

Walgreens Clinical Trials



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Walgreens patient referrals are **20% more likely to enroll** in study compared to other recruitment providers' referrals, while increasing the participation rates of diverse populations.

Walgreens is leveraging real-world data (RWD), access to more than **130 million patients** and community relationships to engage with patient populations often underrepresented in clinical trials.

Study

A Phase 3 randomized, observer-blind, placebo-controlled study to evaluate the efficacy, safety and immunogenicity of a vaccine in healthy, seronegative female participants

Approach

Walgreens identified eligible patients **within 20 miles** of an active study site, leveraging their unparalleled RWD insights. In addition to patient identification, their workflow includes developing digital outreach materials that take into consideration their patients' preferred communication methods (text and/or email), opt-ins, and relevant demographics when applicable.

Differentiators

- **Unparalleled insights:**
Walgreens leverages a robust knowledge of their patients to not only identify and engage participants more efficiently, but to also **motivate participants to pursue clinical research as a care option**, thus generating insights that will continue to improve and power future healthcare initiatives.
- **Community-centered approach:**
78% of the U.S. population lives within **5 miles** of a Walgreens, **51%** of which are in socially vulnerable areas. Walgreens provides care and access to individuals often underserved by traditional health models and can enroll populations that are often underrepresented in clinical trials.
- **Synergistic relationships across the healthcare ecosystem:**
Walgreens brand recognition, **nationwide locations** and community relationships built on trust, combined with an ecosystem of best-in-class collaborators, enable a **seamless patient experience** throughout each step of a clinical trial.

Individual patient data via the cohort browser tool is encrypted and cannot be viewed during criteria searches. Eventual patient outreach is based on previously established consent to receive emails and/or texts.



Identify the right patients

Analyze Walgreens patients with the Patient Cohort Browser — a protected, web-based application — to identify relevant participants, as well as their preferred communication channels based on contact opt-ins.



Enlighten our patients

Develop digital outreach materials that consider relevant demographic and social determinants of health (SDoH) characteristics.



Engage and empower our patients

Engage with potential patients via preferred contact methods (e.g., text, email, in store, etc.) and empower them to participate in prescreening process.



Progress eligible patients forward

Increase certainty around clinical eligibility through medical record retrieval and work with sites to support final screening and enrollment of qualified patients.

Results



16 weeks

Walgreens exceeded the **5,000-referral goal** in **less than 16 weeks** of study start, exceeding initial target and prompting an extension of the partnership for the challenging adolescent age group.



8 weeks

Additionally, after **only eight weeks** they saw incredibly encouraging increases in diverse patient generation across all referrals and randomizations when compared to the FDA's 2020 Drug Trial Snapshot Report:

8% to 18%
Black/African
American

11% to 18%
Hispanic/
Latino

Conclusion

Leveraging rich RWD, Walgreens delivers patient referrals that improve on the national averages of diverse participation. Their ability to engage patients within the communities they serve is an extension of the relationships built over the decades — relationships Walgreens intends to deepen with the broader awareness, access and diversity of clinical trials.

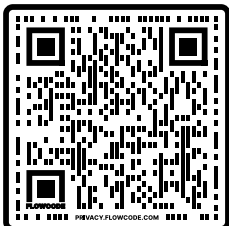
“Walgreens has a clear role in the evolution of clinical trials towards a more patient-centric, equitable research enterprise. We continue our mission to improve patient awareness, accessibility and representation because each effort is not just a clinical trial ... it’s hope.”

Ramita Tandon

Chief Clinical Trials Officer | Walgreens Health



Walgreens is making clinical trials more accessible, convenient and equitable in the communities they serve. They have created the ideal blend of technology, personal connection and flexible, virtual, hybrid or in-person care capabilities required to deliver on industry partners' clinical trial needs.



Let's transform clinical research, together.
Scan the QR code to learn more or contact us.

connect@walgreens.com

Data rates may apply.

