ARXWP's Voice

Sharing from our Brand Standards & Guidelines, we are providing you the lens from which we tell our story and talk about our capabilities.

The AllianceRx Walgreens Pharmacy voice is **knowledgeable, trustworthy, familiar and approachable.**

The voice of a brand is the culmination of all consumer-facing messages, from specialty shipments to websites. It is both what we say and how we say it.

We are the experts our patients can count on to navigate complex, chronic conditions and home delivery.

Our messages cover a range of important health matters — always with warmth, honesty and humanity. Our voice is informative while never talking down to our patients, providers, payers and business partners.

Those we serve should always recognize us as a trusted confidant and deep advocate for their well-being. Each interaction reflects our passion for providing hope and care for better tomorrows.

Voice Values

Compelling **Concise** **Conversational**	**Empathetic** **Engaging** **Friendly**	**Inclusive** **Informative** **Insightful**	**Patient-focused** **Positive**	**Relevant** **Respectful** **Trusted**

Our Copy Tone

Our tone is active, friendly, engaging, informative and conversational — never elitist and always inclusive. We strive to build trust — and prove value — among our audiences by using clear and concise language. Think of it like speaking with a friend or family member you can't wait to tell our story to, while building brand-trust through thoughtful and useful insights.

Cobranding and Leveraging the Walgreens Enterprise Solution

In B2B interactions, we have the opportunity to showcase how we live and promote our mission with every offer we make and the way we operate. Spotlighting effective clinical and operational capabilities is as significant as showing how we employ data insights and thought leadership strategically to stay at the forefront of the industry. Our experience is instrumental in assessing the right tools and adaptation to provide the best pharmacy services. We are not just embracing change or technology; we are constantly and actively changing where it matters. Our enhancements are realistic and guided by the needs of our patients and clients, and we are constantly looking for improved ways to meet them where they are.

There are two main clients for our RFPs pipeline: Payer and Pharma. When developing a tailored proposal to get in the door for a new business opportunity, focusing on the distinct characteristics of each audience shall help guide the proposal's messaging strategy. The idea is to resonate with our prospective clients, showcasing the relevance of our expertise and highlighting the benefit for them in partnering.

RFPs: Writing to Respond

Preparation: Knowing the Background Information That Adds to the Plot

A detailed brief helps win. We thrive when we partner and collaborate intentionally to show a client what we can do for them. Clear expectations set the stage for streamlined focus in fulfilling a specific need. A consolidated and aligned approach for a proposal will lead to a clear roadmap to partner up with a client. When briefing the RFP writing team or consultant, the more context offered, the better they can build the response. Doing research about the client to understand the current state of their business and pinpoint their expectations is key.

During and After: Problem Solving & Growing Strategically

Openly and meticulously asking for feedback helps win. During the proposal writing stages, reach out and clarify with the client when necessary and allowed.

After submission, when the client shares their decision, let the proposal team know the outcome. If there is a debriefing opportunity with the client take it and share the relevant feedback with all the involved in the proposal writing process. Learning what swings the balance in one direction or the other can help improve and reinforce future proposal writing.

B2B Audience Personas[1]

	Who are we trying to reach?	What are they looking for?
Pharma	• Life sciences industry • Pharmaceutical manufacturing companies • Market access, commercial access, commercialization, specialty access professionals and leaders	• Specialty and new drugs distribution with clinical support services • To renew or get a new distributor for a limited distribution network • Clinical expertise, data insights, streamlined capabilities supporting their drug, patient adherence and treatment success, accreditations
Consultants	• Consulting firms that serve as intermediaries or supporters during the RFP process on behalf of the clients (pharma/payer)[2] • RFP evaluators, contract developers and negotiators, implementation support consultants	• Fact-driven, actionable information (data) to help payer/pharma execute PBM and Specialty RFPs • Evaluating responses, scoring and making recommendations to their clients • Negotiating vendor agreements
Payer	• Healthcare industry • Health insurers, employers, government • Procurement and contracting professionals and leaders	• Pharmacy, specialty pharmacy, and/or home delivery/mail order pharmacy service provider • Operational expertise, ease of use and cost management • Accreditations • Patient satisfaction • Utilization management

[1] These audience personas are offered to provide a general overview of the possible audiences requesting and/or reading a response to a proposal. This information is not intended to substitute research about the specific parties and circumstances for each RFP.

[2] Consulting firms are a possible third-party in the RFP and procurement processes, hired by the clients. Some of the consulting firms we've interacted with are Pharmaceutical Strategies Group (PSG), BlueFin Group, Two Labs, AlignRx, Health Strategies and D2 Pharma Consulting. This list is not exhaustive and may change over time. Other large healthcare consulting firms we don't currently interact with include Willis Towers Watson, Mercer, Hewitt and Ernst & Young.

Overarching Approach: Does the Content Sound Like ARxWP?

When talking about what we do, our capabilities, product and services and their features:

- Focus on the benefits for the specific client and their needs.
- Use the simpler common words to explain complex concepts. Every word should be thoughtful and adequate. Make sure each adjective or adverb is adding value to the message. If they don't, leave them out. Being specific and concise is fundamental. It allows the reader to skim through information faster.
- Use shorter sentences and avoid or breakdown long sentences with many clauses.
- Avoid unclear and ambiguous responses. For example, say “no” and exactly what that means. Provide enough detail to make sure the reader knows you understand the ask and you have a different approach as the expert in the matter. Clarify without patronizing or dismissing the question. Aim to soften the blow and leave the door open to discussion when unable to compromise or fulfil without negotiating further. Offer alternate options with ease and confidence when adequate.
- Brag with data. We aim to show know-how backed with experience and history. We are tenured and experienced but not stodgy or heavy. Show how we are uniquely qualified with results. We should help the reader quickly assess the quality and satisfaction delivered for the choice and spent. Use callout boxes to highlight “proof points” versus “aspirational statements”.
    - Proof points are evidence that we are what we say we are. They backup our quality propositions and our success. Proof statements help establish credibility and substantiate our claims regarding our experience, performance, and capabilities.
    - Aspirational statements are there to help us move into the future as an organization. There is value in sharing them outwardly when we want to show alignment with a client’s vision. Use them it sparingly and strategically.
- Include expert views and trends to validate the need for products and services. Use qualitative data to demonstrate value. Qualitative data can be found in business cases, patient comments from satisfaction survey results or our expert blog articles, among others. This can provide a unique opportunity to stand out from competitors.
    - Emphasize “thought leadership” within our organizations. Examples may include leaders’ participation in conferences or expert insights forums, drug pipeline analysis, published articles on pioneer programs or trend setting, etc. Show who is behind the ideas we are leading with. Bio sections may be good opportunities to link to videos or other media showcasing “thought leadership”.
- One-on-one interactions via phone or videocall shall not be opposed with newly developed enhanced technologies to self-serve digitally or other ways of engaging with the mail pharmacy service. Feature each service showcasing its advantages and value. Options are provided to satisfy various needs aiming for a relevant and seamless patient experience. From phone service to text messages and digital capabilities, all features and services enhance the clinical and operational aspects of the patient experience.
- An Executive Summary or Overview is the last thing we write. Limit the more general “About Us” information. Go directly to how we will satisfy the main needs of the client’s request. Show the client right away we understand the problem at hand. The request is about them, what’s in it for them and how we are best suited to help them. Restate the known objectives and list the most vivid details that paint an accurate picture of the solution we offer to their specific problem and how we envision success partnering together for the long term. Keep it clear and concise (1-2 pages).