

allianceRx

Walgreens + PRIME

AllianceRx Walgreens Prime – a joint venture between Walgreens and Prime Therapeutics – seeks to ease the lives of patients suffering chronic and life-threatening diseases by providing them with specialty medications more easily. This new venture serves millions of patients on its flagship website and supports a staff of approximately 3,000 through its employee experience portal. AllianceRx Walgreens Prime quickly built a strong DX foundation with Jahia's flexible platform, making it easy to integrate customized applications from both Walgreens and Prime Therapeutics. AllianceRx also uses Jahia's out-of-the-box features to deliver a personalized digital care experience to its patients.

www.alliancerxwp.com

"Jahia helps our small team achieve big goals. With an IT team of 17 people supporting a \$16 billion business, efficient and effective technology is key to ensuring we hit our targets. Jahia is an important part of that."

Carl Collin,
VP of Engineering, Architecture
and Delivery
AllianceRx Walgreens Prime

At A Glance

Requirements

- A new multi-functional platform for both their new website and employee portal
- Flexible integration capabilities across multiple sites
- Ready to launch in six months

Results

- A fully-functional DXP built to their requirements, timeline, and budget
- Personalized, unique experiences that empower both patients and employees
- Cloud integration with additional updates planned



Goal:

A New Website & Employee Portal Within Six Months

AllianceRx Walgreens Prime was formed in 2017 through a joint venture between Walgreens, one of the U.S.'s largest drugstore chains, and Prime Therapeutics, a leading pharmacy benefit manager. The goal was to create a specialty and home delivery pharmacy that strives to provide exceptional care throughout a patient's treatment journey, offering round-the-clock support and useful resources to help patients take their medications as prescribed.

Without any prior online presence, one of AllianceRx's top priorities was to deploy a flagship website complete with a digital platform where patients could perform day-to-day transactions – view prescription history, order refills etc. – without having to call the support center. They similarly needed to launch an employee portal as fast as possible to connect its 3,000 geographically dispersed employees.

Carl Collin, AllianceRx Walgreens Prime's VP of Engineering, Architecture and Delivery, and his team were entrusted with building both the flagship website and the employee portal. Their challenge: launch both within half a year.

Finding The Right Solution



Despite the time crunch and other operational challenges, Carl's team focused on finding a solution that would provide a strong foundation for future growth. That meant not only ease-of-use, but also flexible integration capabilities - since the company itself was a collaboration between existing lines of business across two different companies, a cohesive network of systems was paramount.

During the selection process, Carl and his architecture group looked at a number of different products:

"What enticed us most about Jahia was its fundamental architecture. We could build around and integrate it with our organization's custom marketplace rather than going out to the commercial one," explained Carl.

When compared to other products on the market, AllianceRx Walgreens Prime also found Jahia to be cost-effective, with feature sets in-line with what they were looking for. That included content management, custom API options, and easy plugin integrations.

"When we evaluated the Jahia platform, all of the features and capabilities came together as a technology bundle that we were familiar with and at a price point that made sense."



