



# HEALTHWELL FOUNDATION®

When health insurance is not enough.®



# Honoring Our Continuing Commitment to Patient Communities

Granted **\$613,315,298** in awards to 150,442 patients.

Received record contributions of more than

**\$480 million,**

thanks to the generosity of our donors.

Maintained an overhead rate of

**less than 2.4%**

foundation-wide, while never having utilized any donor dollars to pay any administrative fees.

**Ranked 33rd**

on the Forbes 2019 list of the 100 Largest U.S. Charities and was recognized as one of only 10 charities nationwide to achieve a 100 percent fundraising efficiency rating. The Chronicle of Philanthropy ranked the Foundation **#38** out of 100 charities on its list of America's Favorite Charities in 2019. We also received the prestigious rank of **#42** by NonProfit Times on its Top 100 List of America's Largest Nonprofits for 2019.

Processed **161,741** applications and 811,595 claims.

Handled more than **424,000** calls.



Launched or re-opened 27 funds, including funds to assist patients living with: Amyloidosis, Hepatocellular Carcinoma, Mantle Cell Lymphoma, Migraine, Nontuberculous Mycobacterium, Chronic Heart Failure, Hypercholesterolemia, and Lambert-Eaton Myasthenic Syndrome (LEMS).



Strengthened our team with the addition of Erica Mata, Associate Director of Operations; Mark Kamie, Associate Director – Quality, Risk Management & Compliance; Crystal Lynch, Operations Manager; Cesar Martinez, Operations Implementation Manager; and Sabrina Howard, Office Assistant.



Converted our Cancer-Related Behavioral Health Fund to a pharmacy card fund to allow immediate access to medications upon grant approval, with no lag time.



Unveiled our Real-Time Fund Alerts to provide instant notifications that allow portal users to track the status of disease funds in real time.



Enhanced our social media presence through the addition of our patient-focused Instagram account and increased our followers on all platforms by 100 percent.



Increased our presence at more than 25 industry and disease-specific conferences, where we shared information about our programs and services and contributed to timely discussions on industry-related issues.



Spread our message nationally with dozens of alliance partners, resulting in more than 565 million media impressions from placements in major news outlets, including Reuters, Yahoo! Finance, MarketWatch and Washington Business Journal.

# Standing by Our Commitment to Assist Those in Need

As millions of Americans struggled to access medical care, HealthWell continued to stand by its commitment to ensure that no one goes without life-changing, sometimes life-saving, medical treatments because they cannot afford them. Staggering statistics highlight the importance of our work and the critical need for our services, especially for patients living with chronic illnesses and patients on Medicare.

Out-of-pocket (OOP) health care costs continued to chip away at Americans' health and financial security in 2019. Plans with annual deductibles of \$3,000, \$5,000 or even \$10,000 are now common.<sup>1</sup> For many, these costs are simply unbearable. A quarter of adults in the U.S. report difficulty affording their insurance premiums and deductibles, and a similar percentage report difficulty paying for doctor copays and prescription drugs. In fact, health care costs top the list of household expenses the public worries about affording, with 12 percent admitting that medical bills have a major impact on their family.<sup>2</sup>

## When Treatment Costs are Out of Reach

- 3 in 10 adults report not taking medicines as prescribed because of cost.<sup>2</sup>
- 1 in 8 adults say their medical condition got worse because they delayed care or relied on alternative treatments due to cost.<sup>2</sup>
- Cancer patients in Medicare Part D are five times more likely to abandon their treatment when they face high cost-sharing.<sup>3</sup>
- 41% of breast cancer patients skipped medication or treatment to save money.<sup>4</sup>
- Cancer patients who go bankrupt are 80% more likely to die from the disease than other cancer patients.<sup>5</sup>

## Chronic Conditions Compound the Problem

- 35% of those taking 4 or more prescription drugs report difficulty in affording them.<sup>6</sup>
- 13.2% of people with diabetes do not take medications as prescribed to reduce costs.<sup>7</sup>
- Cancer patients are 2.5 times more likely than healthy people to declare bankruptcy.<sup>8</sup>

## Out-of-Pocket Costs for Cancer Care Average Thousands a Year

- Acute leukemia patients average \$5,147 in OOP costs in the first year following diagnosis.<sup>9</sup>
- Multiple myeloma patients incur \$9,127 in OOP costs over 3 years.<sup>9</sup>
- Stage I breast cancer patients face average OOP costs of \$5,819-\$10,114 a year.<sup>10</sup>
- Stage II colorectal cancer patients face average OOP costs of \$5,748-\$10,114 a year.<sup>10</sup>
- Stage IV lung cancer patients face average OOP costs of \$5,654-\$10,114 per year.<sup>10</sup>

## Older Americans Vulnerable in Retirement

- 23% of those 65 and older with Medicare report difficulty affording their prescriptions.<sup>11</sup>
- 62% of cancer-related costs are not covered by Medicare.<sup>12</sup>
- Medicare beneficiaries spend an average of \$3,896 a year on drugs.<sup>13</sup>
- Medicare beneficiaries spend 12% of their income on OOP health costs.<sup>14</sup>

<sup>1</sup> [https://khn.org/news/high-deductible-plans-jeopardize-financial-health-of-patients-and-rural-hospitals/?utm\\_campaign=KHN%3A%20Topic-based&utm\\_source=hs\\_email&utm\\_medium=email&utm\\_content=82299708&hsenc=p2ANqtz--b02\\_gi1PHTelP8hqmNBxw7K-Ydy3VR6y0OxDHmt55NCKmdF2zyzhEVgwiDA4vAMMmthOT3dwLjk8Nniue0bzHFyfHg&hsmi=82299708](https://khn.org/news/high-deductible-plans-jeopardize-financial-health-of-patients-and-rural-hospitals/?utm_campaign=KHN%3A%20Topic-based&utm_source=hs_email&utm_medium=email&utm_content=82299708&hsenc=p2ANqtz--b02_gi1PHTelP8hqmNBxw7K-Ydy3VR6y0OxDHmt55NCKmdF2zyzhEVgwiDA4vAMMmthOT3dwLjk8Nniue0bzHFyfHg&hsmi=82299708)

