



## Walgreens Take Care Clinics

Grassroots back-to-school program builds awareness and establishes Walgreens as a smart choice for medical needs in local communities

*"The parents were very thankful for the information Walgreens provided. It was very timely as we were in the midst of a flu outbreak in Houston. Most of us were not aware of the Take Care Clinics, but will now certainly use them in the future."*

Beth Irwin,  
Harmony School of Excellence,  
Houston, Texas

### The Challenge

In the growing and highly competitive business of in-store health-care clinics, Walgreens wanted to appeal to moms and dads as a convenient choice for minor urgent care needs in their neighborhood.

### The Solution

School Family Media's Back2School program, which reaches thousands of parents at K-8 schools, enabled Walgreens Take Care Clinics to promote their services and locations as valuable, family-friendly assets within local communities. Additionally, Take Care Clinic nurse practitioners were able to engage one-on-one with parents at back-to-school events, when they're especially interested in minimizing sick days and helping their kids thrive throughout the school year.

- School Family Media reached out to select PTO and PTA groups in 23 markets (identified by Walgreens) and within a 5-mile radius of a Take Care Clinic to host nurse practitioners at back-to-school events.
- Schools were guided through each event, from initial communications and planning to follow-up and survey feedback.
- At each event, families personally interacted with clinic representatives, who answered questions and promoted their services.
- Walgreens' "Back-to-School Health Basics" pamphlets, branded product samples, and free Take Care Clinic health evaluation coupons were placed right into the hands of parent attendees.

### Results

Schools, PTO and PTA leaders, and school families were overwhelmingly appreciative of Walgreens' investment of time and resources in school-family community events. A post-event survey confirmed the positive reaction:

- **95%** of parents said they'd recommend Take Care Clinics to other parents.
- Following the Back2School event, **57%** of families intended to visit a Take Care Clinic for a health issue—a **300%** increase over responses received *before* the event.

Thanks to the Back2School program and School Family Media's network of PTO and PTA leaders, Walgreens was able to immerse its Take Care Clinic brand and representatives into a relevant and targeted environment, making genuine connections with its most powerful audience.

