

Blog content & production

07/05/20



Why blog?

- Blog articles drive traffic to website
 - ✓ [Companies with active blogs generate 55 percent more site visits](#), 97 percent more links to their websites, and their pages get indexed a whopping 434 percent more often.
- Raises brand awareness
 - ✓ [Seven out of 10 customers](#) prefer promotion through articles, rather than ads.
- Builds trust in corporation
 - ✓ Blogs have been rated as the [5th most trusted source](#) for accurate online information. *Source: SearchEnginePeople.com*
 - ✓ An online survey shows that [68.5% of people think blogs add credibility](#) to a site.
- Affordable way to communicate

AllianceRx Blog: Thought leadership & stories

Thought leadership (launch 8/2020)

- 1x month
- Ghost written o/b/o leadership
- Planned content around company goals, values
- Word count: 500 or less

Stories (launch CY 2021)

- As needed (several times/week)
- 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: 200 - 300

Develop blog content around company, external, internal values/drivers

Company Goals

1. Achieve the Financial Plan
2. Service Excellence
3. Transformation & Growth
4. Team Member Engagement

External Comm Goals

1. **Promote greater internal and external engagement** by executing findings from internal benchmarking survey; introducing manager-specific communications strategies; integrating video and extending social media into overall communications.
2. **Increase awareness and trust** in ARxWP by continuing positive media coverage and social media dialogue; developing communications that promote the value ARxWP brings to its payer clients; and partnering with Marketing to build the organization's presence at external industry events.

Values	Drivers
 Win Together	Participate, Partner, Help others
 Care	Show compassion, Show empathy, Show understanding
 Trust	Be reliable, Be consistent, Be candid
 Patient/Customer Focus	Focus on quality, Focus on improvement, Focus on outcome
 Accountability	Provide solutions, Follow up, Be receptive

Location: Blog on AllianceRxWP.com

Newsroom – develop **enhanced** landing page to include the following:

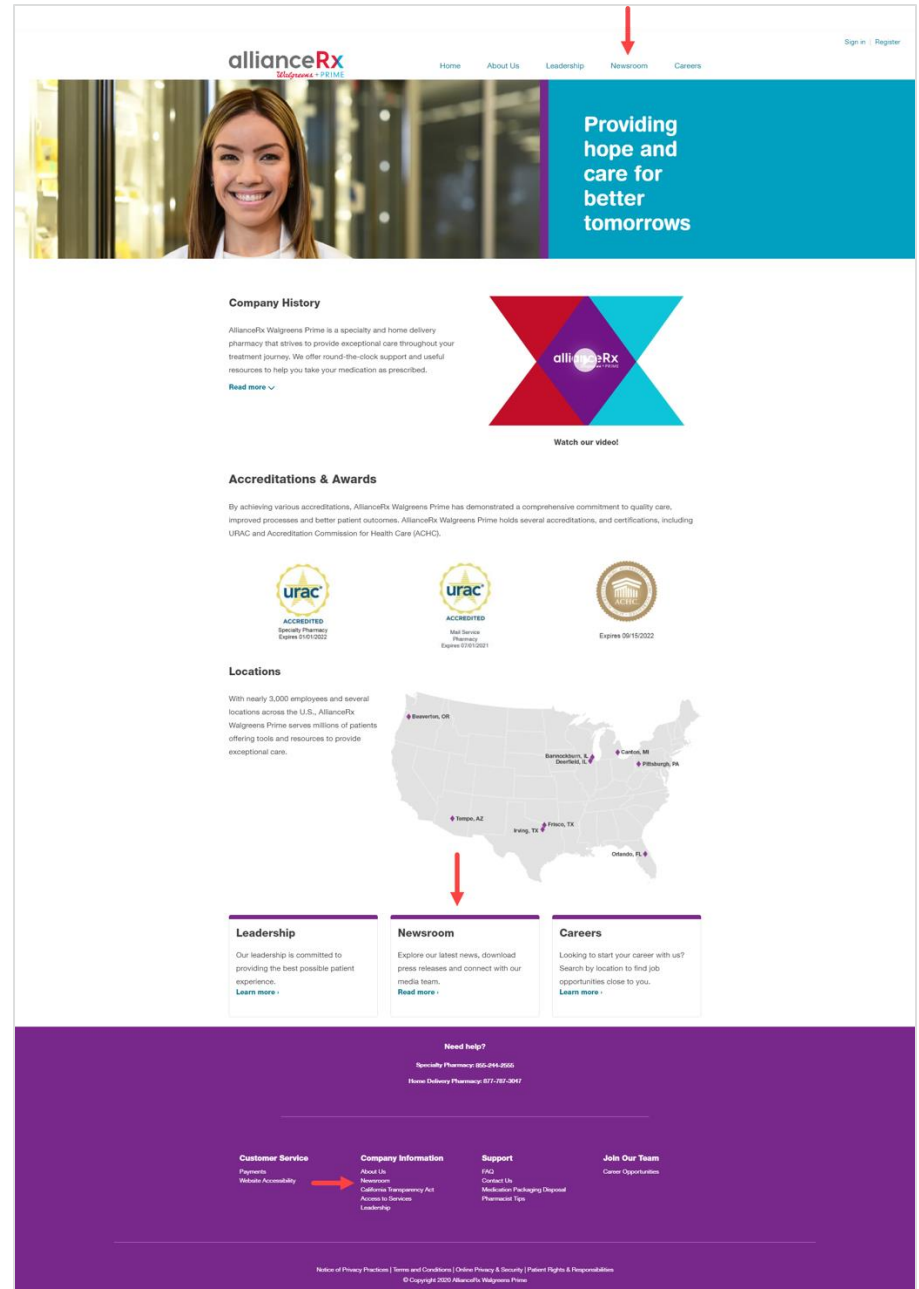
- In the News (links to articles published about ARxWP)
- **Blog*** (name, TBD)
- Press releases (links to ARxWP press releases)
- Images (a place to house ARxWP-approved photos for media to pick up, including CEO photo, CEO bio, ARxWP logo, ARxWP-approved photos (pharmacist, patient care advocate, ARxWP signage, etc.)
- Media contact info

