaways

- Low open rates on the targeted emails
- Consider output objectives for rec days. Save outcome objectives for top three company campaigns.

BLOG METRICS

<https://alliancerxwp.com/news/four-reasons-to-celebrate-alliancerx-walgreens-prime-pharmacists-and-p>
<https://alliancerxwp.com/news/specialty-pharmacy-vs-retail-pharmacy-whats-the-difference>

10/18/2021	Four Reasons To Celebrate AllianceRx Walgreens Prime Pharmacists and Pharmacy Techs	32	86	Specialty Pharmacy
10/26/2021	Specialty Pharmacy vs. Retail Pharmacy: What's the Difference?	96	130	Specialty Pharmacy

ARxWP Pharmacy Communication Plan

Four Reasons To Celebrate AllianceRx Walgreens Prime Pharmacists and Pharmacy Techs

Oct 18, 2021

At AllianceRx Walgreens Prime, we are excited to celebrate American Pharmacists Month in October and Pharmacy Technician Day, Tuesday, Oct 19. Our pharmacists and pharmacy technicians are vital to the health and safety of our patients.

"They embody our purpose of providing hope and care for better tomorrows, as well as our vision of being the pharmacy of choice to care for complex, chronic conditions and home delivery," says Joel Wright, RPh, chief executive officer and a pharmacist himself.

In the spirit of recognition, here are some things to know about AllianceRx Walgreens Prime pharmacy professionals.

- **We employ more than 1,000 pharmacy professionals.** At AllianceRx Walgreens Prime, we employ around 300 pharmacists and more than 850 pharmacy technicians in a variety of roles. Our pharmacists and pharmacy technicians support patients for both our home delivery and specialty pharmacies.
- **Pharmacy professionals support our entire organization.** In addition to our CEO, our leadership team includes two other pharmacists: Clayton Edwards, RPh, chief operating officer, and Tracey James, RPh, senior vice president of pharmacy services. Along with those who directly serve patients, many pharmacists and pharmacy techs within our organization provide support in areas such as clinical services, professional practice, payer and pharma sales and support, product development, implementation and information technology, to name a few.
- **Pharmacists do more than fill prescriptions.** Our pharmacists and pharmacy technicians do much more than dispense prescription medications to our patients. They help them navigate the healthcare system, identify ways to live a healthy lifestyle, and provide a caring face for those going through challenging times that accompany living with a chronic or rare condition. Our pharmacists pride themselves in walking alongside patients throughout their care journey.
- **Our pharmacists share their knowledge through continuing education (CE).** As part of our ongoing professional development and clinical training programs for pharmacists, AllianceRx Walgreens Prime offers a range of on-demand CE courses across several prevalent disease states managed within specialty pharmacy. These include: oncology, fertility, hepatitis C, multiple sclerosis, cystic fibrosis, and chronic inflammatory/autoimmune diseases, among others.

We asked a few of our pharmacy team members the following questions:

- Why did you choose pharmacy as your profession?
- What do you love about your job?
- What do you love about AllianceRx Walgreens Prime?

Watch this video to hear what they had to say.



ARxWP Pharmacy Communication Plan

Specialty Pharmacy vs. Retail Pharmacy: What's the Difference?

Oct 26, 2021

By: Rachel Anderson, PharmD, CSP, Clinical Program Manager



To understand the difference between specialty and retail pharmacies, it's important to first understand the difference between specialty and traditional medications.

Understanding specialty vs. traditional medications

Specialty medications typically meet several of the following criteria:

- Higher cost than traditional medications
- Used to treat complex, chronic, or rare conditions
- Require special handling and/or have sensitive storage requirements
- May have limited access or mandate a limited distribution network
- Require ongoing clinical management such as frequent dosing adjustments, intensive clinical monitoring, extensive patient training and education, compliance issues, complicated treatment regimens, or manufacturer reporting requirements

Specialty drugs represent the fastest growing sector of pharmacy spending today.^{1,2} What qualifies a specific drug or therapy to be classified as a specialty pharmaceutical is not clearly defined, as there is no industry standard definition for specialty drugs.

