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## Walgreens efforts increase recruitment of **African American and Hispanic** populations by **2X** in clinical trials

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 placebo-controlled, double-blind, randomized, phase 3 study in participants with underlying Heterozygous Familial Hypercholesterolemia (HeFH) and/or Atherosclerotic Cardiovascular Disease (ASCVD) that is not adequately controlled despite those patients receiving maximally tolerated lipid-lowering therapy.

## Approach

Walgreens leveraged their unparalleled RWD insights to identify eligible patient populations within 20 miles of the study sites. The goal was to leverage the diverse and rich patient information available to Walgreens to identify and communicate to potential participants with efficiency. Walgreens reached out to potential participants using email or text, in accordance with the participant's opt-in preference for method of communication.

Patient-facing materials were designed to provide a trusted voice from a pharmacist, educating the audience about the trial and enhanced patient-centered information, for example, clarifying that participants could stay on their current medications—which is often a major concern for those participants in clinical trials who have pre-existing conditions.

## 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.
- **Patient-focused mindset:**  
Walgreens ongoing commitment to understanding and effectively engaging with their communities allowed them to absorb successful results with open and response rates at 50% and 4% respectively, significantly higher than industry averages.



## 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.



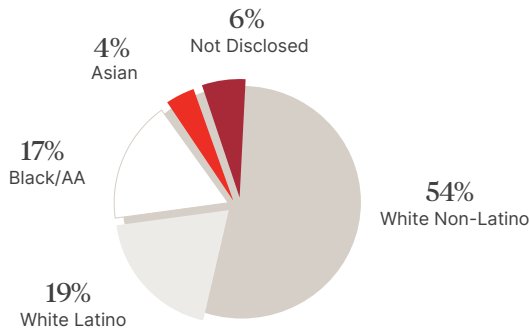
## Progress eligible patients forward

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

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.

# Results

Walgreens richness of patient RWD allowed for historically underrepresented populations to be included in the educational campaign, resulted in a significant recruitment of Black/African American (17%) and Hispanic/Latino (19%) population in this clinical trial. These results are a significant improvement when compared to nationwide historical averages of clinical trial participation (as of 2020 of 8% and 11% respectively). Walgreens recruitment efforts in this study are nearly double when compared to the national average of study participation.



\*Internal numbers as of May 2023



# Conclusion

Walgreens is committed to improving greater awareness, access, and diversity in clinical trials. Leveraging their rich RWD and the trusted relationships in the communities they serve results in greater participation in historically underrepresented populations in clinical trials. These successes in clinical trials are allowing Walgreens to deepen their relationships in both communities as well as the healthcare ecosystem.

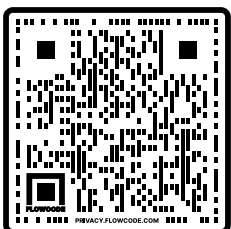
“Walgreens has a clear role in the evolution of clinical trials towards a more patient-centric, equitable research enterprise. We continue our mission to improve patient awareness, accessibility and representation because each effort is not just a clinical trial ... it’s hope.”

**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.

[connect@walgreens.com](mailto:connect@walgreens.com)

