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**From:** Gates, Rick [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=WALGREENS.ONMICROSOFT.COM-54052-GATES, RICHARD P. (RPGA5BED80FD)]  
**Sent:** 1/6/2013 10:08:53 PM  
**To:** Arnold, Brian [brian.arnold@walgreens.com]; Creek, Cheryl [cheryl.creek@walgreens.com]; Cygan, Gregg [gregg.cygan@walgreens.com]; Umbleby, Mike [mike.umbleby@walgreens.com]; Bhana, Sanjay [sanjay.bhana@walgreens.com]; Platts, Debbie [deborah.platts@walgreens.com]; Tisdell, Lorinda [lorinda.tisdell@walgreens.com]; Trotz, Sherrise [sherrise.trotz@walgreens.com]  
**Subject:** FW: PRIORITY LIST: January 6th - January 12th

FYI

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**From:** Bourdo Jr, Skip  
**Sent:** Sunday, January 06, 2013 11:24 AM  
**To:** WAG30VP  
**Subject:** FW: PRIORITY LIST: January 6th - January 12th

This week's list. Have a great week!

Be well,  
Skip

**Skip Bourdo**  
Walgreen Co.  
Market Vice President  
New York City/Connecticut  
516-352-8548 (NY)  
860-657-8014 (CT)



Every day I help people **get, stay and live well.**

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**From:** <Telson>, Jerry Telson <jerry.telson@walgreens.com>  
**Date:** Saturday, January 5, 2013 11:33 AM  
**To:** Market16RX <market16rx@walgreens.com>, Market16Stores <market16stores@walgreens.com>  
**Cc:** Market16DM <market16dm@walgreens.com>, Market16OPT <market16opt@walgreens.com>, Market16RXSupv <market16rxsupv@walgreens.com>  
**Subject:** PRIORITY LIST: January 6th - January 12th

# PRIORITY LIST: January 6th - January 12th

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### **Express Scripts Communication**

- [Express Scripts Communications Toolkit](#)
  - <http://wagsam/Scorecard/drdetailing/Default.aspx> (for ESI Winback Detailing)
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### **Good Faith Dispensing NEW!**

DEA regulations state that the pharmacist has a corresponding responsibility to ensure all controlled substance prescriptions are written for a legitimate medical purpose before dispensing in Good Faith. Emphasize the following key points when dispensing controlled substance prescriptions:

- Pharmacy team members are checking patient and/or prescriber address is within geographical proximity to pharmacy
  - Patient IDs are being validated, if the pharmacy does not know the patient
  - Pharmacists have access to, and are checking and reviewing PDMP websites prior to dispensing (state specific)
  - Prescribers are being contacted when appropriate to obtain appropriate documentation to support Good Faith Dispensing
  - Check StoreNet > Rx Ops > Pharmacy Policy and Procedures > Filling Prescriptions > Controlled Substance Prescriptions and Good Faith Dispensing
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### **Flu and Immunizations**

- Continue to promote flu-shots to every customer/patient
  - Ensure all team members understand they are eligible for a FREE flu shot as a company benefit.
  - Balance flu vaccine inventory within your market and district.
  - Flu vaccine inventory is tight. Ensure all stores maintain accurate on-hands in SIMS.
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### **2013 is the year of Medicare Part D**

2013 is the year of Medicare Part D! Beginning January 1, 2013, Walgreens is a preferred pharmacy in select plans with the following four major Medicare Part D plan sponsors: **Coventry, Humana, SmartD, and AARP/United Healthcare**. This provides Walgreens access to serve more seniors and help them stay healthy and happy. Patients in the preferred plans can now save money through lower prescription copays, not to mention benefit from all the other health services we offer!

During the next few months, it is extremely important to engage our senior customers and inform them of the following:

- Filling their prescriptions at a preferred pharmacy will result in lower copays.
- The ease and convenience of transferring the prescriptions, if they are currently not a Walgreens patient.

Our Road to Success Strategy is a multi-channel approach:

- Community events/outreach to active seniors locations: Reference the Pull Through section on the Storenet Medicare Part D page Storenet>Rx Ops>Revenue Generation>Medicare Part D
- Utilizing the Ambassador Table on Senior Discount Days (see Task 1)
- Outbound Call Campaign: From 12/26 through mid-January, select Medicare Part D patients will receive a call from Walgreens to inform them of the many ways they can save money by filling their prescriptions at Walgreens.
- In Store Signage: arriving in Sign Pak 1 the first week of January
- Readerboard Message
- Preferred plan "Welcome Mailers" to plan members

***Follow all steps in Compass and complete prior to the due date.***

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## **Balance Rewards**

[Balance Rewards Reference Site](#)

- [Store Team Newsletters](#)
  - [FAQs](#)
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## **Prescription Savings Club**

We have expanded the \$15 Prescription Savings Card (PSC) bonus offer and \$5 PM to now include **enrollments** that occur between January 1 through 31!

### **What do I need to know?**

- In Sign Pak 1 your store will receive a table easel sign promoting the PSC \$15 bonus.
- Suggested talking point: Join **or** Renew now to get the \$15 bonus!
- Reminder: PM data will be captured when processed, but PMs will not appear on paychecks until the end of January.

### **What do I need to do?**

- Communicate the January expansion of the \$15 bonus offer and \$5 PM for PSC enrollments to all team members.
- Ensure the table easel is posted according to instructions when received.
- Print the attached print on demand flyer to promote the \$15 bonus on your patient acquisition table.
- Do NOT promote PSC on Senior Savings Days. Our senior customers on Medicare, Medicaid or other federal or state healthcare programs are ineligible.

***Follow all steps in Compass and complete prior to the due date.***

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## **Reconstruction**

**All stores need to be reconstructed to the plan (including valentines) by end of business January 9th. Please follow the plans for your store and district while including the company merchandising plans. Follow the reconstruction PDF attached including the Pepsi/Frito displays as well as other mandatory displays for your location.**

### **Compass tasks for after season**

- Complete the 12/26 to 1/1/2013 call-ins. Please note that these items will not be on the 50% Clearance batch.
  - Enter After Season Planning Comments (12/26-1/25) Christmas 2012 After Season Planning Comments
  - Complete the After Season Adjustment Report by 1/15/2013
  - Complete your 1/11-1/25 Seasonal Call-Ins & Hallmark 1/11 Call-Ins
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## **Saturdate**

- [January 10 Event Plan: \*\*\(Thursday\) Night at the W - People's Choice Awards\*\*](#)
  - [January 12 Event Plan: L'Oreal Advanced Hair Care & Lumene](#)
  - [January 19 L'Oreal Miracle Blur Skin Care & BioInfusion](#)
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## **The Cosmetics Wall Reset**

The Cosmetics Wall Reset is scheduled for January 18th (with some changes dropping in on the 11th). We will be writing those schedules so let's make sure we plan on out so we are not changing the schedules after we post them. Need to start planning out now.

***See Compass Task for full details***

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