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Walgreens helps sponsor close enrollment for delayed COVID-19 rebound study — enrolls **over 60%** of total participants.

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 better assess and understand the viral and symptom rebound in COVID-19 patients treated versus those untreated.

Approach

Walgreens began participant recruitment before eligibility was determined, specifically at the point of being prescribed COVID-19 treatment instead of waiting for a potential rebound to occur. They leveraged unparalleled RWD insights to identify eligible patients **within 20 miles** of an active study site and developed digital outreach materials that take into consideration their patients' preferred communication methods (i.e., text and/or email) and opt-ins.

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:**
Walgreens provides care and access to individuals often underserved by traditional health models and can enroll populations that are often underrepresented in clinical trials — **78%** of the U.S. population lives within **5 miles** of a Walgreens, **51%** of which are in socially vulnerable areas.
- **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

Use our Patient Cohort Browser — a protected, web-based application, to analyze Walgreens data and identify potential participants, as well as their preferred contact opt-ins.



Contact

Engage with patients via preferred contact methods to assess interest and share a link to where patients can be placed in a virtual waiting room.



Assess

Eligible patients would continually assess their symptoms, rebound or lack thereof, while on **nirmatrelvir/ritonavir**.



Participate

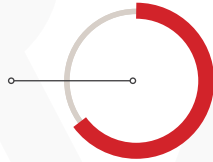
Patients in the waiting room that report a rebound in symptoms would be asked to participate further.

Results

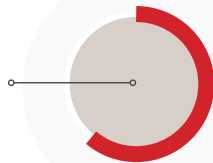


Walgreens very quickly began outperforming other recruitment partners, eventually providing more patients than all other recruitment efforts combined:

64% of the qualified referrals



62% of randomized patients



Conclusion

Familiarity with our customers, recognition of trust from our diverse communities, and care for our patients throughout the clinical trial journey are key benefits that Walgreens is uniquely positioned to provide. Success in this study further validates that foundational belief.



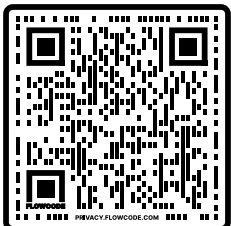
“Walgreens has a clear role in the evolution of clinical trials towards a more patient-centric, equitable research enterprise. We continue our mission to improve patient awareness, accessibility, and representation because each effort is not just a clinical trial ... it’s hope.”

Ramita Tandon

Chief Clinical Trials Officer | Walgreens Health



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



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

connect@walgreens.com.