<sup>2</sup> <https://www.kff.org/health-costs/issue-brief/data-note-americans-challenges-health-care-costs/>

<sup>3</sup> <https://www.wills.org/policy-advocacy/cost-of-cancer-care>

<sup>4</sup> <https://health.usnews.com/health-care/patient-advice/articles/2018-02-23/whats-the-financial-cost-of-breast-cancer>

<sup>5</sup> <https://www.aarp.org/money/credit-loans-debt/info-2018/the-high-cost-of-cancer-treatment.html>

<sup>6</sup> <https://www.kff.org/health-costs/issue-brief/data-note-americans-challenges-health-care-costs/>

<sup>7</sup> <https://www.cdc.gov/nchs/data/databriefs/db349-h.pdf>

<sup>8</sup> <https://www.aarp.org/money/credit-loans-debt/info-2018/the-high-cost-of-cancer-treatment.html>

<sup>9</sup> <https://milliman-cdn.azureedge.net/-/media/milliman/importedfiles/uploadedfiles/insight/2018/cost-burden-blood-cancer-care.ashx>

<sup>10</sup> <https://www.fightcancer.org/sites/default/files/Costs of Cancer - Final Web.pdf>

<sup>11</sup> <https://www.kff.org/health-costs/issue-brief/data-note-americans-challenges-health-care-costs/>

<sup>12</sup> <https://www.medicareallies.com/senior-insurance-blog/does-medicare-cover-cancer-costs>

<sup>13</sup> <https://www.commonwealthfund.org/publications/issue-briefs/2019/nov/medicare-spending-trends-2010-2016-increase-prescription-drug>

<sup>14</sup> <https://www.kff.org/medicare/issue-brief/how-much-do-medicare-beneficiaries-spend-out-of-pocket-on-health-care/>

# From our Board Chair

2019 represented a year of remarkable growth for the HealthWell Foundation. Donations in excess of \$480 million allowed us to provide a financial lifeline to more than 150,000 underinsured Americans, making 2019 another record year for the Foundation and our most impactful year to date. As the demand for our services continues to grow dramatically year over year, we are honored that our dedicated corporate and individual donors recognize the critical need that we are filling and continue to place their trust in HealthWell. Their generosity and continued support allow us to serve thousands of underinsured Americans who otherwise would forgo critical medical treatments due to cost. Their generous contributions enable us to execute our mission to reduce financial barriers to care for underinsured Americans living with chronic or life-altering diseases. As long as there is a need for our services, maintaining that trust will remain our number one priority.

While this trust is humbling, we believe, without being immodest, that it is also well earned. Since its inception, HealthWell has prioritized the importance of operating in compliance with all guidance and requirements of federal regulations that govern charitable patient assistance programs (CPAPs). Indeed, HealthWell does its best to exceed these requirements in terms of ethics, compliance, and financial transparency in everything we do. It is the guiding principle under which we operate as an organization and under which our Board and staff operate as individuals.

The way we define and manage our funds, develop and apply patient eligibility guidelines, maintain the anonymity of our donors and patients, and provide grant assistance continues to be a model for other CPAPs and allows us to focus on what is most important: helping patients access life-saving medical treatments.

Our ability to focus on the needs of patient communities is more important than ever because health care costs continue to be financially toxic for millions of Americans. We expect the need for our services to grow even more urgent in the near future. It is our promise and our commitment to address that hardship for as long as there are underinsured Americans who struggle to access critical medical care.

Without the support of the HealthWell Foundation, thousands of people would be burdened by everyday decisions, such as choosing between paying for their health care copayments or premiums or paying for food, housing, utilities, and other life-sustaining needs for their families. We firmly believe that nobody should be faced with such choices, and that nobody should be driven into poverty just because they need medical care. We eagerly await the time when there is no longer a need for our services because all Americans have access to affordable health care. Until then, HealthWell will continue to provide a financial lifeline for the underinsured that enables them to access critical, possibly life-saving, medical treatments they otherwise would not be able to afford.

We are honored to be able to assist those who have nowhere else to turn. On behalf of our Board, thank you for your ongoing support of HealthWell and for allowing us to continue to focus on our mission, to ensure that no one has to forgo critical medical treatments due to cost.

