

# **EXHIBIT 7**

## **Managers, Pharmacy Managers, Sr. Techs and the whole store/pharmacy TEAM,**

As a follow up the ESI discussion/conference call please deliver the following message to all store personal. It is very important to stand up and take action against ESI. I want to stress that these are YOUR ESI patients, these patients have chosen Walgreens for their health care needs because of YOU. NOW is the time to rally everyone. We can make a difference in our store, for our patients, our profession, and community pharmacy.

**Our goal is to retain as many ESI patients as possible.** The fight starts with us and we can inspire our patients to lead too. Get aggressive, be competitive (ESI is behind the scenes with patient letters) we are here with our patients, we know them by name.

**ESI Is #1 Priority.** Flu Shots #2.

The message needs to be motivating and have clear direction to our team.

Focus points:

1. Medicare Part D Patients,
2. DOD/Tricare patients,
3. Commercial ESI patients.

How can YOU make a difference:

1. Medicare Part D patients -Open enrollment education on choosing a plan that includes Walgreens
2. DOD/Tricare - petition campaign
3. Commercial ESI patients -utilize the coupon match program.

We have five main solutions to help Walgreens retain ESI patients.

1. **CAP Blocks** to notify our pharmacy teams of ESI patients (labor hours will be provided to support CAP block requirements,)

Embrace this CAP block as an opportunity for YOU to save your business/patient/employee. This should not be viewed as a burden but GREAT opportunity to keep ESI patients in your store. This is a face to face action. This is an advantage for us since ESI currently only communicates via mail. Take the time to make this valuable.

2. **Brochures/emails** that allow our patients to express to their employer their desire to stay with Walgreens emails are an in store action (be creative) set up photo terminal or PCIT terminal for patients to take action in store. help the patient through the process. Can you dedicate a team member?
3. ESI competitor **coupon** matching (for non-federally funded patients only) Conscientious attempts to retain patients initiating **Rx transfers**
4. Email letters/coupons to [payorsupport@walgreens.com](mailto:payorsupport@walgreens.com) or fax to the DO for Admin to send.
5. Plan comparison discussions with Med Part D patients will begin on Oct. 15. These discussions aim to move patients into a **Med Part D plan that includes Walgreens.**

**The videos below are key motivational tools and all store members should see them.**

Please leverage the important video from Kermit Crawford and the ESI Toolkit available on StoreNet (update link

available today and PowerPoint to promote the message).

**Link to Video**

[http://it-s8mp-mediasrv/broadcast/wag/esi\\_update\\_08\\_26\\_2011.htm](http://it-s8mp-mediasrv/broadcast/wag/esi_update_08_26_2011.htm)

**Link to ESI Toolkit**

<http://snetapplocal.walgreens.com/SNETGatewayWeb/walgreens/snet/utl/StoreNetMain.html>

**Folks this is "stand and deliver" time. We are defending our community pharmacy profession and defining our future. This part WE control. If we get this done...if we deliver a convincing story...if we let our patients know that ultimately what ESI is asking us to do is not in the best interest of their health and safety. Reviewing their profiles, adverse drug reactions, interactions with health conditions and monitoring/reviewing their therapy regularly...these things won't be possible with their proposal. That's the message we add to above. We are the good guys...we care about patients and they just care about who pays for it and how much.**