



# Walgreens' Mobile Messaging Journey

Erin Neus-Cheong, Director of Digital Product Management

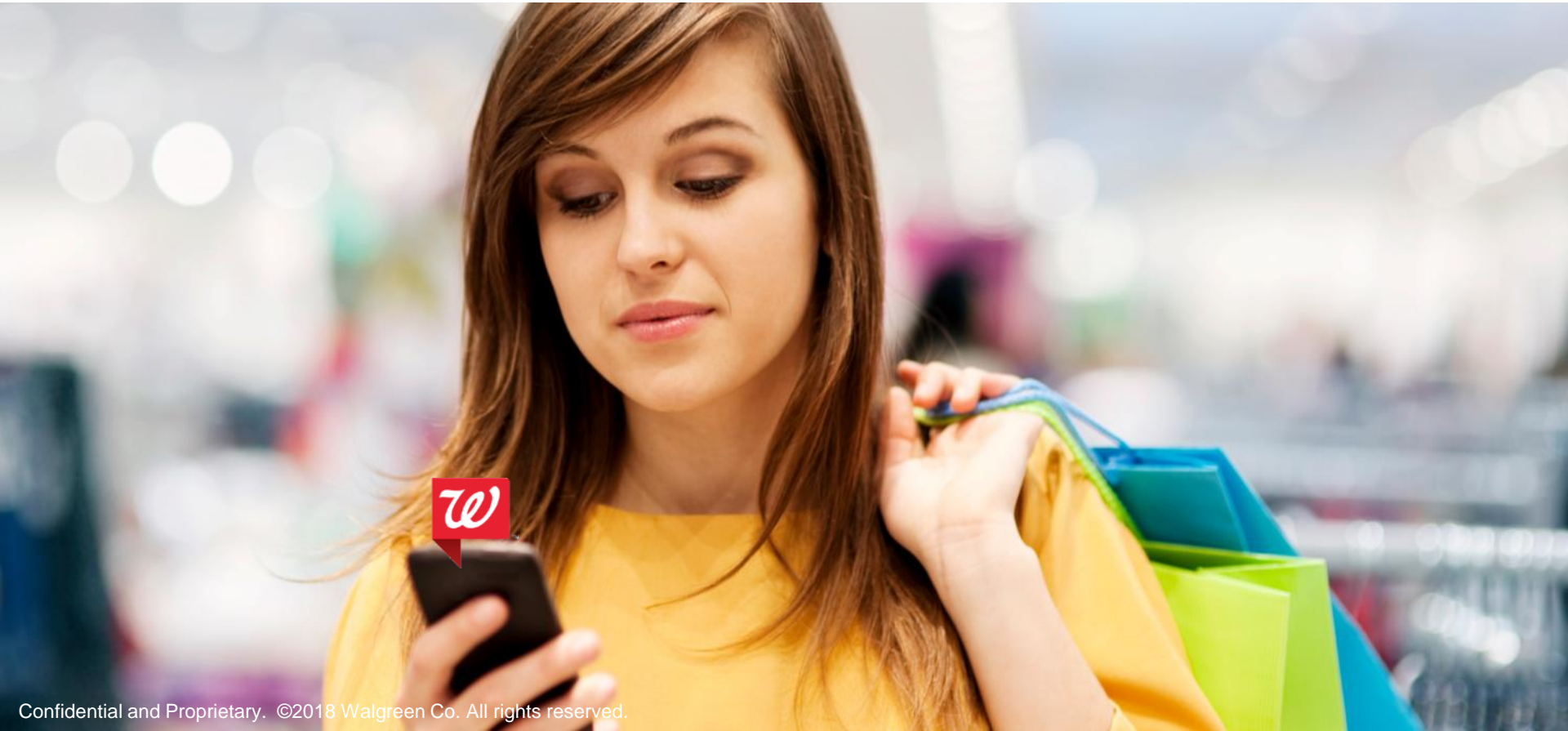
A photograph of a Walgreens store at night. The building has large glass windows and a prominent red Walgreens logo on the facade. A blue sign with the word 'PHARMACY' is visible. The store is illuminated from within, and the surrounding area is dark.

