

2020 Corporate Blog Launch Communications Plan

Background

In AllianceRx Walgreens Prime (ARxWP)'s second year, we introduced social media channels to our external tool kit. While we have provided a platform to interact with patients, we are unable to promote our services, features, benefits, products, research or share our company's value story through these channels, because we lack a way to link to longer-form information. Moving into our third year as an organization, we need to expand our tool kit to include a corporate blog – defined as a communications channel used to promote products, services or expertise in an area in which the company specializes. A corporate blog can also be used to drive public relations and communicate effectively with employees or shareholders. By launching our own corporate blog, ARxWP will be able to promote greater internal and external engagement and increase awareness and trust.

Objectives

Use a company blog as a communications channel to:

- Position ARxWP as a thought leader in the specialty pharmacy/home delivery space
- Reinforce relationships and promote greater external engagement by current/prospective clients, parent companies, media channels, and influencers
- Extend our B2B, B2C messaging regarding programs and services
- Keep AllianceRx Walgreens Prime top of mind as a trusted partner
- Reinforce blog messaging with internal stakeholders to build sense of goodwill and pride in our company among team members

Audiences

- **Internal:** ARxWP 100, people managers, team members
- **External:** media, parent companies, payer clients, patients/families, providers; prospective team members, payer clients

Strategies

- Develop blog posts and stories that convey appropriate messaging and, as a result, instills confidence in ARxWP among readers
- Share blog posts/stories internally to build trust, transparency, create a stronger relationship between leadership and team members, and to instill pride among internal audiences
- Share blog posts/stories externally to reinforce expertise and strengths of the organization among external audiences
- Drive website traffic for ARxWP content

Intended outcomes of our strategies

- Achieve greater understanding and an authentic picture of our company in order to drive greater transparency and engagement across the organization. The more we “humanize” our company, the more our audiences are likely to understand and believe our broader

mission: To provide hope and care for better tomorrows.

- Through blog posts/stories, our audiences will:
 - **FEEL** that ARxWP is a trusted partner in the health and well-being of the patients we serve.
 - **KNOW** that ARxWP is one of the largest specialty pharmacies in the country.
 - **SEE** stories that convey the meaningful work we do, the kind of people we serve, as well as those we employ
 - **DO**: Engage with our organization in some way, such as apply for a job at ARxWP, go to our website, create an online account, call our 800-number, follow our social media accounts, act on internal initiatives.

RACI

RESPONSIBLE	ACCOUNTABLE	CONSULTED	INFORMED
Adrienne Foley (external) [REDACTED] (digital for internal/external) Other writers as needed (e.g., Emily, Tara, Sara Jane, Kevin)	[REDACTED]	Business partners SMEs for topics [REDACTED] (mktg) [REDACTED] (payer mktg) [REDACTED] (provider/patient mktg)	[REDACTED]

CONSIDERATIONS AND DEPENDENCIES

Where will the blog live?

ARxWP’s blog will live on our expanded newsroom page, which will include the following:

- **Blog** (*Ideas for blog names include Insights; Noteworthy; Specialty Pharmacy Topics; Specialty pharmacy narrative; The Script; Dispensary; Specialty Pharmacy Learnings; Specialty Pharmacy Acumen; Notations; Minutes; Memorandum*)
- **Press releases** (links to ARxWP press releases)
- **In the news** (links to articles published about ARxWP)
- **Media resources** (a place to house ARxWP-approved photos for media to pick up, including CEO photo, CEO bio, ARxWP logo, ARxWP-approved photos (pharmacist, patient care advocate, ARxWP signage, etc.)

What is included on the blog home page? The ARxWP blog home page will include the following:

- Overview
- Feature blog post
 - Headline, 1-2 sentence intro; visual; link to longer form
- Listing of previous blog posts (similar to press releases, will include headline (linking to longer article) & post date.

What content will go on the blog? (to include Thought Leadership + Blog Stories each month)

Content type	Frequency	Thought leader	Topics	Specs
Thought Leadership	1x/month	[REDACTED], CEO	Pharmacy vision, innovation, etc. (specialty and home delivery)	500-600 words

