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# *Making a difference through health*

## How PwC is helping to change lives

Impact case studies



# Introduction

## *Making a difference through health*

PwC's purpose is to "build trust in society and solve important problems." Our Partners and staff demonstrate a commitment to this purpose every day in the work we do with our Health Services clients. We do so because of a deep and passionate recognition of the importance of health to society – because health matters.

In a world facing massive health challenges and an industry undergoing profound disruption, we are active participants in helping businesses, governments and individuals through the transition to a new health economy. In doing so we strive to:

- support the improvement of health and well-being around the world;
- build trust in the health system;
- solve complex health problems so that better and more sustainable health systems emerge; and
- have a positive impact on society.

This collection of case studies is an example of just a few engagements that show our strong desire to make a difference.

It is a privilege to work with clients from across the health spectrum – from providers to payers, medical device companies, governments and NGOs, and healthcare new entrants drawn from a wide spectrum of other industries – to help solve their most challenging issues and to allow them to take advantage of the opportunities opening up. It is also heartening to know that we are having a positive impact and making a difference to the lives of people around the world.



**Patrick Figgis**

PwC Global Leader, Health Services

## Walmart – Healthcare Begins Here

*“From health screenings and immunizations to learning about eating a healthier diet and staying physically fit, [this] is just one way that Walmart wants to support [our customers’] efforts to live a healthier life.”*

Marcus Osborne,  
Walmart’s Vice President of Health & Wellness Payer Relations

### Background

Walmart is the #1 ranked company in the Fortune 500 with \$485 billion in revenue<sup>15</sup>; \$50 billion coming from health related products and services annually. Walmart is a multinational retail corporation based in the US that operates over 5,000 supercenters, stores, neighbourhood markets and clubs nationwide and employs more than 1.4 million US associates.

### The issue

Walmart understood the growing demand and lack of knowledge surrounding obesity, chronic disease prevalence and health literacy across the United States. They knew that by 2020, nearly 20% of the US GDP is projected to be spent on healthcare and saw an opportunity to make an impact in healthcare while catering to the 150 million consumers that walked through their stores every week.

Walmart strived to transform how people thought about retail healthcare and unite the wide range of Health & Wellness products and services they already offered (e.g., pharmacy, clinics, DME, immunizations) while expanding into new programs and products based off their consumers needs’ (e.g., health literacy tools, insurance assistance, screenings, etc.).

Walmart’s goals were to: (1) broaden the assortment of products and services available to customers in the health and wellness space; (2) become a retail health destination and create a one-stop shop consumer experience in health and wellness; (3) align business units to drive consumer education and engagement online and in-store; (4) stay true to their overall value proposition and deliver exceptional service while being cost effective.

### What did PwC do?

Walmart engaged PwC to help bring their vision of a one-stop-shop, retail health destination to life. The team facilitated strategy workshops with cross functional internal stakeholders, vendors, and agencies to align on overall brand strategy. This included designing a customer experience and defining content requirements for print/digital educational collateral, while enhancing operational efficiencies through playbooks and supporting execution.

Ultimately, by delivering a tailored and impactful solution aligned to Walmart’s mission, goals and strengths, Walmart leveraged 200 million transactions each week as touchpoints to help consumers on a journey to a healthier life. The programme resulting from the work was “Healthcare Begins Here”, a campaign aimed at assisting consumers with making smarter decisions on everyday health and wellness needs for themselves and their families.

<sup>15</sup> Fortune Dec 2015 – <http://fortune.com/fortune500/walmart-1/>

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**What impact did we make?**

In 2014, “Healthcare Begins Here” began as a passport to healthier living event at local Walmart stores throughout the country. Through the programme consumers were provided healthcare information to guide them on their journey to live healthier lives. Consumers also had access to several preventative services such as free blood pressure, blood glucose and vision screenings and access to immunizations and a one-stop-shop health insurance enrolment platform.

Critical to executing an event of this scale, Walmart also successfully managed over a dozen partners and sponsors to make the event a reality. This included mobilizing a successful partnership with a health insurance enrolment platform company, providing informational and enrolment stations at all 2,000 stores not just for the event but for many months following.

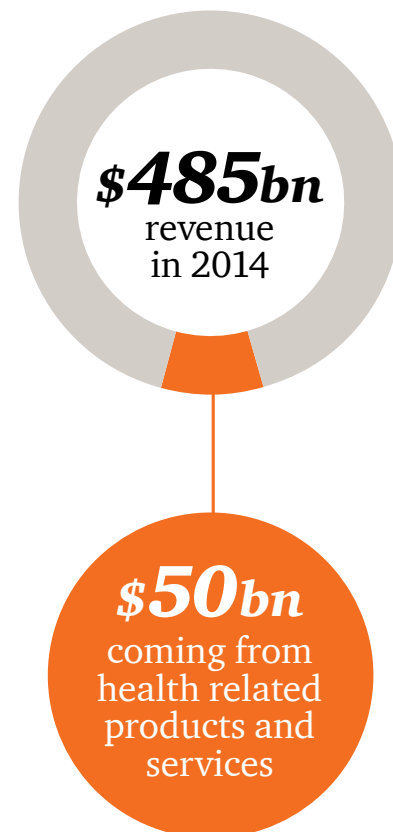
To date, the program has received numerous operational excellence awards within health and wellness and a distinctive company-wide merchandising excellence award, positioning the programme for continued growth and relevance. The program also broke numerous records for the amount of consumers who received immunizations, free blood pressure and free blood glucose screenings in an 8 hour period. Within one day, Walmart showed how powerful retail health can be.

The success of “Healthcare Begins Here” proved that Walmart can make a difference in healthcare and has led to other successful initiatives including new supplier collaboration opportunities beyond the pharmacy to reach the biggest winner: the customer.

“Healthcare Begins Here” ultimately reflects Sam Walton’s vision of helping consumers and associates save money and live better through health and wellness. Embracing this vision, Marcus Osborne, Walmart’s Vice President of Health & Wellness Payer Relations, explains: “From health screenings and immunizations to learning about eating a healthier diet and staying physically fit, [this] is just one way that Walmart wants to support [our customers’] efforts to live a healthier life.”

**Five years on**

“Healthcare Begins Here” aligns with Walmart’s overall strategy to lead on price, invest to differentiate on access, be competitive on assortment and deliver a great experience. With the continued evolution and adoption of the programme both internally and with consumers, we envision “Healthcare Begins Here” to be an everyday trusted brand to provide support throughout the entire retail health experience. Whether consumers are trying to gain transparency on clinic visit prices, or decide which healthy breakfast options support their diabetes management, “Healthcare Begins Here” can provide the tools to lead a healthier life.



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