# Walgreens has defined convenience...

- More than 9800 drugstores
- Approximately 76% of the US population lives within 5 miles of a Walgreens or Duane Reade store
- Over 990M prescriptions filled annually
- 88 Million active Balance Rewards members

*\*as of August 2017*

# Walgreens digital's mission is to redefine convenience



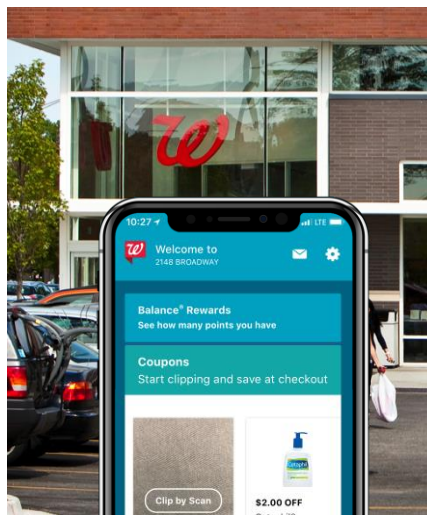


# Walgreens Digital Strategy



## Reimagine

Walgreens through  
digital solutions



## Connect

digital experiences to  
our stores



## Extend

our greatest assets to an  
innovative ecosystem

# Walgreens' Digital Portfolio



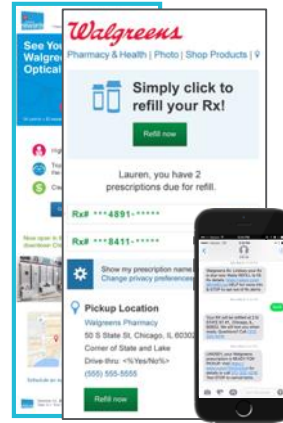
Walgreens  
mobile app



Walgreens.com



Walgreens API  
(Developer)  
program



Email  
& SMS

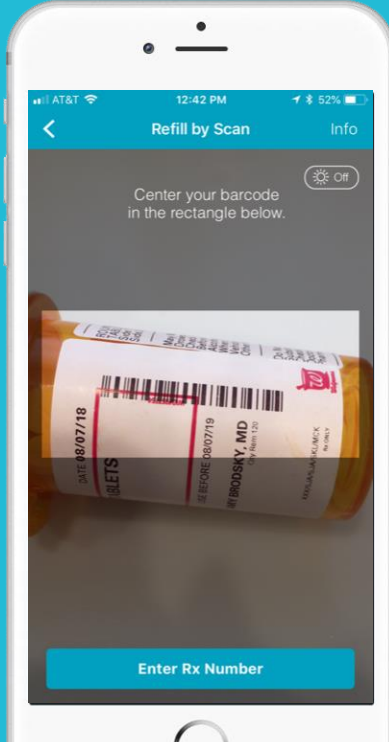


Wearables



Voice  
Assistant

# Reimagine Across Our Businesses...



Rx Refills

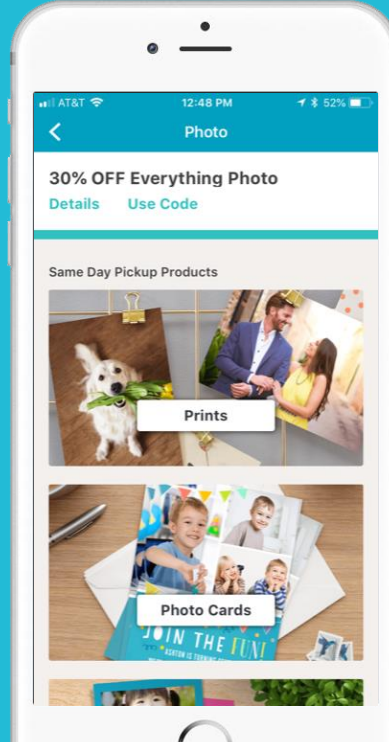
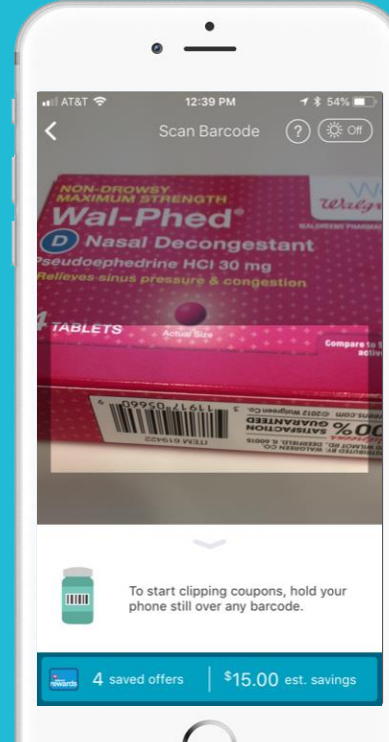
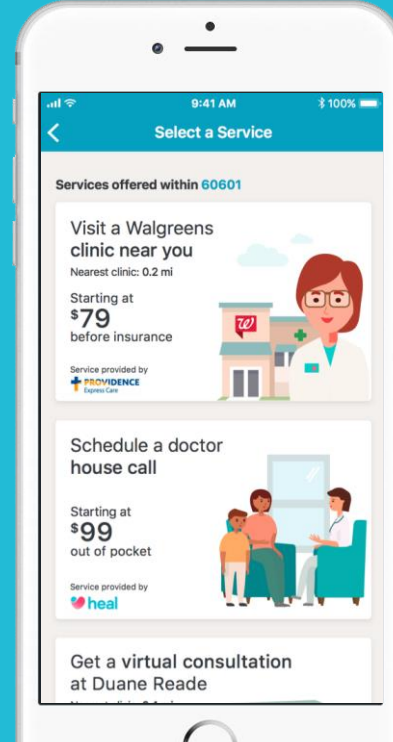


