

The Pulse

Winter 2017 Quarterly e-News Update



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LOOKING BACK AND FORGING AHEAD

A Message from HealthWell Foundation President, Krista Zodet



Krista Zodet, President

As we bid a fond farewell to 2016, there's no better time to say Thank You to our donors. Through your generous contributions, we were able to assist more than 39,000 underinsured Americans in accessing critical medical treatments they otherwise would not have been able to afford. Your continued generosity, support, and trust in the HealthWell team paved the way in making 2016 our best year ever! Thanks to you, we are well poised to continue our life-changing work to provide those we serve with a financial lifeline in their time of need.

2016 was a year of many achievements for the Foundation. We made tremendous strides in further streamlining our operations, enhancing our team, opening and reopening funds, and expanding our services to offer those we serve a total patient care experience. I hope you'll continue to read as we recap and take a look ahead.

Last year, we launched [three new funds](#), including diabetic foot ulcers, fungal infections, and breast cancer for Medicare patients. We also recently re-opened several funds across a variety of disease states. Check out the Fund Update section in this issue for more details.

We take seriously our commitment to providing the highest quality service possible to those we serve. As part of that commitment, we are always developing and implementing new ways to make the HealthWell experience even more user-friendly. From patients, to providers, to pharmacies, we have implemented state-of-the-art online enhancements that put those we serve in the driver's seat in managing their grant. Learn more in the [Program Updates](#) section.

In the fall, we enriched our dedicated team with the addition of our new Senior Associate Director of Operations, Fred Larbi. I'm happy to introduce you to Fred in this issue.

Lastly, one of my favorite sections of this newsletter is the one in which we share stories from people, just like you and me, who have been touched by the work we do. This edition is no exception and I'm excited to share a wonderful testimonial from a grateful daughter (Deboraha) whose mother (Dorothy) is a three-time recipient of a HealthWell grant through our chronic myeloid leukemia (CML) fund. I'm sure Deboraha's heartfelt message of gratitude will warm your heart as well!

MEET THE HEALTHWELL TEAM

It's an honor to welcome Fred Larbi as the newest member of the HealthWell team. Fred joined HealthWell in early December as our new Senior Associate Director of Operations. In this role, Fred assists in all areas of operations to help ensure operational effectiveness and efficiency and will have ongoing interaction with all other HealthWell departments.



With more than six years experience in the copayment assistance arena, Fred previously served as Manager of Patient Access Programs for the Cystic Fibrosis Foundation in Bethesda, Maryland, where he focused on day-to-day management of the Copay Assistance Program. In addition, he assisted in the relaunch and management of CF Foundation Compass, a personalized service providing CF patients with assistance through insurance, financial, legal and other issues.

Fred tells us what motivates and inspires him in his new role. "I have come to learn through the years that everyone has a story and more importantly that every story is my story. My role at HealthWell affords me the opportunity to positively impact someone's story. Not only do I get to catch a glimpse of the amazing ways people are facing and overcoming life's challenges, my role here at HealthWell also allows me to lend a hand by presenting solutions, however small they may be. I am also inspired as I get to observe a close-knit group of talented and passionate professionals at work every day in an effort to lift financial burdens for people dealing with chronic and sometimes life-altering conditions. I am excited and honored to be part of the HealthWell team!"

PROGRAM UPDATES

A top priority for the HealthWell team is to ensure that each patient, provider, and pharmacy we serve experiences unprecedented customer service and accessibility to their grant information. In order to carry out this important mission, we continuously evaluate our program to determine where enhancements can be made. In 2016, we

Meet Dorothy



A MILLION THANKS TO THE HEALTHWELL FOUNDATION'S DONORS AND STAFF!!! My name is Deboraha and my mom, Dorothy, is my ROCK! She was diagnosed with Chronic Leukemia in October of 1989 and (unbeknownst to her children) her doctors in Houston, Texas, gave her two years to live without a bone marrow transplant.

I was in the Air Force at the time and stationed in West Germany. I flew home and, along with one of my older brothers, accompanied mom to her doctor's appointment to see if we could be a match for the bone marrow transplant.

We waited outside the room while she was with her doctor (he was an exceptional doctor and a very caring man). My mom comes running into the waiting area crying and stating that she would not need the bone marrow transplant and that she knew God would not place her in a position for a bone marrow transplant.

