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Walgreens community-based clinical vaccine study **exceeds outreach goal by 23%** in a two-week enrollment period — after light-speed startup of only 10 days

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 study to evaluate the safety, tolerability and immunogenicity of combined vaccine candidate(s) against infectious respiratory illness, including COVID-19 and respiratory syncytial virus (RSV), in healthy individuals.

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## Approach

Walgreens rapidly conducted participant identification and outreach by leveraging RWD insights to find eligible patient cohorts **within a 20-mile radius** of study sites and preferred modes of communication. In addition to patient identification, the workflow includes creating digital outreach materials, such as emails, texts, a landing page and pre-screener.

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## 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 pharmacy. And **51%** of our stores 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.



## 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 pre-screening 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.

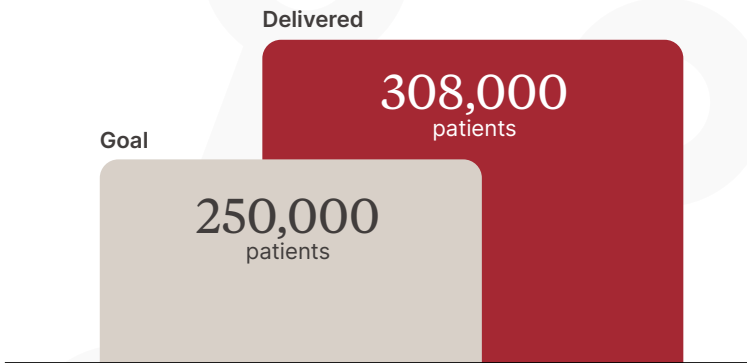
# Results

Walgreens exceeded the outreach goal by **23%** within the two-week enrollment period. It's doubly impressive considering the startup time of only **10 days** from project kickoff.



# Conclusion

Leveraging rich and diverse RWD, Walgreens was able to deliver referrals that exceeded the targeted goal of their study partner, all within a two-week recruitment period. Their ability to engage patients within the communities they serve is an extension of the relationships built across decades — relationships Walgreens intends to deepen with the broader awareness, access and diversity of clinical trials.



In addition to the outreach goal being met, Walgreens was responsible for **10%** of their total randomizations across the study.

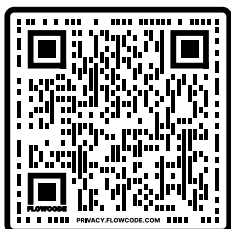
“Walgreens has a clear role in the evolution of clinical trials towards a more patient-centric, equitable research enterprise. We continue our mission to improve patient awareness, accessibility and representation because each effort is not just a clinical trial ... it’s hope.”

**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.



Data rates may apply.

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

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