***BLOG** – The ARxWP blog would include the following:

- Overview
 - 2-3 stories and visuals that link to longer form
- Phase2: Categorize content by index of topics – start with the following, add more as needed
 - Executive insights
 - Specialty pharmacy
 - Home delivery
 - Conditions & diseases
 - Access & affordability
 - Research & innovation

MOCKUP OF PROPOSED NEWSROOM/BLOG

1. About Us homepage will remain the same – no redesign or new content will be added.
2. Newsroom link in the top navigation and the Newsroom content block link at the bottom of the page will link to the new Newsroom landing page. Will update copy to reflect blog.
3. The Newsroom landing page will drive to the following new pages:
 - Blog
 - Press releases
 - In the news
 - Media resources



Newsroom Landing Page

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

Newsroom

Featured press release and/or news story

IMAGE

Featured press release or news story

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[Read more >](#) [Link to story page or no link at all if an 'overview'.]

Blog

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.

[Read more >](#) [Link to Insights landing page]

IMAGE

Press releases

[Feature Story Headline](#) [Link to story page]

Lorem ipsum dolor sit amet, consectetur...

[Feature Story Headline](#) [Link to story page]

Lorem ipsum dolor sit amet, consectetur...

[Read more >](#) [Link to PR landing page]

In The news

[Feature Story Headline](#) [Link to story page]

Lorem ipsum dolor sit amet, consectetur...

[Feature Story Headline](#) [Link to story page]

Lorem ipsum dolor sit amet, consectetur...

[Read more >](#) [Link to ITN landing page]

Media resources

ARxWP-approved photos for media to use, including CEO photo, CEO bio, ARxWP logo, ARxWP-approved photos (pharmacist, patient care advocate, ARxWP signage, etc.

[Read more >](#) [Link to Media landing page]

Connect with us 24/7



Press Releases Landing Page

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

Press Releases

Latest News



Month, Day, 2020

[Feature Story Headline](#) [Links to story page]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...

[Read more >](#) [Links to story page; Link back to PR page from story page]

Month, Day, 2020

[Feature Story Headline](#) [Links to story page; Link back to PR page from story page]

Month, Day, 2020

[Feature Story Headline](#) [Links to story page; Link back to PR page from story page]

Month, Day, 2020

[Feature Story Headline](#) [Links to story page; Link back to PR page from story page]

News Archive

[2019](#) | [2018](#) | [2017](#) [Each year links to landing page of only that year's stories w/link back to Press Releases landing page; stacked list similar to the above but without a feature article.]

Connect with us 24/7



In The News Landing Page

[Home](#)

[About Us](#)

[Leadership](#)

[Newsroom](#)

[Careers](#)

In The News

Latest News

Month, Day, 2020

Publisher

[Feature Story Headline](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...

[Read more >](#) [Links to external website's story page; open new tab]

Month, Day, 2020

Publisher

[Feature Story Headline >](#) [Links to external website's story page; open new tab]

Month, Day, 2020

Publisher

[Feature Story Headline >](#) [Links to external website's story page; open new tab]

News Archive

[2019](#) | [2018](#) | [2017](#) [Each year links to landing page of only that year's stories w/link back to In The News landing page; stacked list similar to the above but without a featured article.]

Connect with us 24/7



BLOG Landing Page

[Home](#)

[About Us](#)

[Leadership](#)

[Newsroom](#)

[Careers](#)

Insights

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

Search



Author
Headshot

Month, Day, Year

Author

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

Topic Name(s)

Author
Headshot

Topic Name

Month, Day, Year

Author

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

Topic Name(s)

Connect with us 24/7



Media Resources Landing Page

[Home](#)

[About Us](#)

[Leadership](#)

[Newsroom](#)

[Careers](#)

Media Resources

Company Information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Read more](#) > [Link to new "At A Glance" page w/link to Media Resources landing page or open to downloaded PDF or drop down to show content (similar to the Company History on About Us page).]

IMAGE

Multimedia

Grid of Approved images (lifestyle, exterior, pics of Joel, logos...)

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

Media Contact

Adrienne Foley

Corporate Communications Manager

adrienne.foley@alliancerxwp.com

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