Warm wishes,

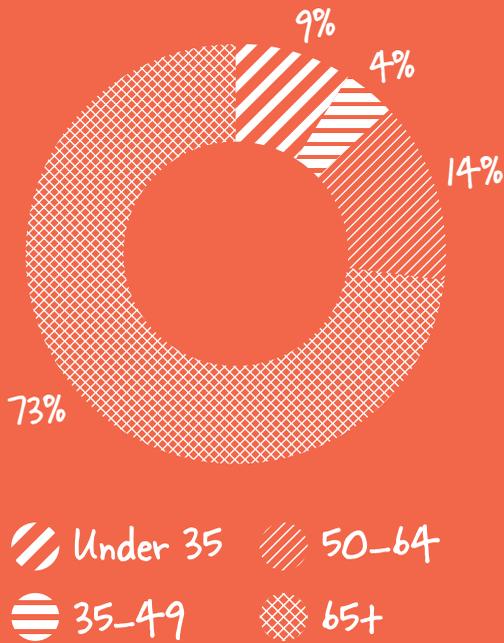


*Stephen M. Weiner*

Stephen M. Weiner  
Board Chair

# The Lives We Touched

## Age Breakdown



## Gender



65%  
Female



35%  
Male

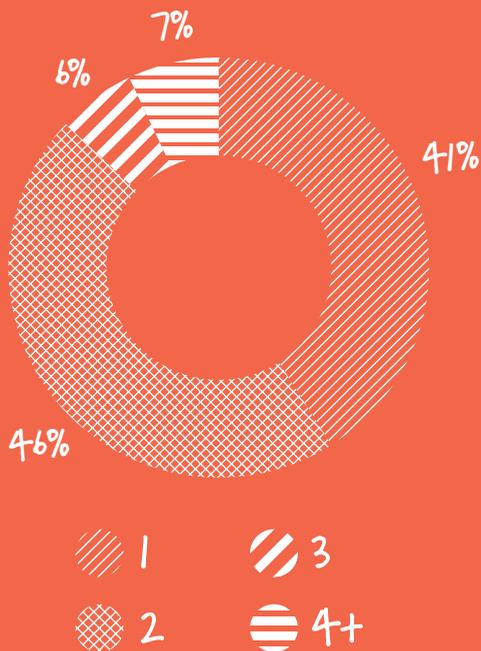
## Marital Status

53%  
of our  
patients  
are single.



47%  
of our  
patients  
are married.

## Household Size Breakdown



## Top 10 States Assisted



Florida



Ohio



Texas



North Carolina



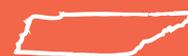
California



Georgia



Pennsylvania



Tennessee



New York



Illinois

# The Lives We Touched (continued)

## Household Income



Median  
Household Income

**\$30,000**

**53%** of patients' household income is under \$30,000

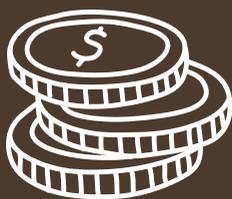
(\$30,000 was 177% of the FPL for a household of 2)

**70%** of patients' household income is under \$40,000

(\$40,000 was 237% of the FPL for a household of 2)

**90%** of patients' household income is under \$60,000

(\$60,000 was 355% of the FPL for a household of 2)



Average grant  
amount in 2019

**\$3,364**

**84%** of patients need up to \$7,100

**10%** of patients need \$8,800+

**0.7%** Proportion of assistance requests for premium

## Top Five Disease States by Grant Approval Volume

**31%** Post Menopausal Osteoporosis

**14%** Multiple Myeloma

**12%** Multiple Sclerosis

**6%** Cystic Fibrosis Treatments

**6%** Pulmonary Fibrosis

## Referral Sources

**38%** Pharmacy

**14%** Reimbursement Support Line/Manufacturer

**13%** Provider/Physician's Office

**10%** Case Manager/Social Worker

**9%** Another Copay Foundation

**5%** Non-Profit/Patient Advocacy Organization

**3%** Patient/Family Member

**3%** Website/Web Search

**3%** Other

**2%** Financial Counselor

**35,365** Monthly average number of calls handled

# Letter from the President

2019 was an extraordinary year for the HealthWell Foundation. We continued to experience phenomenal growth through the addition of new team members, the launch of new funds, and the implementation of new tools to better serve those in need. While we are humbled by our accomplishments, many areas of our operations remained constant. First and foremost, our unwavering commitment to uphold the highest ethical standards for how we run our programs has been, and will always be, our number one priority. Secondly, and of equal importance, we continued to demonstrate our commitment to honor patient communities to ensure that no one goes without health care because they cannot afford it. Our work is only made possible by the continued trust and support of our donors and of those we serve. Any deviation from that trust would compromise the integrity of our programs, and that is something we would never allow to happen.

As our industry continued to face increased scrutiny from national media and federal agencies, we remained steadfast in our commitment to compliance and transparency. In fact, that commitment has been recognized by leading charity watchdog groups and publications year over year. That recognition serves as a testimony to our continued commitment to ensure the financial efficiency and transparency of our programs, but we do not do this for the praise. Strict compliance with regulatory requirements that govern charitable patient assistance programs is, and will always be, the cornerstone of our operations.

In 2019, we continued to broaden our impact by expanding our team, our programs, and the number of patients we were able to serve. As a result of the selfless generosity of our corporate and individual donors, HealthWell assisted more than 150,000 patients in 2019 – that’s 32,000 more than in 2018! Since awarding our first grant in 2004, we have helped over 500,000 underinsured patients by providing more than \$1.67 billion in financial assistance. We continue to set new records year over year and look forward to serving even more patients in 2020.

Early in 2019, our dedicated contact center, HWF Direct, LLC, a wholly owned subsidiary of the HealthWell Foundation, became fully operational, housing a team of more than 70 highly trained representatives who serve as the first line of communication for patients, providers, and family members seeking financial assistance for out-of-pocket costs for medical treatments. I am proud to say that our contact center team handled more than 424,000 calls in 2019, an average of over 35,000 calls each month.

We were honored to launch or re-open 27 disease funds and continue to operate over 60 funds in a variety of disease areas, including multiple funds in oncology and funds to assist Medicare patients.

Our continued outreach to patient, provider and pharmacy communities strengthened our presence across multiple disease areas to ensure that patients who need us the most have access to our programs and services. We continued to stand by our commitment to each grantee to be able to access their grant up to the maximum grant amount or for the duration of their 12-month enrollment period, whichever comes first. Once a grant is awarded, grant dollars are set aside for that grantee with no exceptions.

While we are proud to reach these milestones, we would never have been able to achieve them without the dedication and commitment of our individual and corporate donors. Their support of our mission and their trust in us to carry out that mission is something we do not take lightly. Through their generous acts of kindness, we are able to change, oftentimes save, the lives of those we serve.

