

# 2020 Year In Review: Your Continued Trust and Support — Our Greatest and Most Humbling Achievement



When health insurance is not enough.®

2020 was a year like no other we've seen in our lifetimes. While the COVID-19 public health crisis completely altered the definition of "normal," one thing remained unchanged — the critical need for our services.

Through the continued trust and support of our individual and corporate donors, we were fortunate to have exceeded our 2019 revenue, with a record year of donations, which, most importantly, allowed us to provide a record amount of financial assistance to a record number of patients. We are humbled that, as a result of the generosity of our donors, we were able to broaden our funds across a variety of disease areas and increase the number of patients we were able to assist in 2020 through our programs.

Last year, we awarded over \$650 million in medication copayment and insurance premium assistance grants to close to 170,000 underinsured Americans - a growth of nearly 20,000 patients over 2019.

In addition to the standard disease funds, during the 2020 pandemic, HealthWell, using its own financial resources before being joined by other corporate and individual donors, created two COVID-19 specific funds. The first, launched on March 17, 2020, provided up to \$250 in assistance to 8,339 qualifying households to help them afford food and medication delivery in support of social distancing requirements. The second, opened on April 28, 2020, provided up to \$6,000 in financial assistance to 644 qualifying households, where the policyholder lost their employee-related private insurance during the economic downturn, to allow the covered patient with either a serious, chronic or oncologic disease, to continue their usual treatment programs.

We are saddened that the non-profit industry has been particularly hard-hit by the pandemic, requiring many organizations to make the heart wrenching decisions to reduce staff or, for some, to close their operations altogether. The economy has suffered tremendously, placing extreme financial stress and strain on millions of Americans. It is during times like these that we realize just how fortunate we are to be able to continue making a difference in the lives of those so negatively impacted by the pandemic. Words cannot express our thankfulness and gratitude to our donors for their selfless generosity and continued commitment which allows us to carry out our mission to reduce financial barriers to care for patients with chronic or life-altering diseases. On behalf of our Board and our dedicated corporate and contact center teams, thank you from the bottom of our hearts for helping us help so many in need.

Throughout 2020, and as we have done since our inception in 2003, we continued to run our programs in full compliance with federal guidance that governs the copayment assistance industry and continued to follow the highest ethical standards as the cornerstone of our operations. We are proud that our transparency and efficiency continue to receive external recognition.

## FUNDS OPEN DURING 2020

- Acromegaly
- Acute Myeloid Leukemia
- Adrenal Insufficiency
- Amyloidosis
- Amyotrophic Lateral Sclerosis
- ANCA-Associated Vasculitis, and Granulomatosis with Polyangiitis (formerly Wegeners)
- Asthma
- Autoimmune – Medicare Access
- B-Cell Lymphoma – Medicare Access
- Bladder and Urothelial Cancer – Medicare Access
- Bone Metastases – Medicare Access
- Breast Cancer – Medicare Access
- Cancer-Related Behavioral Health
- Chemotherapy Induced Neutropenia – Medicare Access
- Chronic Heart Failure – Medicare Access
- Chronic Lymphocytic Leukemia
- Chronic Myeloid Leukemia – Medicare Access
- Colorectal Carcinoma – Medicare Access
- Congenital Sucrase-Isomaltase Deficiency
- COVID-19 Ancillary Costs
- COVID-19 Insurance Premium Payment Assistance
- Cushing's Disease
- Cystic Fibrosis Treatments
- Cystic Fibrosis Vitamins and Supplements
- Cytomegalovirus Disease – Prevention and Treatment
- Diabetic Foot Ulcers
- Dupuytren's Disease
- Gastric Cancer – Medicare Access
- Giant Cell Arteritis or Temporal Arteritis – Medicare Access
- Glioblastoma Multiforme/Anaplastic Astrocytoma
- Gout – Medicare Access
- Gout Travel Fund
- Head and Neck Cancer – Medicare Access
- Hepatitis C
- Homocystinuria
- Huntington's Disease – Medicare Access
- Hypercholesterolemia – Medicare Access
- Hyperoxaluria
- Immunosuppressive Treatment for Solid Organ Transplant Recipients – Medicare Access
- Lambert-Eaton Myasthenic Syndrome
- Macular Degeneration (Wet and Dry)
- Mantle Cell Lymphoma
- Melanoma – Medicare Access
- Migraine
- Movement Disorders – Medicare Access
- Multiple Myeloma – Medicare Access
- Multiple Sclerosis – Medicare Access
- Non-Small Cell Lung Cancer – Medicare Access
- Nontuberculous Mycobacterium – Medicare Access
- Ovarian Cancer – Medicare Access
- Pediatric Assistance
- Peyronie's Disease
- Porphyrias
- Post Menopausal Osteoporosis – Medicare Access
- Prostate Cancer – Medicare Access
- Pulmonary Fibrosis
- Renal Cell Carcinoma – Medicare Access
- Secondary Hyperparathyroidism
- Sickle Cell Disease
- Small Cell Lung Cancer – Medicare Access
- Systemic Lupus Erythematosus
- Tardive Dyskinesia – Medicare Access
- Urea Cycle Disorders
- Urticaria
- Wilms' Tumor



