

Case Study

>200 surveys in under 4 weeks: Walgreens exceeds patients needed for PrEP study



Using pharmacy insights, Walgreens identified and reached out to over 12,500 PrEP initiators with a digital survey, allowing them to privately share their challenges and barriers to accessing PrEP in a secure setting.

Study

A cross-sectional survey to assess individuals' psychosocial and structural barriers to receiving their first pre-exposure prophylaxis (PrEP) prescription.

Approach

Using its pharmacy database, Walgreens identified eligible adults with an initial PrEP prescription without evidence of prior HIV treatment.

Walgreens worked closely with the study sponsor and key opinion leader (KOL) in HIV research to develop the 50-question survey, including topics on attitudes towards PrEP, out-of-pocket expenses, and prescription fill rejection reasons.

Responses were compared between respondents who picked up their first PrEP prescription within 14 days and those who did not pick up within 14 days. Learnings gained from this pilot survey were applied for later phases of the survey study.

Differentiators

1

Identifying relevant individuals

Walgreens developed an algorithm for identifying PrEP initiators in its pharmacy database and used contact preferences to tailor outreach through preferred communication channels, such as text or email.

2

Considering patient needs

Walgreens effectively reached patients through targeted, sponsor-approved digital outreach, tailored to the demographic and social determinants of health (SDoH) relevant to the population. Walgreens offered participation via text or email, ensuring a private and convenient experience for participants through its decentralized approach.

3

Leveraging brand recognition at the national scale

In this real-world evidence study, Walgreens' strong brand recognition, extensive national presence, and trusted community relationships, along with its network of top-tier collaborators, facilitated a smooth and engaging participant experience.

Tactics



Protocol Development



Study Execution



Outreach Strategy



Delivery of Results

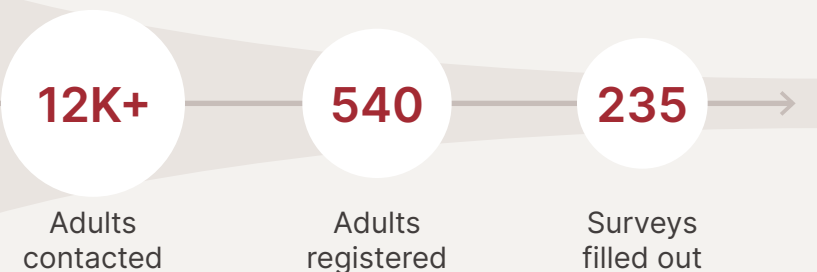


Results

A top 20 pharma company faced challenges reaching patients for a pre-exposure prophylaxis (PrEP) survey.

Through our partnership, Walgreens stepped in and overdelivered—connecting the sponsor with a diverse patient pool exceeding expectations and closely mirroring the U.S. HIV population.

Walgreens SMS and email results



97%
of surveys
opened were
completed

Summary

In an RWE study to assess individuals' psychosocial and structural barriers to receiving their first pre-exposure prophylaxis (PrEP) prescription, Walgreens:

- Created an algorithm to identify eligible PrEP initiators for the study.
- Collaborated with the sponsor and KOL to design a 50-question survey on barriers to prescription access.
- Developed digital outreach materials that aligned with patient privacy and communication preferences.
- Surpassed the survey completion target within the 4-week pilot period.
- Gathered critical insights from participants that shaped the survey for future studies.

Let's transform clinical research, together.

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