<ul style="list-style-type: none"> • <i>Type of content where you tap into the talent, experience, and passion inside your business, or from your community, to consistently answer the biggest questions on the minds of your target audience on a particular topic</i> • <i>To support company goals and mission, vision</i> • <i>May be written by SME or Corp Comms o/b/o ARxWP thought leader(s)</i> • <i>May be submitted by SMEs or Mktg and edited by Corp Comms.</i> 		Clayton Edwards, COO	Pharmacy operations (specialty and home delivery), Patient experience	
		[REDACTED], CFO	Financials, revenue	
		[REDACTED], chief legal officer & corporate secretary	Legal requirements, contracts, setting up a new company, partnerships, govt. policies, etc.	
		[REDACTED], human resources officer	Human Resources, recruiting, benefits, merging assets of two health companies, etc.	
		[REDACTED], chief information officer	Security, technology and innovation, Patient experience	
		[REDACTED], SVP, pharmacy services	Clinical hot topics and updates	
		[REDACTED], VP, strategy & growth	Industry innovation, sales wins, competitive landscape, etc.	
		[REDACTED], [REDACTED]	ARxWP research, chronic condition/disease state topics	
Content type	Frequency	Author/Writer	Topics	Specs
Blog Stories (rollout 2021) <ul style="list-style-type: none"> • Brief content designed to extend support of various company initiatives, may include repurposed internal content for external audiences. 	2-4x/month	Corp Comms Contributors (Mktg, etc.)	<ul style="list-style-type: none"> • Internal stories, comms plans • REC DAYS • ARxWP research findings • Talent acquisition features • Team member profiles • Speaking at conferences/events? 	200-300 words

Work plan

Date	Task	Owner	Notes
Complete	Develop and finalize Blog editorial calendar for 2020	Foley	
Complete	Provide Molly final content for launch	Foley	Most content has been provided (EXCEPT creative assets), but I will identify any missing content once I start building the pages and send you a list.
Complete	Finalize plan for updated Newsroom and Blog	Foley	
W/o 7/6	Socialize with necessary "approvers"	Foley, [REDACTED]	
7/6 - 7/27	Build new pages in QA environment	[REDACTED]	I will put a list together of creative assets by 7/2 for your review and plan to submit to creative on 7/8.
	Submit Workfront request for creative assets		
	Work with Shahan (IT) on any technical issues		
7/28	Internal team review (Corp Comms)	[REDACTED], Foley	Apply team feedback prior to creative review.
7/30	Creative team review (Rachel/Hannah)	[REDACTED], Foley	Apply team feedback prior to stakeholder/business partner review.
8/4	Stakeholder / business partner review ([REDACTED]/[REDACTED])	[REDACTED], Foley	
8/6	Apply final edits.	[REDACTED]	
8/10 - 8/12	Migrate from QA to Production site.	[REDACTED]	
8/12	Soft Launch	[REDACTED]	Organic internal/external traffic only (fix errors if needed).
8/18	Launch Blog	[REDACTED], Foley	Campaign-driven internal/external traffic (start driving traffic to the new pages).
8/18	Publish internal story	[REDACTED], Foley	Internal story for ARxWP team members to be posted on the intranet and included in the 8/20 newsletter.
8/18/20	Publish social posts	Foley	Start driving external traffic to new pages via social media.

Metric

OBJECTIVE	SUCCESS MEASURES
Promote greater external engagement by parent companies, media channels, and influencers	<ul style="list-style-type: none"> - Track social media engagement (e.g., comments, likes, shares, interactions, etc.) via FB/LI/TW, or Sprout. - Track views, click thrus on blog posts via Google analytics and My Emma open rates (inferred messages); - Qualitative feedback
Increase awareness of our company and trust amongst our stakeholders	
Further extend our B2B, B2C messaging regarding products and services	
Keep AllianceRx Walgreens Prime top of mind as a trusted partner	
Support outreach to current and prospective clients	
Reinforce relationship with current clients	

PROCESS FOR DEVELOPING NEW/ORIGINAL THOUGHT LEADERSHIP CONTENT			
T-MINUS SCHEDULE*	ACTION	OWNER	NOTES
T-30 days	<ul style="list-style-type: none"> - Identify one topic & SME per month - BP emails specific request/interest 	Foley	N/A if Corp Comms driving content
T-28 days	<ul style="list-style-type: none"> - Approval to proceed with blog concept, post (Assign writer/author; deadline) - Request visual/graphic from ARxWP Creative (2 wks) 		Allow 2 wks for ARxWP creative
T-21 days	<ul style="list-style-type: none"> - Interview SME, Copywriting for thought leadership 		Allow 5-7 days to interview, draft
T-19 days	<ul style="list-style-type: none"> - Route for reviews (peer review, mgr/dir, BP/SME) 		Allow 2 days
T-16 days	<ul style="list-style-type: none"> - Send final thought leadership piece for Legal review 		Allow 3 days
T-14 days	<ul style="list-style-type: none"> - Revisions - Receive graphics from ARxWP Creative 		Allow 1-2 days
T-13 days	<ul style="list-style-type: none"> - Final approval 		Allow 1 day
T-10 days	<ul style="list-style-type: none"> - Send final PDF (w/headline, subhead and visual) to Molly for posting in BLOG 	Foley [REDACTED]	Allow [REDACTED] 3 days
T-7 days	<ul style="list-style-type: none"> - Promotion of blog post 		
	Social media	Foley	LI/TW (FB, depending on topic)
	Digital signs	[REDACTED]	Korbyt
	Intranet	[REDACTED]	Jahia
	Website	[REDACTED]	Jahia (About Us pages)
	Marquee banner	NA	