On behalf of our Board of Directors and my dedicated corporate and contact center teams, thank you for trusting the HealthWell Foundation to provide a financial lifeline to those who have nowhere else to turn.

Warmest regards,



*Krista Zodet*

Krista Zodet  
President

# Honoring Our Commitment to Our Mission and Stakeholders Through Compliance and Transparency

2019 was a prodigious year for the HealthWell Foundation, one that allowed us to continue our unwavering commitment to the thousands of underinsured Americans who reach out to us each year for assistance. In fact, 2019 represented the most impactful and productive year since HealthWell's inception in 2003.

Our extraordinary impact would not have been possible without the continued trust and support of the Foundation's dedicated corporate and individual donors who help us carry out our mission to reduce financial barriers to care for patients with chronic or life-altering diseases. On behalf of our Board of Directors, our staff, and those we serve, thank you for trusting the HealthWell Foundation to carry out our mission to fulfill a critical, unmet need.

In 2019, HealthWell received record contributions of more than \$480 million, thanks to the generosity of our donors, which allowed us to broaden our funds across a variety of disease areas and increase the number of patients we assist through our programs. This total exceeded our 2018 record of \$427 million, which allowed HealthWell to be ranked #33 on the *Forbes* List of the 100 Largest U.S. Charities, where we were also recognized for our efficiency and transparency.

We are humbled that, since awarding our first grant in 2004 through the end of 2019, we have provided over \$1.67 billion in financial assistance to over 500,000 patients who otherwise would have nowhere else to turn. During 2019, we were proud to:

- Award more than \$610 million in medication copay and premium grants to over 150,000 underinsured Americans — a growth of more than 32,000 patients over 2018.
- Launch or re-open 27 different disease area funds.
- Continue to operate over 60 funds in a variety of disease areas.
- Increase our presence at more than 25 industry and disease-specific conferences, where we shared information about our programs and services and contributed to timely discussions on industry-related issues.
- Establish and maintain scores of partnerships with other patient-focused non-profits, physicians, pharmacies and other patient advocates who were vital partners in communicating our mission and resources.
- Continue to maintain operational efficiency by programming our grants with an overhead rate of less than 2.4% foundation-wide, while never having utilized any donor dollars to pay any administrative fees.

## Compliance and Transparency

Charitable patient assistance programs (CPAPs), like the HealthWell Foundation, are structured, governed and operated in compliance with federal legal and regulatory requirements and are subject to oversight by the U.S. Department of Health and Human Services, Office of Inspector General (OIG) whose mission is to protect the integrity of federal health care programs. We continue to run our programs in full compliance with federal guidance that governs the copayment assistance industry and continue to follow the highest ethical standards. Our standard puts the patient first over all else.

The HealthWell Foundation is, like other CPAPs, funded in majority by donations from the pharmaceutical industry, and we are required to operate independently from our donors. The OIG has provided strict guidance for how CPAPs should be structured to avoid potential fraud and abuse. As the government has announced a number of recent enforcement actions, we continue to follow that guidance to the letter and have focused on maintaining compliance, independence, and transparency since our inception.

As CPAPs continued to endure scrutiny from the national media and federal agencies, we remained steadfast to our commitment to lead by example. We operate within the parameters of our favorable OIG opinion and subsequent modifications to help ensure that patients follow their prescribing physician's orders and access the best medical treatments for their conditions, regardless of manufacturer or cost. Full and strict regulatory compliance are, and will continue to be, the cornerstone of our operations.

We are proud to serve as an invaluable safety net for the estimated 44 million underinsured Americans, helping to give patients the financial wherewithal to start or continue critical medical treatments. We will continue to hold true to our mission to provide medication financial relief to underinsured Americans as long as there is a need for our services.

“My wife, Jeanne, and I are very grateful to the Healthwell Foundation for giving me my life back.

In 2003, I was prescribed medications to deal with some mental health issues I was struggling with at the time. The doctors warned me some of them were very powerful and it was like “playing with fire” because there could be serious side effects. I heard what they said, but I guess like a lot of people, I didn’t think it would happen to me.

For a few years, everything seemed just fine. Then my tongue started to stick out all on its own. It was like I was licking my lips, even when I wasn’t. It got a lot worse. I started chewing the inside of my cheek and my tongue uncontrollably until it was impossible to eat and, sometimes, even speak. I was in unbearable pain.

My doctor said I had Tardive Dyskinesia (TD), which causes uncontrolled facial and muscular movements. I’d never heard of it, but it was one of the possible side effects of the medications I had been taking.

For years my mouth wouldn’t close all the way. It was so bad I could hardly eat. It’s a big deal when you can’t chew. Every three months, we traveled to Wake Forest to get injections to deal with the pain. It cost about \$450 every time we went, plus the gas, but it was the only option I had.

Then about three years ago, my doctor in Charleston found a drug that he thought might help my TD symptoms a lot. It was a great relief for me and for my family when it worked. Then we got the very bad news when my insurance company said this medication was too expensive and that they would only cover a different one. I gave it a try, but it didn’t work at all. This was a very dark time for me. I just couldn’t imagine having to live again with the nightmare of TD. But being a working man, I could not have paid for the medication on my own.

Fortunately, when I went on Medicare, I was able to get a prescription for the medication that I had needed to treat my TD. But, even then, the copay was more than we could afford. That’s when Healthwell was able to help. My doctor told me about the Healthwell Foundation and gave me the 800 number. It’s been over a year now since you started helping. I am functioning normally again and, after what my wife and I have been through, that’s a big deal.

As I said before, thank you for giving me my life back.



