



November 2012 Quarterly e-News Update

NEWS

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CHARITY NAVIGATOR AWARDS HEALTHWELL 4-STAR RATING



The HealthWell Foundation is thrilled to announce that it has received the coveted 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities. Receiving four out of a possible four stars is a testimony to HealthWell's commitment to accountability, transparency and sound fiscal management.

"This is a significant achievement for us as only 25% of the charities evaluated by Charity Navigator receive this prestigious four-star designation" said HealthWell President, Mary P. Sundeen.

"HealthWell's fiscal accountability and expert governance are critical components of enabling us to extend our services to the greatest number of patients. The more efficient we are, the more money we can grant out to patients through our funds - which is the sole reason we exist."

For more information about this exceptional designation and other HealthWell news, visit our [newsroom](#).

MEET THE HEALTHWELL TEAM



In this issue, we shine the spotlight on Shela Halper, Director of Strategic Development and Marketing at HealthWell. Shela has been with HealthWell for more than 6 years and has been instrumental in growing and diversifying HealthWell's donor base. In her role, Shela

oversees the Foundation's marketing and development activities, which include individual giving, media relations, web development, social marketing and strategic alliance development. A primary responsibility of Shela's position is to identify new sources of funding to strengthen and diversify our donor base in and outside of the health care industry so we have more money to grant to patients.

HealthWell Making a Difference



When I first found out the cost of my treatment copay after I was diagnosed with rheumatoid arthritis, I realized that it was going to place a burden on my husband and my family. My rheumatologist suggested that I contact the HealthWell Foundation. I was very pleased and felt lucky when they told me I would get copay assistance for my medication. Thank you, HealthWell Foundation, for making it easier to deal with this illness.

Gloria
Hallandale Beach, FL



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Shela commented, "It's a powerful feeling to be a partner in people's journey back to wellness. We provide a critical lifeline to thousands of individuals in their time of need who can't afford the treatments they need to live and survive. One former grant recipient, Virginia, is now cancer-free and back to work. Another, Sophie, was able to treat her asthma and is back in school. And Kevin received his chemo treatments without going into debt. I've had the pleasure of meeting these brave individuals - along with many other grant recipients - and THEY are the ones who inspire me in my work every day. I'm inspired by their strength in battling their disease, their strong sense of hope and their desire to pay it forward."

"I've been incredibly touched by their generosity and by the letters of gratitude we receive, such as the one from Sophie's dad, Patrick who wrote, 'Since I lost my job, I have had a difficult time paying for all of our needs. My daughter's asthma medication is a paramount need. At no time in my life have I had to ask for help. I simply can't express to you how grateful I am that I found your foundation. You not only help my daughter breathe, but you are the reason people around the world live better lives.' These words empower and remind me of just how much the work we do is changing lives each day."

FUND RE-ENROLLMENTS ARE JUST AROUND THE CORNER

Hard to believe it's already November and 2012 will soon come to an end! Be ahead of the curve and start your re-enrollment process early. By starting this process early, you'll beat the processing rush and will be all set to receive your 2013 grant. It's easy. Simply call our hotline at 800-675-8416 beginning December 1st anytime between 9:00 a.m. and 5:00 p.m. Monday through Friday EST to speak with a customer service representative who will handle your re-enrollment for you.

HealthWell Making a Difference

You are helping me with my prescription copays for anti-rejection medications, which I couldn't afford otherwise. I had my new kidney in 2001 in Portland, ME and my youngest daughter was the donor. Karin was on one table and I was on another. It was a miracle! My new kidney started working immediately and she will always be my hero. They told us the whole surgery team cheered - thank God! We are both going strong and my blood tests are still perfect. My daughter climbs mountains, kayaks, and is very active. It still brings tears to my eyes and how I thank God everyday. I hope I can continue to be with HealthWell. What a wonderful thing you do. You are great. Fondly and thankfully.

Shirley
Northome, MN

I have been going without many of my medications strictly because I could not afford the copays and we have not fit into any low-income assistance based programs. Thank you so very much for your help with my private insurance copays on my medications, which are currently a high out-of-pocket monthly expense for my family. I applied through the drug manufacturer and was denied



DID YOU KNOW?

WHY DID I RECEIVE AN AUDIT LETTER AND WHAT HAPPENS NEXT?

As a standard practice, we conduct random financial audits throughout the year to ensure that patients who initially met our eligibility requirements continue to meet the criteria of their enrollment in our program.