All pharmacies strive to provide the best individualized patient care.

The key differences between specialty pharmacies and retail pharmacies are the conditions treated, types of medications dispensed, and the processes of getting those medications to patients.

Specialty medications are typically shipped directly to patients, prescribers' offices, or infusion centers for administration. Specialty pharmacies ensure patient safety by conducting drug utilization reviews and counseling patients via medication therapy management programs. At [AllianceRx Walgreens Prime](#), our clinical programs facilitate pharmacist counseling, drive adherence, and focus on the complete care of each individual patient.

Specialty pharmacists often require additional training than retail pharmacists

Specialty pharmacists have additional training and education in dispensing specialty medications in order to help care for patients with complex, chronic conditions or rare diseases. Retail pharmacists typically dispense drugs used to treat more common diseases or acute conditions.

All pharmacists must remain lifelong learners and are required to pursue continuing education to maintain their license(s) and current on changes in pharmaceutical science, health policies, and current clinical research.³ Many pharmacists seek further post-graduate training and specialization through residencies or fellowships, such as the [Program Year \(PGY\) 1 residency program](#) AllianceRx Walgreens Prime offers in collaboration with [Duke University's Mylan School of Pharmacy](#) in Pittsburgh, PA.

Retail pharmacists may seek additional credentialing such as the Board Certified Ambulatory Care Pharmacist (BCACP) designation from the Board of Pharmacy Specialties, which validates the pharmacist has the advanced knowledge and experience to optimize therapy for ambulatory patients who administer medications themselves or with the assistance of a caregiver.

Specialty pharmacists also often pursue additional types of qualifications such as the Certified Specialty Pharmacist (CSP) credential offered by the [National Association of Specialty Pharmacies](#) (NASP) or board certification for a specific area of expertise. Specialty pharmacists are responsible for in-depth expert knowledge in many chronic, complex disease states and an extensive understanding of the specialized medications used to treat patients living with these conditions.

Specialty pharmacists at AllianceRx Walgreens Prime

At AllianceRx Walgreens Prime, we have more than 300 pharmacists who support patients for both our home delivery and specialty pharmacies. In addition to helping ensure medications are shipped correctly and on time, they help patients navigate the healthcare system, identify ways to live a healthy lifestyle, and provide a caring face for those going through challenging times that accompany living with a chronic or rare condition.

Our pharmacists pride themselves in walking alongside patients throughout their care journey. Our dedicated therapy teams work collaboratively with providers to monitor side effects and maintain adherence. And, our [Specialty360 Therapy Teams](#) provide personalized care to patients, enabling us to improve patient outcomes and speed-to-therapy. We understand that specialty medications can be expensive – that's why our specialty pharmacists work closely with drug manufacturers and patient assistance groups to identify ways to help ease copay costs so patients can begin their prescribed therapy as soon as possible. In fact, AllianceRx Walgreens Prime has connected patients to over [\\$600 million in financial assistance](#).

Regardless of their area of expertise, all pharmacists are an important part of a patient's healthcare team, and are available to answer questions patients may have about their medication, treatment plan, and side effects.

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Additional Social Media Posts

AllianceRx Walgreens Prime
Nov 30

Happy American Pharmacists Month! We would like to thank all of our amazing pharmacists and pharmacy technicians who strive to provide our patients with hope and care for better tomorrows. [#pharmacistmonth](#) [#celebrate](#)




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AllianceRx Walgreens Prime
Nov 30

Happy American Pharmacists Month! We would like to thank all of our amazing pharmacists and pharmacy technicians who strive to provide our patients with hope and care for better tomorrows. In the following video, hear from some of our team members as they share what they love most about their profession. [#pharmacistmonth](#) [#celebrate](#) [#thankapharmacist](#)