# Additional excitement for 2020

## In 2020, HealthWell was honored to be:

- Ranked 29th by *Forbes* on its 2020 list of the of The 100 Largest U.S. Charities.
- Recognized by *Forbes* as one of only twelve charities nationwide to achieve a 100 percent fundraising efficiency rating.
- Scored 100 out of 100 on Charity Navigator's new Encompass Rating System.
- Awarded the 2020 GuideStar Platinum Seal of Transparency.
- Ranked as a 2020 Top-Rated Charity by GreatNonProfits.

## In 2020, we were grateful to have:

- Launched or re-opened 25 funds, including new funds to assist patients living with Adrenal Insufficiency, B-Cell Lymphoma, Cushing's Disease, Hyperoxaluria, Prostate Cancer, Sickle Cell Disease, and Small Cell Lung Cancer.
- Received record contributions, thanks to the generosity of our donors.
- Granted more than \$650 million in awards to close to 170,000 patients.
- Maintained operational efficiency by programming our grants with an overhead rate of less than 2.5% foundation-wide, while never having utilized any donor dollars to pay any administrative fees.
- Launched two COVID-19 relief funds to assist with Ancillary Costs and Insurance Premium Payments. Through the funds, we were able to offer a financial lifeline to approximately 9,000 families in 2020.
- Provided financial assistance to the families of over 860 children living with chronic or life-altering conditions through our Pediatric Assistance Fund.
- Assisted more than 115 oncology patients seeking behavioral health services through our Cancer-Related Behavioral Health Fund.
- Continued to operate over 60 funds in a variety of disease areas, including multiple funds in oncology.
- Strengthened our individual donor base to over 40,000 donors with more than 14,000 giving in 2020.
- Increased the number and diversity of our corporate donors which resulted in a record high year-end public charity percentage.
- Increased our social media presence across all platforms.
- Spread our message nationally with dozens of alliance partners, resulting in more than 1 billion media impressions from placements in major news outlets, including *Reuters*, Yahoo! Finance, MarketWatch and *Washington Business Journal*.
- Enhanced our staff with the addition of six new members to our corporate team and close to 60 new members to our contact center team.
- Handled a monthly average of more than 44,000 calls through our dedicated contact center, HWF Direct, LLC.

## Compliance and Transparency – Our Unwavering Commitment

Independent 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.

The HealthWell Foundation is, like other independent 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 maintain compliance with federal regulations. We continue to follow that guidance to the letter and have focused on maintaining compliance, independence, and transparency since our inception. For a review of our OIG Opinions, financial reporting, program audit summaries, and compliance documentation, please visit us at: <https://www.healthwellfoundation.org/about/financials/>.



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