She has never had to go on radiation, but has been on numerous treatments. It seems that one medication has worked for her. She has episodes where her hemoglobin will drop below ten (10) and in the past, has needed blood transfusions.

implemented several new features to assist those we serve in day-to-day management of their grant.

A few of the features we were proud to launch included:

- Streamlining the pharmacy card process by adding instant pharmacy cards to almost all of our funds. Through this feature, pharmacy claims can be run at the point of grant approval. Patients now have immediate access to medications upon approval of their grant, with no lag time. Additionally, pharmacy card information can be verified real-time through our [Pharmacy Card Lookup Tool](#).
- Enhancing our Provider Portal to give providers the ability to complete and submit applications and re-enrollments on their patients' behalf. Providers also receive instant grant approval and instant pharmacy card activation upon approval of the patient's grant.
- Launching a dedicated Pharmacy Portal to help pharmacies manage their patients with HealthWell grants. This dedicated portal also offers pharmacies the convenience of completing and submitting new and re-enrolling applications on their patients' behalf and includes instant grant approval and instant pharmacy card activation.
- Upgrading our hotline services to include a call-back feature to eliminate excess hold times during higher call volume periods.
- Offering premium assistance. We now offer the option of copayment or premium assistance for most of our funds to provide options for assistance with treatment-specific cost shares.

REAL WORLD HEALTH CARE BLOG UPDATE

As we rapidly approach the fourth anniversary of the launch of our [Real World Health Care \(RWHC\) blog](#), we continue to expand our reach across the health care industry. Each quarter, RWHC focuses on a new topic and is supported by a robust social media campaign on Twitter (@RWHCblog, with 1,181 followers and 3,760 tweets to-date). Our audience continues to grow and we now have more than 7,500 annual visitors, thanks in part to guest blogs

In early March 2015, she received notification from the state of Texas that she no longer qualified for assistance for her prescriptions or supplemental medical care and it was a week before she would have received her next 30-day supply of the medication. I contacted her current doctor in Houston, the pharmacy and her Rx carrier. After 10 hours of working with her cancer staff at M.D. Anderson and several other agencies for assistance, I was able to apply for a grant through the HealthWell Foundation.

The HealthWell staff was AWESOME and some of the most sympathetic people I have ever spoken to; a Patient Services person kept checking with me to see if there was anything else they could do.

The approved grant for 2017 is now my mom's third grant from the HealthWell Foundation and I can't begin to thank the people who continue to unconditionally make donations, the HealthWell Foundation and its staff, and my God.

I celebrate every day she's still here with us; and if it is God's will, we hope to have a huge 81st birthday party for her when she reaches yet another "Miracle of Life" in 2017.

Thank you again for what you do and for taking the time to read my story.

Deboraha - grateful daughter of Dorothy

SHARE YOUR STORY

DONATE NOW

LEARN MORE



by respected health care professionals. We engage communities interested in our subject matter to boost our following, grow our influence, and reach the audiences of interest to our guest bloggers and sponsors.

To kick off the New Year, we recently launched our newest series on [pain management](#). We have a great editorial lineup scheduled for this series and hope you'll check it out. Don't have time to check the blog regularly? You can [subscribe](#) to receive email alerts when new editorials are posted so you won't miss a thing!

FUND UPDATES

In 2016, generous donations made it possible for us to launch three new funds in the areas of [diabetic foot ulcers](#), [fungal infections - aspergillosis and candidiasis](#), and [breast cancer](#) to assist Medicare patients. We're pleased to share the good news that in January we reopened the following funds:

- [Carcinoid Tumors and Associated Symptoms - Medicare Access](#)
- [Chemotherapy Induced Neutropenia - Medicare Access](#)
- [Bone Metastases - Medicare Access](#)
- [Secondary Hyperparathyroidism](#)

YOUR DONATION SAVES LIVES

Your donation plays a pivotal role in the services we provide and it's because of you that adults and children have access to the critical medications they need to manage chronic and life-altering conditions. Here are a few ways you can support our life-changing work:

1. Spread the word about the important work we do by [telling us](#) your HealthWell story.
2. Change a child's life by donating to the [Pediatric Assistance Fund](#).
3. [Donate](#) in the name of a friend or loved one.
4. [Plan](#) a donation in your will.

The HealthWell Foundation is an independent, non-profit organization that reduces financial barriers to care for underinsured patients with chronic and life-altering illnesses. For more information, please contact us at support@healthwellfoundation.org or call 240-632-5300.

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