



HEALTHWELL  
FOUNDATION®

Media Contact: Angelene Taccini  
Avalanche Strategic Communications  
One University Plaza, Suite 407  
Hackensack, New Jersey 07601  
angelene@avalanchepr.com  
tel: 201.488.0049  
fax: 201.488.1550

## News Release

### August is National Psoriasis Awareness Month

*HealthWell Foundation® assists patients living with psoriasis*

**Gaithersburg, MD (August 22, 2007)** – In recognition of National Psoriasis Awareness Month, sponsored by the National Psoriasis Foundation, the HealthWell Foundation® would like to remind psoriasis patients and their health care providers that help is available for patients living with psoriasis who have difficulty affording their insurance copayments and other out-of-pocket costs of treatment.

Approximately 7.5 million Americans live with psoriasis, according to the National Institutes of Health. Psoriasis is a chronic disease characterized by inflammation of the skin, and in its more severe forms can have a seriously negative impact on a patient's quality of life. A small number of psoriasis patients may also get arthritis, which is distinct from Rheumatoid Arthritis and called Psoriatic Arthritis.

"HealthWell provides financial assistance to patients living with a wide range of health conditions, including psoriasis and psoriatic arthritis," said Dr. Nancy Carteron, MD, FACR, a Fellow of the American College of Rheumatology and a Vice President of the Foundation's Board of Directors. "We hope that by providing access to treatment for serious and chronic conditions, we are able to improve the quality of lives as well as save lives."

The HealthWell Foundation offers financial assistance for the treatment of numerous diseases, including lung and colorectal cancers; rheumatoid arthritis; Hodgkin's Disease, lymphomas, and many others.

###

*Since 2003, the HealthWell Foundation® has helped more than 35,000 patients with serious and chronic conditions meet their cost-sharing obligations for treatment. HealthWell is an independent 501(c)(3) non-profit association that provides financial assistance to cover the cost of prescription drug coinsurance, co-payments and deductibles, health insurance premiums, and other selected out-of-pocket healthcare costs. The Foundation considers individual financial, medical and insurance situations when determining assistance eligibility. For more information, please visit [www.healthwellfoundation.org](http://www.healthwellfoundation.org).*