Ron  
Beckley, WV

# Our Commitment to Total Patient Care – Strengthening Relationships with Supporters and Alliance Partners

We continued to partner with national patient support and advocacy organizations to cross refer patients, spread the word about our robust portfolio of disease funds, and share resources to targeted patient communities in an effort to reach the patients who need us the most. In 2019, we proudly strengthened existing relationships and expanded our outreach to dozens of leading organizations to reach disease-specific communities and stakeholders. Many patients often need support that goes beyond financial assistance. Working with national health care organizations and patient advocacy groups who support our mission and the disease funds we cover allows us to focus on total patient care, not just a condition.

In 2019, we were excited to expand our growing list of alliance partners and resources across a broad range of disease communities and advocacy organizations. Thank you to our valued alliance partners for their assistance and generous support of our mission. Organizations that worked with us in 2019 include:



You can learn more about these amazing organizations and others who helped us spread the word about our life-changing programs by visiting: [www.HealthWellFoundation.org/About/Our-Alliance-Partners](http://www.HealthWellFoundation.org/About/Our-Alliance-Partners).

# 2019 External Relations, Communications and Digital Marketing

Throughout 2019, we continued to focus on engaging and strengthening relationships with our key stakeholders through strategic campaigns highlighting our programs, alliance development activities, our RealWorldHealthCare.org blog, social media, and promotion of our expanding portfolio of disease funds.

We continued to grow our network of partners through targeted outreach to more than a dozen leading patient support organizations and advocacy groups who share our mission, including the Amyloidosis Foundation, Community Liver Alliance, Mental Health America, National Headache Foundation, and WomenHeart. We worked closely with new and existing alliance partners to cross refer patients, spread the word about our funds, and share resources with our stakeholders within specific disease communities, reaffirming our commitment to assisting patients in need.

In June, we hosted an open house and ribbon cutting ceremony to celebrate the grand opening of our dedicated contact center, HWF Direct, LLC, and the more than 75 jobs it brought to Frederick County, Maryland. The team welcomed distinguished guests from federal, state, and local government. Also joining the event were our esteemed board of directors, other local dignitaries, and our corporate and contact center teams. During the celebration, HealthWell was honored to be recognized for our mission and the services we provide to underinsured Americans and to receive four citations and two proclamations from Maryland community leaders and elected officials.

In 2019, we enhanced the aesthetics and format of our sponsored blog, Real World Health Care, which brings real-world health care solutions to the forefront for our readers. Our new format allows for easier viewing and searching previous posts. Throughout the year, we focused on insights and services for patients and their caregivers, shining the spotlight on organizations making a positive impact on patient communities, such as the American Liver Foundation, Cancer Support Community, National Headache Foundation, and State of the Heart Cardiology. As part of the series, we explored the special needs of friend-and-family caregivers, particularly those caring for patients with heart failure, cancer, secondary progressive multiple sclerosis, and migraine. We were also excited to feature articles for Non-Alcoholic Steatohepatitis (NASH), highlighting the need for this underserved patient group. Our blog following grew to more than 13,900 visitors in 2019.

We continued to grow and assist patients through our special initiative funds, Pediatric Assistance and Cancer-Related Behavioral Health. Since launching our Pediatric Assistance Fund more than six years ago, we have provided a financial lifeline to the families of more than 1,500 children living with chronic or life-altering conditions to help cover out-of-pocket costs for critical treatments in over 260 disease areas. In 2019 alone, we were honored to be able to assist more than 640 children through this unique fund. Through our groundbreaking Cancer-Related Behavioral Health Fund, which opened in 2019, we have provided financial assistance to more than 75 patients to cover prescription drugs, counseling services, cognitive behavioral therapy, and transportation needed to manage cancer-related behavioral health issues.

## Additional 2019 Highlights:

- We spread our message nationally with dozens of alliance partners, resulting in more than 565 million media impressions from placements in major news outlets, including Reuters, Yahoo! Finance, MarketWatch and *Washington Business Journal*.
- We enhanced our social media presence through the addition of our patient-focused Instagram account and increased our followers on all platforms. We grew our online audience to close to 7,300, an increase of more than 1,250 over 2018, resulting in over 739,000 impressions, 22,500 engagements and over 5,500 clicks.
- Facebook – Cumulative results of our social media efforts totaled 631,490 impressions, with over 450,877 impressions through Facebook Ads for our fund promotions. Growth in 2019: 975 new page likes, totaling 4,554 page likes; 27% increase.
- Twitter – Our social media efforts totaled 59,224 impressions. Growth in 2019: 42 new followers, totaling 1,827 followers; 2% increase.
- Instagram – Our newest social media account gained 114 followers and over 23,000 impressions.
- LinkedIn – Our social media efforts totaled 24,853 impressions. Growth in 2019: 259 new followers, totaling 808 followers; 47% increase.
- We have also seen our public fundraising support grow: Since 2012, we have grown to more than 33,300 donors, with over 11,000 giving in 2019.
- Our Real World Health Care blog welcomed 13,980 visitors and over 9,800 regular users in 2019.

## Accolades

- Ranked 33rd by *Forbes* on its 2019 list of the 100 Largest U.S. Charities.
- Recognized by *Forbes* as one of only 10 charities nationwide to achieve a 100 percent fundraising efficiency rating.
- Recognized by the *Chronicle of Philanthropy* as one of America's Favorite Charities in 2019, ranking 38th out of 100 charities.
- Ranked 42nd by *NonProfit Times* on its Top 100 List of America's Largest Nonprofits for 2019.