PROCESS FOR DEVELOPING BLOG STORIES/CONTENT (TO LAUNCH IN 2021)			
T-MINUS SCHEDULE*	ACTION	OWNER	NOTES
Weekly	<ul style="list-style-type: none"> - BP emails specific request/interest OR - Corp Comms identifies blog stories/topics in weekly team mtg - Corp Comms consults, determines if blog post is appropriate - Approval to proceed with blog concept, post - Assign writer/author; deadline 	BP	N/A if Corp Comms driving content
TBD	- Copywriting for blog story (or convert internal story to external audience)	Foley, [REDACTED]	Allow 2-5 days
TBD	- Route for reviews (peer review, mgr/dir, SME)		Allow 1-2 days
TBD	- Revisions		Allow 1-2 days
TBD	- Final approval		Allow 1 day
TBD	- Send final story PDF (w/headline, subhead and visual) for to [REDACTED] posting in BLOG		Allow [REDACTED] 3 days
	- Promotion of blog post		(Allow 2-4 days for all)
	Social media	Foley	FB/TW (LI, depending on topic)
	Digital signs	[REDACTED]	Korbyt
	Intranet	[REDACTED]	Jahia (news stories)
	Website	[REDACTED]	Jahia (Newsroom page)
	Marquee banner	NA	

**Subject to change*

APPENDIX: CURRENT CORP COMMS ED CALENDAR, UPDATED IN RED TO SHOW HOW BLOG ENTRIES (I.E., THOUGHT LEADERSHIP & BLOG STORIES) COULD BE FACTORED.

ED CAL with BLOG ENTRIES (1 THOUGHT LEADERSHIP/MONTH + 3-5 BLOG STORIES/MONTH)						
Month	Recognition/Topic	Source (link)	Who it supports (HR/Disease awareness)	Message support	Author/Writer	Notes
August	Psoriasis Month	https://www.psoriasis.org/	Disease/awareness	Tier 2 (social, dig signs, marquee, intranet story; blog story)	AGF (o/b/o Renee B?)	rinse and repeat; in support of psoriasis month, can repurpose a SPC white paper by Renee Baiano on psoriasis; intro to talk about psoriasis and what ARxWP does to treat it
	Gene/Cell therapy		Thought leadership	Blog (other?)	AGF	Monograph already written; perhaps write intro/overview then link to PDF of monograph (to be posted on our website)
September	PCOS (Polycystic ovary syndrome) Awareness	www.pcosawarenessmonth.org	Disease/awareness	Social		
	Pulmonary Fibrosis Awareness Month	https://www.pulmonaryfibrosis.org/get-involved/pf-awareness	Disease/awareness	Tier 2 (social, dig signs, marquee, intranet story; blog story)	AGF (SJ)	KL: Sponsor of PFAM (aligns with PFF) (SJ getting contract from Karyn). 2 Lunch & Learns onsite for our -ees. AGF: repurpose SJ's intranet story for external facing blog story.
	Dose Optimization (monograph)		Thought leadership	Blog (other?)	AGF	AGF: Intro story talking about dose optimization and linking to PDF of monograph on our website
	Labor Day, Sept. 7	https://www.calendarpedia.com/whenever-is-labor-day.html	Holiday	Tier 2 (social, dig signs, marquee)		
	Pharmacists Day, Sept. 25	https://www.ashp.org/Pharmacy-Practice/Resource-Centers/Public-Relations/National-Pharmacy-Week	Disease/awareness +HR	Tier 2 (social, dig signs, marquee, intranet story; blog story)	AGF (SJ)	AGF: repurpose SJ's intranet story for external facing blog story.
October	Pharmacist Month	https://www.pharmacist.com/october	Disease/awareness	Tier 2 (social, dig signs, marquee, intranet story; blog story)	AGF (SJ)	AGF: repurpose SJ's intranet story for external facing blog story.
	National Disability Employment Awareness	https://www.dol.gov/odep/topics/ndeam/	Equity and Inclusion	Social		per Russ Cheatham
	HIV monograph		Thought leadership	Blog (other?)	AGF o/b/o James Zhang PharmD	Monograph already written; to be published in SPC. Perhaps write intro/overview then link to PDF of monograph (to be posted on our website)
	National Customer Service Week, Oct. 5-9	https://www.csweek.com/customer_service_week.php	Professional Day	Social		
	World Arthritis Day, Oct. 12	https://curearthritis.org/wad/	Disease/awareness	Social (Blog story?)	AGF	Blog story about arthritis facts, how ARxWP treats arthritis, Connected Care programs, downloadable booklet
	Pharm Tech Day, Oct. 20	http://www.october15th.com/	Disease/awareness	Tier 2 (social, dig signs, marquee, intranet story)	AGF (SJ)	AGF: repurpose SJ's intranet story for external facing blog story.
	World Psoriasis Day, Oct. 29	https://worldpsoriasisday.com	Disease/awareness	Social		