These audits are essential to ensure that:

- We are fulfilling our mission of helping those who truly need assistance.
- We maximize our ability to say "yes" to more program applicants.

We randomly select patients with active grants and send audit letters requesting income documentation. In order to remain eligible to use the grant, and keep the grant open, the patient needs to submit the required documentation within the time specified in their letter.

All documentation is reviewed to determine the outcome (pass/fail) of the audit.

- Patients will pass if they submit documents on time and meet the criteria.
- Patients will fail if they do not respond within the timeframe, do not provide the requested information, or no longer meet the criteria of our program.

If a patient fails an audit, we will close their grant(s), and withdraw them from the program. When patients pass the audit, they remain in the program and their grants remain active.

SURVEY SAYS, "96% OF HEALTHWELL CUSTOMERS EXTREMELY SATISFIED"

In our last issue, we encouraged callers to take a moment to complete our Customer Satisfaction Survey to let us know how we're doing and how we may be able to serve them better. We are excited to report that approximately 96 percent of our callers who participated in the survey gave HealthWell exemplary remarks regarding the service they received, noting that they were extremely satisfied with the HealthWell experience.

HealthWell Making a Difference

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but they told me about your program. I called and was immediately accepted. I'm so excited about this program I'll tell everyone I know... especially my doctors offices about you!

Liz
Conway, SC

I have health insurance; I pay a lot for a private policy. I also have asthma. This very expensive policy does not cover my very expensive asthma drugs. I lost my job. My spouse is on Chemotherapy. Our only income is unemployment. Thank God for HealthWell! Because of their help, I can keep breathing!

Lane
Kirkland, Washington

I have suffered with Rheumatoid Arthritis for about 20 years. It has gotten more and more painful and debilitating. So when I was put on the grant to receive an infusion, I was most grateful.

Barbara
Clyde, NC

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Thank you to everyone who took the time to complete the survey and provide feedback. If you haven't had a chance to participate, the next time you speak to a HealthWell customer service representative, ask how you can complete this quick survey. And what about the other 4%? The number one complaint from those who expressed dissatisfaction with HealthWell was not having a fund open for their particular disease. While we work very hard to offer a variety of funds and to keep those funds, as well as new funds, open as long as possible, we can only offer a fund for diseases that are supported by major donations. We will never be able to cover all diseases but we do try to cover as many as we can.

We encourage patients to check back with us often as funds open and close all the time as donations ebb and flow.

HOW CAN YOU HELP?

WE RAZOO - SO CAN YOU!

What's [Razoo](#), you ask? It's a free online social fundraising tool that allows you to give to or fundraise for the nonprofit of your choice, such as HealthWell! Over 300,000 people have supported their favorite causes. We would like to invite you to use Razoo to tell friends and family why HealthWell is important to you.

Consider starting a fundraising campaign in honor of a loved one battling an illness or to honor the life of someone special. Use an online Razoo fundraising event to generate support for HealthWell. Celebrating a milestone? Ask for donations in lieu of gifts. Have a birthday coming up? Consider dedicating it HealthWell. Our President just did. Learn how you can help [make her birthday wish come true](#).

With Razoo, you can create a personalized fundraising campaign in minutes. To get started:

1. Visit www.razoo.com/story/Health-Well-Foundation
2. Scroll down to "More Ways You Can Help"
3. Click the Fundraise button
4. Select a name for your fundraiser
5. Click "Start Fundraising"

You can add pictures, videos, create a "thank you" for donors, and much more! Visit www.razoo.com for more fundraising ideas. And thank you for helping us grow so we can serve more adults and children who need our support!

HealthWell Making a Difference

HealthWell made it possible for me to receive needed medication for my osteoporosis treatment. My deductible was so high that I could not afford the medication. I was out of work and had very little income at the time. It was hard enough for me to pay the premiums for insurance. Thanks to HealthWell and my doctor's secretary who applied for help, I was able to receive the medication and thankfully pay the rest of the cost over time. It is a true blessing to know that there are people and organizations like HealthWell, whose intentions focus on those in need. Thank you HealthWell and may God continue to use you and bless your organization as you have blessed me and others.

Curtis
Randolph, Alabama

I am a grateful recipient of a grant. Mere words can hardly convey how much stress has been lifted as a result of this generous gift. Thank you.

John
Marlborough, MA

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