



HEALTHWELL  
FOUNDATION®

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**HealthWell Foundation Initiates Online Campaign to Generate Funds for  
New Emergency Cancer Relief Fund**

Gaithersburg, MD (September 25, 2013) -- Today the HealthWell Foundation unveiled its crowd-funding initiative to raise \$50,000 [so it can open the Emergency Cancer Relief Fund \(ECRF\)](#), created specifically to help cancer patients afford medical expenses not covered by insurance.

"The last thing cancer patients should worry about is money," said Krista Zodet, HealthWell Foundation Interim President. "Once open, the Emergency Cancer Relief Fund will provide financial relief for people living with cancer who are insured but still struggling to pay medical bills.

"Cancer patients are not only battling the disease, but are also trying to manage high bills. ECRF will empower them to pay for critical, often life-saving treatments so that they don't have to choose between affording care and putting food on the table," said Ms. Zodet.

For example, ECRF will enable HealthWell to grant as little as \$25 to help someone pay for anti-nausea medicine and larger grants for things such as surgical expenses and diagnostic testing that piled up during their treatment. ECRF will also provide immediate and critical support to patients to reduce the financial burden they face in treating cancer.

[Real World Health Care \(RWHC\)](#) blogger, Linda Barlow, agrees that the high cost of care underscores the need for ECRF as a valuable lifeline for patients. When she found out she had cancer earlier this year, Linda was stunned to see how quickly the medical bills piled up.

"It's both sad and frustrating that here, in one of the most highly developed nations in the world, many cancer patients have to wonder if they can afford to save their own lives," [Linda writes in her latest blog post](#). "Unfortunately, even having health insurance is not always enough of a safety net to avoid personal financial collapse while fighting the fight of your life."

Ms. Zodet says that ECRF will open new opportunities for HealthWell to remain a lifeline for many of the cancer patients who need financial help the most.

"HealthWell has made it possible for more than 70,000 people living with cancer to afford their medical treatments and we want to continue to bring financial relief to even more cancer patients who have nowhere else to turn," Zodet said. "With more than 1.6 million new cancer diagnoses expected in the U.S. this year alone, demand for affordable quality care will be greater than ever. If we reach our goal of raising \$50,000, we will make life easier for so many cancer patients around the country by giving them and their families a little less to worry about."

**[To learn more about the Emergency Cancer Relief Fund, click here.](#)**

### **About HealthWell Foundation**

The HealthWell Foundation is an independent non-profit organization dedicated to reducing financial barriers to care for underinsured patients with life-altering illnesses who cannot afford their medical treatments. Since 2004, HealthWell has helped more than 164,000 eligible adults and children meet their cost-sharing obligations and lead healthier, more fulfilling and productive lives. For more information, visit [www.HealthWellFoundation.org](http://www.HealthWellFoundation.org).

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