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October is American Pharmacists Month – a time to recognize pharmacists' contributions to health care and share the positive impact of their work on the front lines in our communities. Learn more how our specialty pharmacists help patients through their health care journey. <https://bit.ly/2ScrBHC>

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October is American Pharmacists Month

Specialty pharmacists play a key role in a patient's care. They work with patients to ensure their treatment plans and make sure they are comfortable with all aspects of their care.

allianceRx walgreens prime

AllianceRx Walgreens Prime · Nov 30

During October, we are celebrating all pharmacists and pharmacy technicians! Curious as to how our very own [#CEO](#), Joel Wright got into the [#pharmacy](#) industry? Watch Joel discuss how he was inspired. [#alliancerxwalgreensprime](#) [#pharmacistmonth](#)




Joel Wright, RPh
CEO, ALLIANCERX WALGREENS PRIME

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AllianceRx Walgreens Prime
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Happy American Pharmacists Month! We would like to thank all of our amazing **#pharmacists** like Michelle G., who strive to provide our patients with hope and care for better tomorrows. **#ThankAPharmacist**



Celebrating American Pharmacists Month

"I love helping my patients and my colleagues by providing empathy, compassion, a friendly voice and knowledge to assist people on their journey towards better health."

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To celebrate American **#Pharmacists #Month**, we want to spotlight our **#CEO** Joel Wright, who began his career as a retail pharmacist in Michigan. Decades later, Joel is still serving patients as **#CEO** of AllianceRx Walgreens Prime. Thank you, Joel, for your dedication to our patients and for your leadership. **#thankapharmacist**

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Celebrating American Pharmacists Month

"I love AllianceRx Walgreens Prime and the talented team members I lead. I value the opportunity to understand and support the unique needs of our patients, and to drive our vision of providing hope and care for better tomorrows."

Joel Wright, RPh, CEO and Pharmacist

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Happy National **#Pharmacy #Technician** Day! AllianceRx Walgreens Prime celebrates our nearly 900 pharmacy techs, who, like Sandy Hart, CPhT, make a big difference in the lives of the patients they serve every day!



Celebrating Pharmacy Technician Day

"I love the fact that I can find solutions to problems, while providing superior service to patients. My drive is to make people happy."

Sandy Hart, CPhT
Pharmacy Technician

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#OnTheBlog: Joel Wright, RPh, CEO, says our pharmacy professionals embody our purpose of providing hope and care for better tomorrows, as well as our vision of being the pharmacy of choice to care for complex, chronic conditions and home delivery. Read more: <https://bit.ly/3pesvx6>

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#OnTheBlog
Four Reasons To Celebrate AllianceRx Walgreens Prime Pharmacists and Pharmacy Techs

Joel Wright, RPh, CEO

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October is American Pharmacist Month – a time to recognize the contributions of our **#pharmacists** who work on the front lines in our communities. Learn more how they help patients throughout their health care journeys. <https://bit.ly/2ScRBHc> **#thankapharmacist**

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October is American Pharmacists Month

Specialty pharmacists provide highly personalized care for rare diseases or chronic conditions commonly.

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#OnTheBlog: To understand the difference between **#specialty** and retail pharmacies, Rachel Anderson, PharmD, CSP, clinical program manager, says it's important to first understand the difference between specialty and traditional medications. Read more: <https://bit.ly/3EnYwXQ> **#specialtypharmacy**

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#OnTheBlog
Specialty Pharmacy vs. Retail Pharmacy: What's the Difference?

Rachel Anderson, PharmD, CSP

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As we close out **#American #Pharmacists #Month**, we would like to spotlight one of our amazing pharmacists, Alyssa Nguyen, PharmD! Thank you, Alyssa, and all our pharmacists, for your dedication in serving our patients everyday. **#ThankAPharmacist**

Alyssa Nguyen, PharmD

Celebrating American Pharmacists Month

"I love that my job combines my pharmacy knowledge with real world application to help patients with their therapy, and offers me the flexibility to work in a variety of settings."

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