Photo Prints



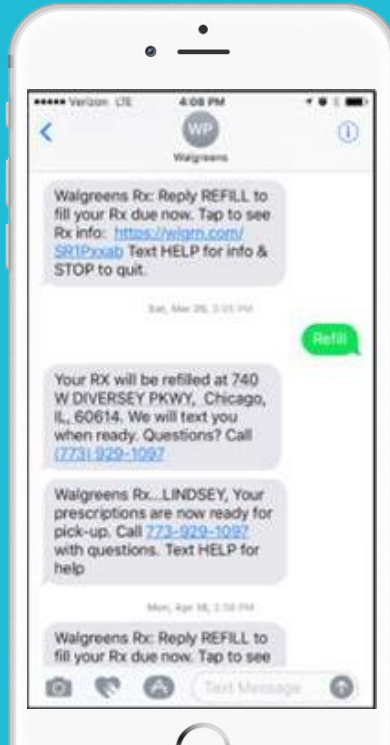
Digital Coupons



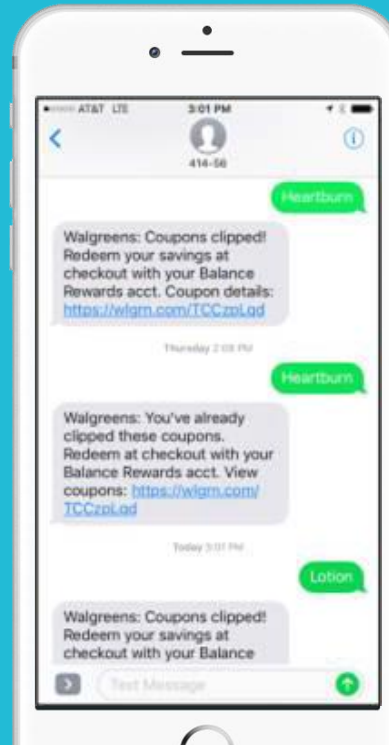
Telemedicine

# Reimagining Messaging

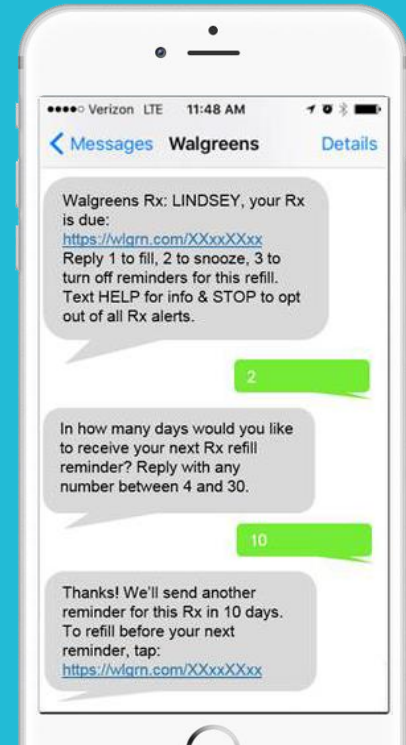
From SMS...



Rx Refill



