

# One Million Patients Assisted

*Millions More Need Our Help*



 HEALTHWELL  
FOUNDATION®

When health insurance is not enough.®

CELEBRATING

**1 Million**

PATIENTS ASSISTED



# 2024 Year In Review: 1 Million Patients Assisted – Millions More Need Our Help

In 2024, the HealthWell Foundation experienced tremendous growth and change. We assisted more underinsured Americans than ever before, continued to execute our mission in new ways, and appointed new leadership as we moved into our third decade. It was the year we achieved the milestone of helping our one millionth patient afford life-changing, often lifesaving, medical treatment.

HealthWell Foundation welcomed veterans' health leader Michael S. Heimall, FACHE, as our new President & Chief Executive Officer. Under the direction of HealthWell's Board, led by Board Chair David L. Knowlton — only the second Board Chair in our history — we continued to extend our impact beyond copay assistance for medications. Today, HealthWell also provides support for oncology caregiver behavioral health and behavioral health services for emergency and medical workers. We support patient access to clinical trials, and funded research into financial toxicity to better understand the experiences of people receiving charitable copay assistance.

Since awarding our first grant in 2004, we have provided more than \$4.8 billion\* in financial support to over 1,110,000\* underinsured patients through more than 1.8 million\* grants. With rising costs increasing the financial burden of chronic illness, more patients than ever need the financial lifeline we offer. That is why our commitment to providing access to critical medications to patients who have nowhere else to turn is unwavering. Thank you to our individual and corporate donors for helping HealthWell carry out our mission to ensure that those living with chronic or life-altering illnesses have access to critical medical treatments they otherwise would not be able to afford because their health insurance is simply not enough.

In 2024, your generosity resulted in a record \$885+ million\* in individual and corporate contributions, allowing us to award over \$1.23 billion\* in medication copayment and insurance premium assistance through more than 311,000\* grants to over 291,700\* underinsured patients. We did this while continuing to achieve industry-leading operational efficiency of approximately 3.82\* percent average operational overhead while never using any donor dollars to pay administrative costs. As we have done since our inception, HealthWell continued to place the highest ethical standards as the cornerstone of our operations. Year-over-year, our transparency and efficiency have continued to receive external recognition, and in 2024, we were honored to:

- Rank #24 on *Forbes'* 2024 list of [The 100 Largest U.S. Charities](#).
- Be recognized by *Forbes* as one of only seven charities nationwide to achieve a 100 percent fundraising efficiency rating.
- Score 98 out of 100 as a Four-Star Charity by [Charity Navigator](#).
- Be awarded a Candid Rating in the 2024 [GuideStar Platinum Seal of Transparency](#).
- Rank as a 2024 Top-Rated Charity by [GreatNonprofits](#).

## 59 Funds Open In 2024

- Acute Myeloid Leukemia
- Alagille Syndrome Vitamins and Supplements
- Amyloidosis
- Amyotrophic Lateral Sclerosis
- ANCA-Associated Vasculitis, and Granulomatosis with Polyangiitis (formerly Wegeners)
- B-Cell Lymphoma — Medicare Access
- Blepharitis
- Breast Cancer — Medicare Access
- Cancer Home Care Services
- Cancer-Related Behavioral Health
- Cardiomyopathy — Medicare Access
- Chronic Lymphocytic Leukemia
- Chronic Myeloid Leukemia — Medicare Access
- Chronic Obstructive Pulmonary Disease — Medicare Access
- Colorectal Carcinoma — Medicare Access
- Congenital Sucrase-Isomaltase Deficiency
- Cushing's Disease or Cushing's Syndrome
- Cystic Fibrosis Treatments
- Cystic Fibrosis Vitamins and Supplements
- Dupuytren's Disease
- Emergency/Medical Workers Behavioral Health Fund
- General Travel Fund
- Giant Cell Arteritis or Temporal Arteritis — Medicare Access
- Gout — Medicare Access
- Gout Travel Fund
- Hepatitis C
- Hypercholesterolemia — Medicare Access
- Hyperoxaluria
- IgA Nephropathy
- Inborn Metabolic or Genetic Bile Acid Deficiency Vitamins and Supplements
- Mantle Cell Lymphoma
- Metabolic Dysfunction-Associated Steatohepatitis
- Movement Disorders — Medicare Access
- Multiple Myeloma — Medicare Access
- Multiple Sclerosis — Medicare Access
- Myelodysplastic Syndromes — Medicare Access
- Neurocognitive Disease with Psychosis — Medicare Access
- Non-Small Cell Lung Cancer — Medicare Access
- Oncology Caregiver Behavioral Health Fund
- Ovarian Cancer — Medicare Access
- Pancreatic Cancer — Medicare Access
- Pediatric Assistance (PAF)
- Pediatric Assistance (PEDS)
- Peyronie's Disease
- Porphyrias
- Post Menopausal Osteoporosis — Medicare Access
- Prostate Cancer — Medicare Access
- Pulmonary Fibrosis
- Pulmonary Hypertension — Medicare Access
- Renal Cell Carcinoma — Medicare Access
- Schizophrenia — Medicare Access
- Small Cell Lung Cancer — Medicare Access
- Systemic Sclerosis with Interstitial Lung Disease
- Tardive Dyskinesia — Medicare Access
- Type 2 Diabetes
- Urea Cycle Disorders
- Urticaria
- Waldenström Macroglobulinemia
- Wilms' Tumor



