

Media Contact: Maria-Christina Zajac Avalanche Strategic Communications One University Plaza, Suite 407 Hackensack, New Jersey 07601 maria-christina@avalanchepr.com tel: 201.488.0049 fax: 201.488.1550

## News Release

## The HealthWell Foundation Launches New Fund for Patients Coping with Aggressive Brain Tumors

**Gaithersburg, MD (May 11, 2009)** – The HealthWell Foundation® has recently launched a new program to assist patients diagnosed with advanced-stage brain tumors, also referred to as Glioblastoma Multiforme and Anaplastic Astrocytoma.

These two very serious conditions have been known to penetrate the surrounding brain tissue, which prohibits the potential for surgical removal. The average lifespan of patients coping with these tumors is approximately one year. While the typical peak incidence occurs between the ages of 45-70, Glioblastoma Multiforme and Anaplastic Astrocytoma manifest themselves in children and younger adults as well.

In addition to the burden of battling an often fatal disease, many brain cancer patients are even more concerned about how they will be able to afford the treatments that can extend their survival. The HealthWell Foundation, a non-profit organization that provides financial assistance to underinsured patients with chronic or life-threatening diseases, strives to reduce barriers to care by helping patients with advanced-stage brain tumors afford their prescription drug copays, coinsurance and deductibles.

"Each year approximately 190,000 people in the United States will be diagnosed with a primary or metastatic brain tumor," said Harriet Patterson, MPH, Director of Patient Services of the National Brain Tumor Society. "Enhancing the quality of life for people with brain tumors requires access to quality specialty care, clinical trials, follow-up care and rehabilitative services, and we fully support the HealthWell Foundation in its desire to help minimize the financial strain on these patients in any way that they can."

Information on how to apply for assistance from the new fund can be accessed by visiting the HealthWell Foundation homepage, <u>www.healthwellfoundation.org</u>.

"The beginning of May commemorates Brain Tumor Action Week, and we could not think of a better way to increase awareness than by launching our Glioblastoma Multiforme and Anaplastic Astrocytoma fund at this time," said Dr. Jeffrey Peppercorn, MPH, Chief Ethics Advisor for the HealthWell Foundation and a board-certified oncologist. "To-date, we have provided financial assistance to more than 55,000 patients struggling to afford necessary medical treatments, and we hope to continue addressing these concerns for as long as they are needed."

For more information about the HealthWell Foundation and to learn how you can help brain cancer patients access the care they need, please visit <u>www.healthwellfoundation.org</u> or email <u>support@healthwellfoundation.org</u>.

## ###

Since 2003, the HealthWell Foundation<sup>®</sup> has helped more than 55,000 underinsured 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 <u>www.healthwellfoundation.org</u>.