# Funds Open During 2019

In 2019, we served as a financial safety net to more than 150,000 insured Americans to assist them in accessing critical, sometimes life-saving, medical treatments. Through the following disease funds, we were honored to award over \$610 million to support more than 160,000 grants to patients who had nowhere else to turn:

Acromegaly	Cystic Fibrosis Vitamins and Supplements	Mantle Cell Lymphoma–Medicare Access
Acute Myeloid Leukemia–Medicare Access	Cytomegalovirus Disease–Prevention and Treatment	Melanoma–Medicare Access
Amyloidosis	Diabetic Foot Ulcers	Migraine
Amyotrophic Lateral Sclerosis	Dupuytren’s Disease	Movement Disorders–Medicare Access
ANCA-Associated Vasculitis, and Granulomatosis with Polyangiitis (formerly Wegeners)	Fungal Infections-Aspergillosis and Candidiasis	Multiple Myeloma–Medicare Access
Asthma	Gastric Cancer–Medicare Access	Multiple Sclerosis–Medicare Access
AutoImmune–Medicare Access	Giant Cell Arteritis or Temporal Arteritis–Medicare Access	Non-Hodgkin’s Lymphoma–Medicare Access
Bladder and Urothelial Cancer–Medicare Access	Glioblastoma Multiforme/Anaplastic Astrocytoma	Non-Small Cell Lung Cancer–Medicare Access
Bone Metastases–Medicare Access	Gout–Medicare Access	Nontuberculous Mycobacterium–Medicare Access
Breast Cancer–Medicare Access	Gout Travel Fund	Ovarian Cancer–Medicare Access
Cancer-Related Behavioral Health	Head and Neck Cancer–Medicare Access	Pediatric Assistance
Carcinoid Tumors and Associated Symptoms–Medicare Access	Hepatitis C	Peyronie’s Disease
Chemotherapy Induced Nausea or Vomiting–Medicare Access	Hepatocellular Carcinoma–Medicare Access	Porphyrias
Chemotherapy Induced Neutropenia–Medicare Access	Homocystinuria	Post Menopausal Osteoporosis–Medicare Access
Chronic Heart Failure–Medicare Access	Huntington’s Disease–Medicare Access	Pulmonary Fibrosis
Chronic Lymphocytic Leukemia–Medicare Access	Hypercholesterolemia–Medicare Access	Renal Cell Carcinoma–Medicare Access
Chronic Myeloid Leukemia–Medicare Access	Idiopathic Thrombocytopenic Purpura	Secondary Hyperparathyroidism
Colorectal Carcinoma–Medicare Access	Inflammatory Bowel Disease–Medicare Access	Systemic Lupus Erythematosus
Congenital Sucrase-Isomaltase Deficiency	Iron Overload as a Result of Blood Transfusions	Tardive Dyskinesia–Medicare Access
Cystic Fibrosis Treatments	Lambert-Eaton Myasthenic Syndrome	Urea Cycle Disorders
	Macular Degeneration (Wet and Dry)	Urticaria
		Wilms’ Tumor

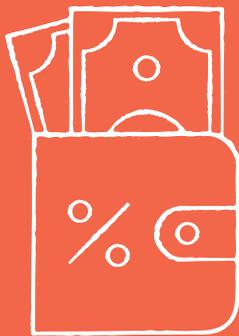
# Emphasizing the Critical Need for Our Services from Cancer to Chronic Conditions

## Chronic Conditions Compound the Problem

**35%** of those taking 4 or more prescription drugs report difficulty in affording them.



**13.2%** of people with diabetes do not take medications as prescribed to reduce costs.



## Out-of-Pocket Costs for Cancer Care Average Thousands a Year

Acute leukemia patients average \$5,147 in OOP costs in the first year following diagnosis.

Multiple myeloma patients incur \$9,127 in OOP costs over 3 years.

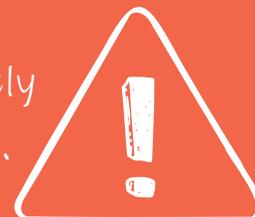


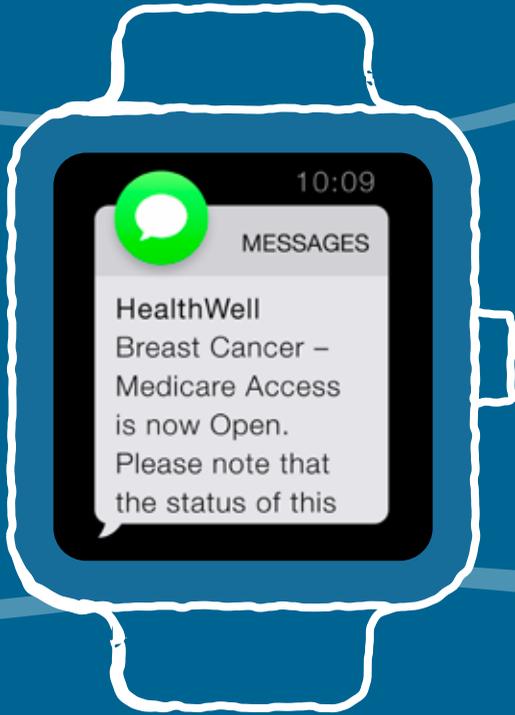
Stage I breast cancer patients face average OOP costs of \$5,819-\$10,114 a year.

Stage II colorectal cancer patients face average OOP costs of \$5,748-\$10,114 a year.

Stage IV lung cancer patients face average OOP costs of \$5,654-\$10,114 per year.

Cancer patients are **2.5x** more likely to declare bankruptcy than healthy people.





## Launched Our Real-Time Fund Alerts

This provides instant notifications that allow portal users to track the status of HealthWell's diverse portfolio of disease funds in real time.



## Converted our Cancer-Related Behavioral Fund to a Pharmacy Card Fund

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.