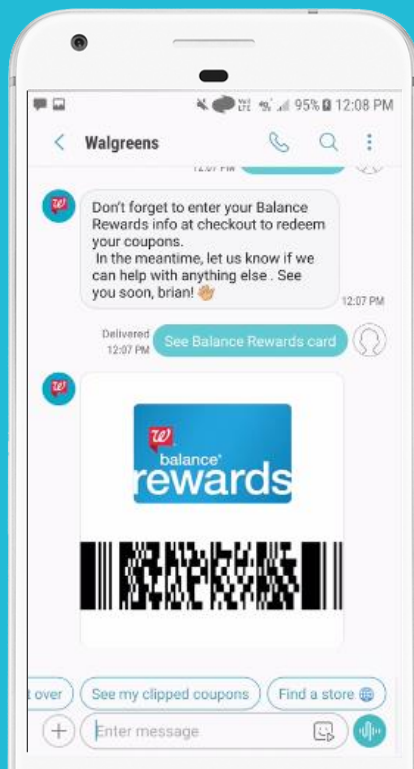
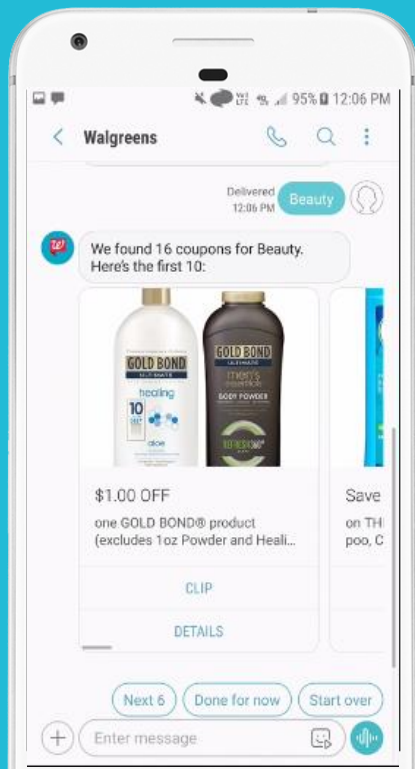
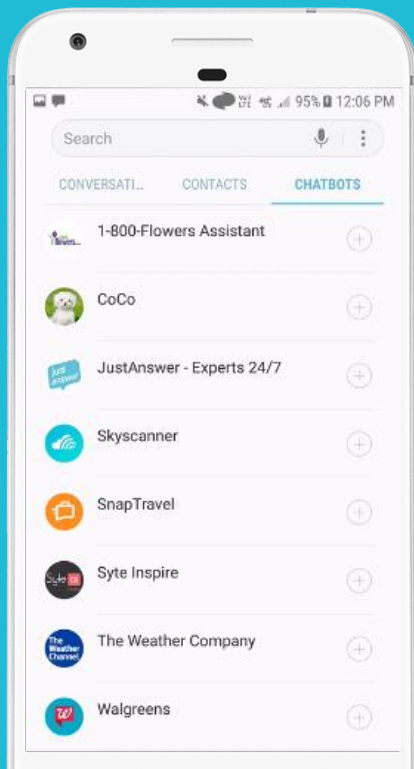
Coupon Clipping



Rx Reminders

# Reimagining Messaging

To RCS...





*Walgreens*





**Thank you!**