November	Veterans employment month	https://www.nctsn.org/resources/public-awareness/military-family-month	Professional Day	Tier 2 (social, dig signs, marquee, intranet story, blog story)	AGF (SJ)	per Russ Cheatham; AGF: repurpose SJ's intranet story for external facing blog story.
	National Family Caregivers Month	https://caregiveraction.org/national-family-caregivers-month-background	Disease/ awareness	Tier 2 (social, dig signs, marquee, intranet story)		added by Karyn; AGF: repurpose SJ's intranet story for external facing blog story.
	Cystic Fibrosis monograph	+	Thought leadership		AGF	Monograph already written; to be published in SPC. Perhaps write intro/overview then link to PDF of monograph (to be posted on our website)
	Veteran's Day, Nov. 11	www.nctsn.org/resources/public-awareness/military-family-month	Holiday	Tier 2 (social, dig signs, marquee, intranet story)		
	Thanksgiving	https://www.calendardate.com/thanksgiving_2020.htm	Holiday	Tier 2 (social, dig signs, marquee)		
December	Crohn's and Colitis Awareness month	https://www.crohnsandcolitis.com	Disease/ awareness	Tier 2 (social, dig signs, marquee, intranet story; blog story)	AGF	rinse and repeat; AGF: repurpose SJ's intranet story for external facing blog story.
	World AIDS Day, Dec. 1	https://www.worldaidsday.org	Disease/ awareness	Social		
	Fertility monograph		Thought leadership	Blog (other?)	AGF	Monograph already written; to be published in SPC. Perhaps write intro/overview then link to PDF of monograph (to be posted on our website)
	National Influenza Vaccination Week	www.cdc.gov/flu/resource-center	Disease/ awareness	Tier 2 (social, dig signs, marquee, intranet story; blog story)	AGF (SJ)	first week in Dec., confirming dates KL: Can reference Pharmacist Tips on immunizations; AGF: repurpose SJ's intranet story for external facing blog story.
	Happy Holidays (Dec. 25)		Holiday	Tier 2 (social, dig signs, marquee)		

APPENDIX: COMPETITIVE ANALYSIS

Competitive Analysis - Blogs

Company	Blog	Videos	Notes
Accredo	Not sure	Yes	Website organized by 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 BriovaRx (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)
BriovaRx (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.diplomatpharmacy.com/empowerlibrary 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.

APPENDIX 2: SAMPLE BLOG TEMPLATE or WORKSHEET

Blog Content Worksheet



Complete this worksheet when submitting content to be posted on AllianceRx Walgreens Prime BLOG.

Publication date	
Requested time to publish	Select: Morning, afternoon, anytime (only if approved at least 48 hours prior to publication)
Byline department	
Headline	(Fewer than eight words)
Subhead	(Sentence case; no more than 120 characters)
Body copy	Story should include links and subheads
Keywords	
Word count	400 words
Names for images and documents	Label your files correctly: Image_MMDDYY_Topic.jpg Document_MMDDYY_Topic.pdf
Content Theme	TBD
Reviews	Corporate Communication: SME:
Approval	SME:

All fields are required to be filled out to be published.

Standards and Guidelines

- Headline MUST be fewer than 8 words
- Subhead should be one sentence (character count for FS is 120)
- Reference [ARxWP's copy style guidelines](#) and AP Style
- Short sentences
- Links should be descriptive (DO NOT use "click" in any link)
- Images should be full width – 471 pixels wide (unless they are profile images)
- Bylines should include: Department, date and time
- Do not use number lists
- Use only one level of bullets
- Make content scannable with in-article subheads
- No longer than 400 words
- Link to LinkedIn profiles when naming a person
- Third person when news from department
- Active voice
- Bias towards present tense
- Use "says" unless you are quoting from an event or presentation
- Don't use exclamation points except in rare circumstances
- Avoid common beginnings
- Apply plain language principles

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>> Copy [type]

Headline or Subject Line (8 words or fewer): **Check out our new company blog!**

Body Copy:

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.

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.

[Visit Our Blog today!](#)

