

Reimagining consumer wellness with Retail+Health



Consumers are looking for more **human-centered**, **convenient**, and **cost-effective** health and wellness experiences

- 91%** of consumers are more likely to shop brands that **recognize, remember, and provide relevant offers** and recommendations.¹
- 49%** of Latin American consumers say they'd **walk away from a brand after one bad experience**.²
- 43%** of patients say **wait time is the most frustrating part** of visiting the doctor.³
- 65%** of patients say **transparency about the cost of healthcare services is critical or very important** to their overall satisfaction.³

Retail+Health: Empowering better care, everywhere, for everyone



Convenience

Provide **omnichannel access** to health and wellness resources that fit consumers' busy schedules and diverse locations



Cost

Drive **cost savings and transparency** through better care management, data management, and care team collaboration



Care

Create **longitudinal health and wellness experiences** by connecting and protecting consumer data

●----- Security, Compliance, Consent, and Identity Management -----●

Convergent industry benefits for retailers and providers



Retail benefits

- Greater customer connection and lifetime value
- New revenue streams
- Higher consumer pull-through



Shared benefits

- New business models and partnerships
- Improved consumer trust and loyalty
- Greater operational efficiency and agility
- Cross-promotional activities



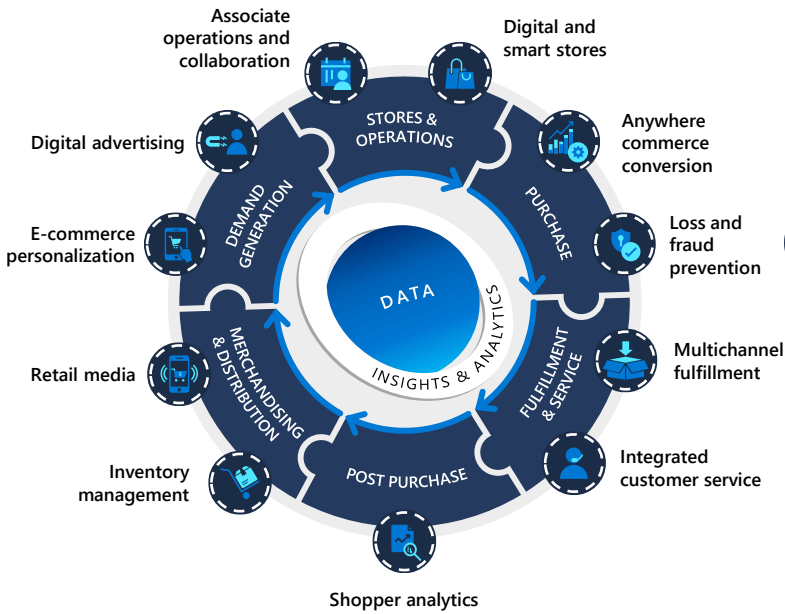
Healthcare benefits

- Improved patient data insights and personalization
- Better care management and adherence
- Increased remote care opportunities



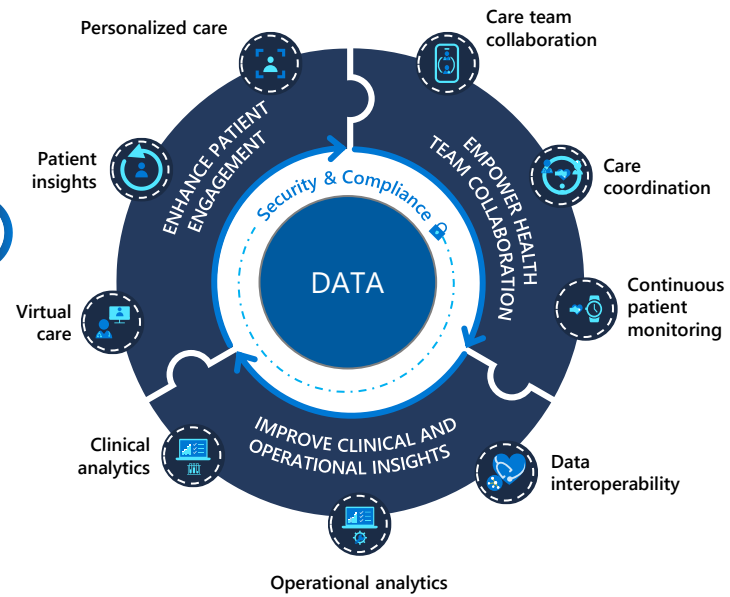
Microsoft Cloud for Retail

Connect your customers, your people, and your data



Microsoft Cloud for Healthcare

Deliver better experiences, better insights, and better care



Walgreens Boots Alliance puts customers first in its digital transformation journey



...we're opening up new possibilities for creating customer journeys that put the individual customer at the center of the experience, without limitations."

– Francesco Tinto, Global CIO

[Read more](#)



Walgreens Boots Alliance



Next steps



Get started on your retail health journey

[Contact your account manager](#) to sign up for an envisioning workshop or whiteboarding session



Learn how Microsoft's cloud capabilities power retail health services

Download our retail health whitepaper



Unlock retail health's limitless possibilities

Sign up for the [Microsoft Cloud for Retail](#) public preview today
See if the [Microsoft Cloud for Healthcare](#) is right for you