## In 2024, We Were Proud to:

- Welcome veterans' health leader, Michael S. Heimall, FACHE, as our new President and Chief Executive Officer.
- Appoint Robert D. Moroni, CPA and Kenneth Moritsugu, MD, MPH, FACPM as Directors.
- Launch or re-open 20 funds, including new funds to assist patients with Chronic Obstructive Pulmonary Disease (COPD), Metabolic Dysfunction-Associated Steatohepatitis (MASH), General Travel costs, and a Vitamins and Supplements Fund to help patients living with Inborn Metabolic or Genetic Bile Acid Deficiency.
- Develop a new mobile app for patients, allowing them to conveniently manage their grants via their mobile device.
- Redesign our website to streamline the user experience and make it easier to quickly determine grant eligibility and access grant application forms and pharmacy card information.
- Add a new chatbot to our site, giving patients, providers and pharmacies an immediate way to engage with HealthWell.
- Assist more than 180 oncology patients seeking behavioral health services through our Cancer-Related Behavioral Health Fund.
- Operate 59 funds in multiple disease areas, including multiple funds in oncology, and our special initiative funds in behavioral health, caregiving and travel.
- Diversify and grow our individual donor base to over 89,300 donors, with more than 19,600 giving in 2024, resulting in record-high donations of more than \$2.68\* million.
- Continue enhancing our social media presence across all platforms, resulting in over 14,000 followers, over 6,559,000 impressions, more than 37,900 engagements, and over 15,000 clicks.
- Educate more than 24,000 followers about people, programs and organizations changing how health care is delivered through our *Real World Health Care* blog, resulting in 32,619 page views in 2024.
- Spread our message nationally through major news outlets resulting in over 3.73 billion media impressions from placements in *TIME* Health, Yahoo! Finance, Seeking Alpha, and MarketWatch.
- Participate in 27 health care conferences and events, including the White House Minority Health Forum, Healthcare Advocate Summit, Asembia Specialty Pharmacy Summit, and ASCO.
- Enhance our staff with the addition of 49 new employees across our Corporate and Contact Center teams.

### Compliance – The Cornerstone of Our Operations

At HealthWell, compliance is at the heart of everything we do. We strictly adhere to all federal regulations governing charitable patient assistance programs (CPAPs) and fully support oversight by the U.S. Department of Health and Human Services, Office of Inspector General (OIG). The OIG's mission—to protect the integrity of federal health care programs—guides how CPAPs should be structured, and we align our operations according to that guidance.

Our commitment to meeting and exceeding all applicable laws and regulatory requirements is the guiding principle of our Foundation. This commitment extends to our Board and staff, ensuring that ethical standards remain a priority at every level. Simply put, failure to uphold these standards is not an option.

What sets HealthWell apart is our dedication to ethical excellence. Maintaining the trust of our individual and corporate donors is paramount, and we believe our high ethical standards distinguish us from many other CPAPs. While we receive the majority of our funding from the pharmaceutical industry, we operate independently from our corporate donors, reinforcing our commitment to integrity.

For more information about our OIG Opinions, financial reporting, and program audit summaries, visit our Financials page: <https://www.healthwellfoundation.org/about/financials>. To learn more about HealthWell's commitment to compliance, visit our Compliance page: <https://www.healthwellfoundation.org/about/compliance>.



# HWF Direct: Unwavering Commitment to High-Quality Customer Service



Our dedicated contact center, HWF Direct, LLC, was established to provide exemplary customer service to the tens of thousands of patients who contact us each year for assistance. Every year since 2018, we have set new records by implementing innovative programs to streamline the grants process further, establishing state-of-the-art performance metrics, enhancing staff development and engagement and empowering employees. These initiatives enable us to grow our programs and bolster professional growth as individuals and as a team. At HWF Direct, our top priority is to provide the highest quality customer service, ensuring that our specialists take the time needed to resolve caller issues within the first contact. We proudly provide a compassionate, compliant and completely satisfactory experience for those we serve.

In 2024, we were honored to welcome 41 new full-time members to our team, which now consists of more than 180 professionals ready to assist the more than 40,500 calls we receive from patients, caregivers, providers and pharmacies each month.

Our key performance metrics focus on providing compassionate, responsive, and quality care to every caller. Our high standards continue to be recognized by those we serve. In 2024, the team was proud to:

- **Handle: 556,889 calls through our hotline while maintaining a call capture rate of 92%.**
- Maintain a 99% staff retention rate.
- Grow our staff through internal promotions and welcome 41 new full-time hires and 45 temporary hires.
- Create 311,750 grants via hotline, online applications, mobile app applications, and portals.
- Handle:
  - 139,471 documents submitted through our portals – 64% of our total volume.
  - 58,033 documents faxed to us – 26% of our total volume.
  - 21,961 documents received through mail – 10% of our total volume.
- Complete:
  - 105,958 copay reimbursement/payment requests with an average processing time of 6 business days.
  - 30,187 premium reimbursement/payment requests with an average processing time of 6 business days.
  - 45,213 email questions/requests with an average response time of 2 business days.

Again, thank you to our individual and corporate donors for allowing the HealthWell Foundation to carry out our mission and meet the critical, sometimes lifesaving, needs of the patients who reach out to us for assistance.



**556,889 Calls**  
into hotline



**306,309 Calls**  
handled by specialists



**15,009 Average monthly**  
calls handled by IVR



**40,535 Callers** assisted  
each month



**92% Average inbound**  
call capture rate



**9:23 minutes**  
Average call length



**263,915 Grants**  
managed



We pride ourselves on high-quality customer service and ensuring that our specialists take the time needed to resolve caller issues within the first contact.

[WWW.HEALTHWELLFOUNDATION.ORG](http://WWW.HEALTHWELLFOUNDATION.ORG)

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