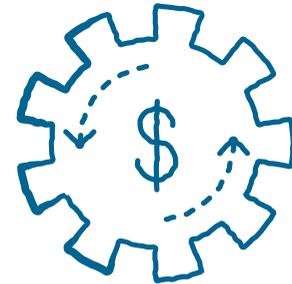
PHARMACY

# 2019 Information Technology and Operations

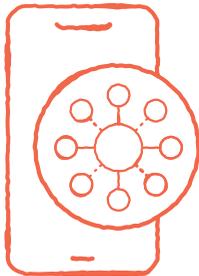
In 2019, we remained steadfast in our efforts to make working with HealthWell as easy as possible for the patients, providers and pharmacies we serve. We are proud that we continued to grow our staff and programs, which allowed us to assist even more patients in need. Operational and technological enhancements at the grants management and program levels enabled us to further simplify our processes for our stakeholders as well as our team. As a result, in 2019, we were able to:



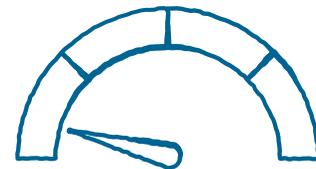
**Launch or re-open 27 funds**, including funds to assist patients living with: Amyloidosis, Hepatocellular Carcinoma, Mantle Cell Lymphoma, Migraine, Nontuberculous Mycobacterium, Chronic Heart Failure, Hypercholesterolemia, and Lambert-Eaton Myasthenic Syndrome (LEMS).



**Continue to operate over 60 funds** in a variety of disease areas, including multiple funds in oncology.



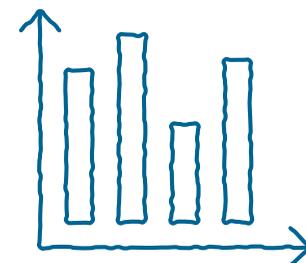
**Further enhance our Interactive Voice Response (IVR) system** to handle live calls more efficiently, including providing callers the option to hear a list of our open funds, check current grant balances, or speak to a HealthWell representative.



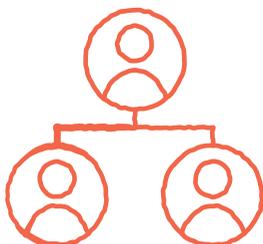
**Efficiently maintain an overhead rate of less than 2.4% foundation-wide**, while never having utilized any donor dollars to pay any administrative fees.



**Continue to analyze our funds to identify underutilized grant dollars** and to allow reallocation of those funds to serve more patients with an immediate need.



**Continue to identify, analyze and implement state-of-the-art technology solutions** to ensure timely, seamless and efficient execution of daily operations.



**Enhance our corporate and contact center teams** with new members who support our mission.

# Changing Lives With Your Support!

There are many ways you can support our life-changing, sometimes life-saving, work. Your donation to the HealthWell Foundation helps us say “Yes, we can help you,” to patients who would otherwise forgo critical medical treatments due to cost. Through generous contributions from our dedicated corporate and individual donors, like you, we are able to change the lives of tens of

thousands of underinsured Americans every year. When you make a tax-deductible contribution to HealthWell, we put your donation to work immediately to make a life-changing difference to people in urgent need of assistance. Did you know that 100% of every dollar donated to HealthWell goes directly to patient grants and services? There are a variety of ways you can help us help those in need.

## Tribute or Memorial Donation

Consider a tribute or memorial gift to honor a loved one. Many people choose to commemorate occasions by contributing to an organization that is close to their hearts.



## Donor Advised Funds

Help thousands of patients afford the medications and essential treatments they need with your donor-advised fund (DAF). If you have a DAF with Fidelity Charitable, Schwab Charitable or BNY Mellon, consider a gift to the HealthWell Foundation using our DAF Direct Tool.



## Shop for Our Cause

Did you know that you can support HealthWell every time you shop on Amazon? Amazon will donate 0.5 percent of the price of your eligible purchases to the HealthWell Foundation when you shop at AmazonSmile.



## Workplace Giving

Employees can support the HealthWell Foundation by naming the Foundation as a recipient of a workplace campaign contribution. Many employers will match personal gifts made by their employees, sometimes even tripling an employee’s personal donation. Such programs may be open to spouses of employees, retirees, and spouses of retirees. Contact your Human Resources Department to find out whether your company offers a workplace giving or matching gifts program. Did you know that many employers allow you to donate to non-profit organizations through a payroll deduction? If you are interested, ask your accounting representative about this option, and consider adding the HealthWell Foundation to your payroll deduction.



## Create a Fundraiser on Facebook

You can easily create a fundraiser for HealthWell by visiting our Facebook page. Our team is here to provide support to get your fundraiser up and running. If you have any questions about getting started, send us a message on our page and we will be in touch soon.



## Fundraise

Dedicate your birthday or another special occasion to the HealthWell Foundation and invite your friends and family to donate in your honor.



## Planned Giving

You can make an extraordinary difference in the lives of others by making a planned gift to the HealthWell Foundation. Remembering the HealthWell Foundation in your will or trust is one of the most meaningful gifts you can offer to those who struggle with chronic illness and need the financial support for their lifesaving medications when their insurance simply is not enough. For more information on how to add a charitable component to your estate plans, please contact our Development Office at (240) 632-5300.



## Other Ways to Give

Stock donation: A gift of appreciated stock and mutual funds to HealthWell can offer tax advantages. Consult your financial planner or tax advisor to determine whether it is worth considering. To make a stock donation to HealthWell, either you or your financial advisor can contact our Development Office at [support@healthwellfoundation.org](mailto:support@healthwellfoundation.org) or (240) 632-5300.