The Launch

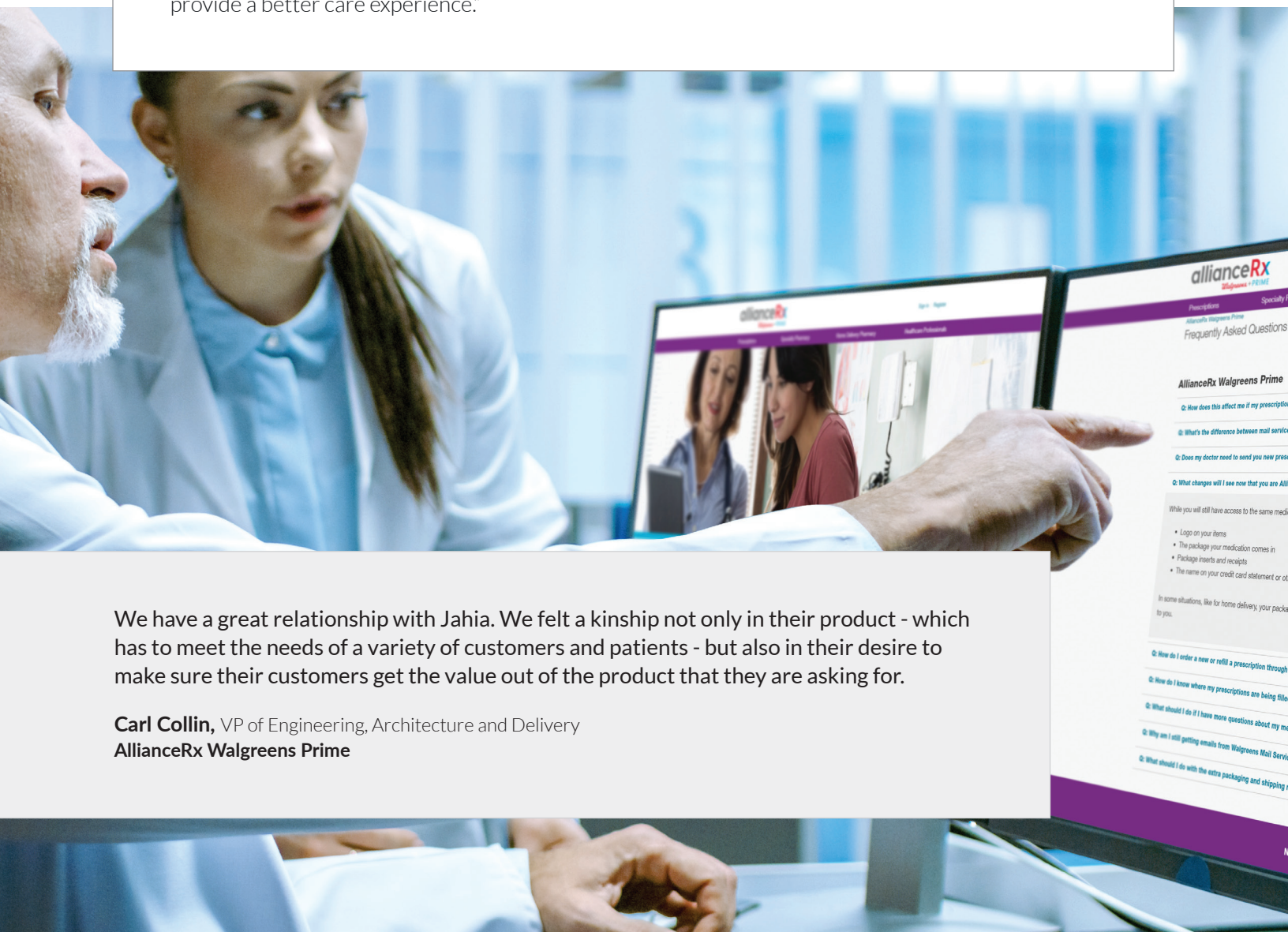
Utilizing Jahia's technology, AllianceRx Walgreens Prime was able to launch both its website and employee portal within six months!

For its flagship website, alliancerxwp.com, most user activity is purely transactional and occurs after login: patients paying their balance, browsing available prescriptions, and/or initiating refills. Thus a single page web app was built, using Jahia's platform to manage the bulk of the integrations while also hosting branded content such as logos and other useful resources.

As much of the data needed after login, such as prescription information and order history, is retrieved via APIs from Walgreens, a lot of development work revolved around building APIs and REST integration into Walgreen's underlying pharmacy platform.

For the employee portal, which offers a more content-centric experience, AllianceRx Walgreens Prime similarly developed a single page web app. However, this time it was integrated with the company back-end while Jahia provided content and page templates.

According to Carl, "Jahia's CMS and personalization capabilities help us get content out quicker, whether to whole demographics or a select group of patients. And since we don't need to spend an inordinate amount of time and money on it, I can instead reinvest in other activities that allow us to provide a better care experience."



We have a great relationship with Jahia. We felt a kinship not only in their product - which has to meet the needs of a variety of customers and patients - but also in their desire to make sure their customers get the value out of the product that they are asking for.

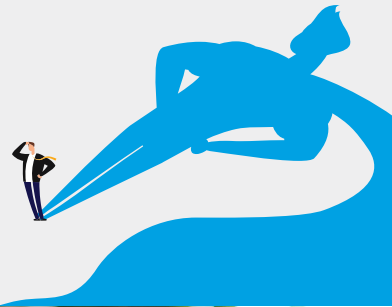
Carl Collin, VP of Engineering, Architecture and Delivery
AllianceRx Walgreens Prime



Ja-iant / jiant / noun

1. Organization embracing digital evolution with Jahia
 - unifies legacy and new tech in their own DX stack
 - iterates amazing digital experiences
 - wins against the competition, every time

"That Jahiant has really taken over the market."



Next Steps



Both the website and employee portal are now integrated with Jahia's jExperience platform, which includes a CDP and provides content personalization capabilities. With the integration to Jahia's jExperience platform, AllianceRx Walgreens Prime is able to offer specialized, helpful content that is relevant for each patient at a particular point of their care.

"Having a good digital channel is critical to managing patient care. It's important to come in to your job every day and know the person on the other end of your website is looking for a partner to help them live their lives. We try and make their clinical and care experience, even on the digital end, as easy as possible," said Collin.

While first launched and hosted on premises, both website and employee portal have since migrated to Jahia Cloud. Further integrations are also in the works, with the integration of Prime's member database expected to commence in the next few months.

Contact us

Group HQ

Geneva, Switzerland
+41 22 361 34 24

North American HQ

Washington, D.C.
+1 202 656 7874

France, Paris
+33 1 44 79 33 79

Austria, Klagenfurt
+43 463 287 008

Canada, Toronto
+1 905 257 7471

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