

Walmart amps up its in-person clinic presence in Florida

Article

The news: Walmart Health reportedly filed to open up seven of its one-stop health clinics (offering services like primary care, imaging, dental, counseling, and lab tests) in locations across Northeast Florida, per Florida-based Jax Daily Record. This news follows Walmart's reported [slowdown](#) of its original plan to open 4,000 clinics across the US after multiple C-suite execs left its healthcare business, according to Insider's reporting.

But Walmart Health has been hiring, too: Walmart Health has been on an exec-hiring spree for the past few months—which means it'll likely have the muscle to make headway in its clinic expansion plans.

- Last month, Walmart Health hired a new **senior vice president and CFO, Brian Setzer**, previously at **Highmark Health**. Similarly, in July, Walmart Health named pharma industry leader **John Wigneswaran, MD**, as its new **CMO**.
- As Walmart Health stabilizes its C-suite, it'll likely focus on building out its recently acquired virtual clinic business **MeMD**. It will also focus on broadening its physical footprint: Although Walmart is slowing down construction on its clinics, it's still planning to **open** up at least 22 this year, in addition to the 20 Walmart Health centers it already has, per Walmart.

Why Walmart's clinics could succeed in Florida: Many Medicare-aged consumers with chronic conditions visit Walmart's Florida retail stores regularly.

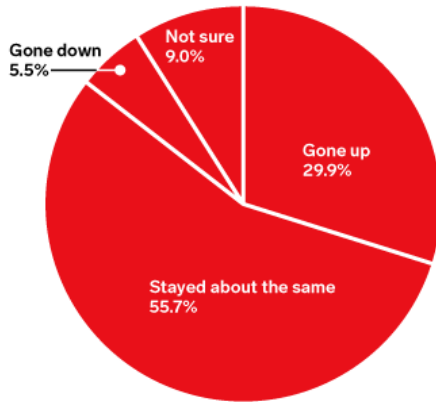
- Florida has one of the largest Medicare populations (aged 65+) in the US: **Medicare beneficiaries make up about 21% of Florida's residents**, per KFF's tracking, while, for instance, only 12% of Utah's residents are on Medicare.
- Seniors are some of Walmart's most loyal shoppers, as **20% of its consumers are aged 65+**. Its popularity with this consumer demographic works in Walmart's favor, considering Medicare patients are the most likely to need regular and convenient access to care: **Approximately 85% of older adults have at least one chronic condition**, per the NIH.

What's next? Walmart could use its brick-and-mortar presence in states like Florida to inform its senior shoppers about its new **Walmart+** prescription discount program, which we **posited** could rival **Amazon Pharmacy**.

- Walmart's newly unveiled **Walmart Rx+ for less** program lets Walmart members bypass their insurance and access select medications at zero cost and purchase thousands of additional prescriptions at an 85% discount.
- Walmart already offers a \$4 generic medication program, but its Walmart+ pharmacy discount could appeal strongly to senior consumers searching for cheaper options for a broader range of meds. That's because consumers are **reporting** higher-than-expected out-of-pocket costs, even after insurance discounts—and those costs aren't going down anytime soon: **Out-of-pocket healthcare spending is expected to rise by nearly 10% by 2026**, **per** a recent Kalorama Information report.

Changes in Out-of-Pocket Cost of Prescription Drugs According to US Adults, Feb 2021

% of respondents



Note: ages 18+; in the past year; numbers may not add up to 100% due to rounding
Source: GoodRx, "Medication Debt Survey" conducted by Google Surveys, March 22, 2021

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