To learn more about these options and other ways you can support our life-changing work, visit us at <https://www.healthwellfoundation.org/donors/individual-donors/>

## Connect with Us on Social Media

-  — “Like” us at [Facebook.com/healthwellfoundation](https://www.facebook.com/healthwellfoundation)
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-  — Follow us at [Linkedin.com/company/healthwell-foundation](https://www.linkedin.com/company/healthwell-foundation)

## Keep Making a Difference

-  — Give online: [www.HealthWellFoundation.org/donate](https://www.HealthWellFoundation.org/donate)
-  — Mail your check payable to the HealthWell Foundation at 20440 Century Boulevard, Suite 250, Germantown, MD 20874
-  — Call us: HealthWell’s Development Office (240) 632-5300
-  — Email us: [Support@HealthWellFoundation.org](mailto:Support@HealthWellFoundation.org)

I wanted to let you know that Healthwell was there for me when I had nowhere else to turn.

In May 2015, I underwent a double mastectomy after precancerous cells were found in my breast tissue. The decision to have this surgery was not difficult for me – I had helped my sister-in-law through breast cancer, and I was willing to do whatever was needed to protect my health. What happened afterward, however, is something I would not wish on anyone.

Sadly, studies show that the majority of women diagnosed with breast cancer are not informed of their options for reconstruction at the time of a mastectomy. I was ushered right into breast implants. After four additional failed surgeries, I was left disfigured and in pain.

When I looked in the mirror, I did not see myself. I began to second guess all my decisions. My self-esteem went down. My productivity at work went down. My long-term relationship ended.

I had to get the implants out of my body and try another restorative option! Working in a public library system, I do not make much money and the cost of my insurance is high. I found a well-regarded breast restoration center in New Orleans, but it was out of network and cost prohibitive for me. I began doing research to see if I could find any organization that provided financial help to breast cancer patients in my predicament.

Understandably, the assistance that is out there is for people much more ill than I was. My various applications were all turned down, and I found myself in a very hopeless, precarious place. I felt like I was walking a tightrope without a net. After all the surgeries and almost claiming bankruptcy, I knew I needed talk therapy to deal with the trauma and the stress. I was able to go to a few therapy sessions but had to stop because I could no longer afford to pay my copayments. My pain was no longer just physical. I was at the end of my rope.

That is when I took one more chance and searched the internet for resources for financial assistance for cancer-related mental health issues and found Healthwell. I immediately called and a wonderfully positive and upbeat woman walked me through the easy application process, and I was approved. Finally, I felt like someone understood what I was going through – things really turned around for me that day.

To some people, a \$2,000 grant may not seem like much, but it sure does to me. It has covered my out-of-pocket treatment-related costs for my new prescription drug, psychotherapy sessions, and even transportation. That little bit has made such a difference in my life! With renewed confidence and compassionate support, I was finally able to get the necessary microsurgery in New Orleans.

My friends and family now say to me “You’re back!” and they’re right! I am so grateful to all the generous people who support Healthwell and for all you’ve done for me.

Thank you!



Joy  
Athens, GA

# Statement of Financial Position

AS OF DECEMBER 31, 2019

## Assets

Cash and Cash Equivalents	\$ 119,307,416
Investments	310,215,051
Interest Receivable and Other Assets	125,528
Pledges Receivable	43,125,000
Computer Software and Equipment, net	387,000

**Total Assets** \$ 473,159,995

## Liabilities and Net Assets

### Liabilities

Accounts Payable and Accrued Expenses	\$ 11,186,267
Copayments and Premium Assistance Payable	6,263,082

**Total Liabilities** \$ 17,449,349

### Net Assets

Unrestricted	\$ 25,094,347
Temporarily Restricted	430,616,299

**Total Net Assets** \$ 455,710,646

**TOTAL LIABILITIES & NET ASSETS** \$ 473,159,995

# Revenue and Expense Summary

2019 REVENUE & EXPENSES

## Expense Ratios

Patient Grants and Services	99.25%
Management	0.35%
Fundraising	0.22%
Education and Outreach	0.18%

## Revenue

Donations and Other Income	\$ 481,424,153
Investment Income	\$ 28,809,638

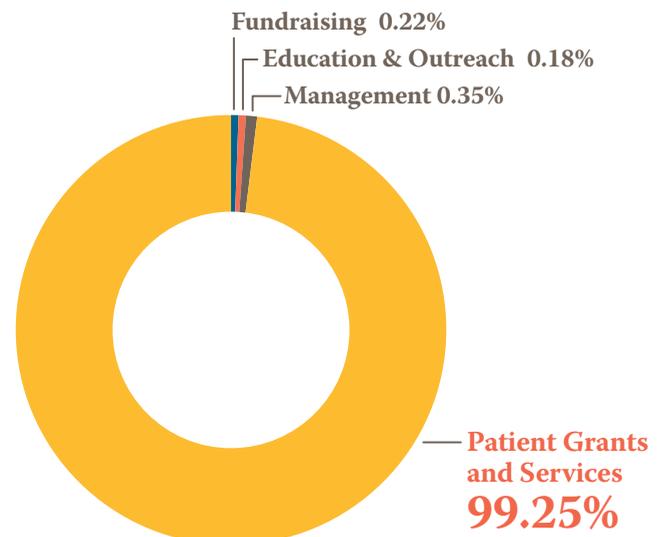
**Total Revenue** \$ 510,233,791

## Expenses

Patient Grants and Services	\$ 380,746,603
Management	\$ 1,331,802
Fundraising	\$ 847,122
Education and Outreach	\$ 694,945

**Total Expenses** \$ 383,620,472

## 2019 Expenses



#33 on  
**Forbes**  
100 Largest U.S.  
Charities for 2019



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When health insurance is not enough.®



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Addressing a critical need, the HealthWell Foundation is an independent 501(c)(3) charitable organization dedicated to reducing financial barriers to care for underinsured Americans with chronic and life-altering medical conditions. HealthWell is a financial lifeline for adults and children who desperately need critical medical treatments but can't afford them. We help patients pay their share of prescription copayments, deductibles, health insurance premiums, and other ancillary costs. By reducing their financial stress, the people we serve can focus on what's most important: their health.