



HEALTHWELL  
FOUNDATION®

When health insurance is not enough™

**FOR IMMEDIATE RELEASE**

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## **HEALTHWELL FOUNDATION KICKS-OFF “CANCER DOESN’T CARE” GIVING CAMPAIGN TO SUPPORT LAUNCH OF EMERGENCY CANCER RELIEF FUND**

**Gaithersburg, Md.** – November 19, 2014 – The HealthWell Foundation®, an independent non-profit that provides financial assistance to underinsured Americans to help them afford life-changing medical treatments, today kicked-off its “Cancer Doesn’t Care” social media campaign to raise remaining funds needed to launch the **Emergency Cancer Relief Fund** (ECRF).

Information about the “Cancer Doesn’t Care” campaign can be found at <http://www.healthwellfoundation.org/emergency-cancer-relief-fund>.

The need for the ECRF is made clear by results from a study of over 200 cancer patients (all but one of whom had health insurance) which found their self-reported, out-of-pocket, cancer-related costs averaged \$712 a month. The Duke University Medical Center and Dana-Farber Cancer Institute study found that about 30 percent of respondents said their expenses were a “significant burden” and 11 percent called them a “catastrophic problem.”

“We know from assisting more than 70,000 cancer patients with the cost of their treatments just how financially destructive a cancer diagnosis can be. The ECRF grew out of our desire to help our patients beyond copay assistance, to cover the often devastating ‘hidden’ costs related to managing their cancer. The Fund will allow us to assist qualified cancer patients with meaningful comforts, such as the purchase of anti-nausea medication and wigs, in addition to imaging scans and travel to and from appointments,” said Krista Zodet, President, HealthWell Foundation.

The “Cancer Doesn’t Care” campaign asks individuals, celebrities, and corporations to assist financially and help build awareness for the ECRF by sharing prepared graphics and messaging through their social media networks. The campaign highlights many of the ways that cancer affects patients financially.

“Cancer doesn’t care that a patient can’t afford pain medication or the expense of getting to a treatment center,” said Ms. Zodet. “Join us in showing that you care by donating and reaching out to friends and family through your own social media networks. The ‘Cancer Doesn’t Care’ campaign makes it easy to show your support. Share the messages we’ve prepared or create your own. Even a small donation can make a difference.”

Help us increase awareness about our “Cancer Doesn’t Care” campaign by downloading and sharing graphics with your social network. Visit [www.healthwellfoundation.org/cancer-doesnt-care](http://www.healthwellfoundation.org/cancer-doesnt-care) to learn more.

### **About the HealthWell Foundation**

A nationally recognized independent non-profit organization founded in 2003, the HealthWell Foundation® has served as a safety net for over 175,000 underinsured patients by providing access to life-changing medical treatments they otherwise would not be able to afford.

HealthWell provides financial assistance to adults and children facing medical hardship resulting from gaps in their insurance that cause out-of-pocket medical expenses to escalate rapidly. HealthWell assists with the treatment-related cost-sharing obligations of these patients. For more information, please visit [www.HealthWellFoundation.org](http://www.HealthWellFoundation.org).

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