



“The HealthWell Foundation literally saved my life.”
—Sharon



Improving Lives in the New World of Health Care



HEALTHWELL FOUNDATION®



“I would hate to think what my health would be like without your help. I can’t thank you enough.”
—Marilyn



“How do you say ‘thank you’ to an organization that gives you life, peace of mind, and a future?”
—Cliff



2012 ANNUAL REPORT

When health insurance is not enough.®

“When I was 36, I was extremely active and lived to ride my road-racing motorcycle whenever I was not at work at a hospital. Almost overnight, I was crippled by aggressive RA, which I inherited from my grandpa. I spent the next 18 months in bed. Then a new medication came on the market and I was one of the first to receive it, since I still had health insurance. It worked miracles for me and I went out and bought a newer, lighter motorcycle and continued my passion. As the years went by, I had to give up working and riding. Once I was on Medicare, the company that produces the medication could no longer help me with the copays. Back in bed I went. Then I was told about the HealthWell Foundation by my doctor, so I applied and qualified. Upon receiving their grant, I began to live life again. I started a retirement home for down-on-their-luck farm animals. I now live a much quieter and safer life tending to my herd. They are all rescues, but the truth is, they’ve rescued me by giving me a reason to give back and continue to live. I wouldn’t be able to do it without the HealthWell Foundation’s support. I received my copay card two weeks ago and got right back on the medication. I’m walking without the painful limp and have been focusing on the older animals that need the special help to live out their lives in more comfort. So, not only have I been given another chance, these animals are benefiting as well! The HealthWell Foundation is like a quiet angel that has beautiful angels who donate to them. I count all of you in my blessings every day. I would have been in a wheelchair long ago if it weren’t for the kindness you give every day. Many, many thanks!”



—Jana
Pinon Hills, CA

OUR MISSION

The HealthWell Foundation reduces financial barriers to care for underinsured patients with chronic or life-altering diseases.

TABLE OF CONTENTS

The Evolution of Affordable Care . . .	3
Chairman’s Letter	6
Highlights	7
Success Stories	8
President’s Letter	9
Who Do We Assist	10
Disease Areas	11
Supporters & Partners	12
Generous Support	13
Thank You	14
Success Stories	15
Making the Most of Your Donation .	16
Make a Difference With Us	17
Board of Directors & Staff	18
2012 Financials	INSERT

The Evolution of Affordable Care

During 2012, the face of health care in the United States continued its slow but steady evolution toward a new set of comprehensive, consumer-driven health insurance reforms under the Affordable Care Act (ACA). The year presented a number of initiatives designed to improve health care quality and reduce costs:

- In January, the new law began to provide incentives for physicians to join together to form Accountable Care Organizations (ACOs). These groups allow doctors to better coordinate patient care and improve its quality, help prevent disease and illness, and reduce unnecessary hospital admissions. If ACOs provide high quality care and reduce costs to the health care system, they can keep some of the money that they have helped save.
- In March, the ACA started to require any ongoing or new federal health program to collect and report racial, ethnic and language data in attempts to better understand and reduce health disparities.
- In October, the new law established a hospital Value-Based Purchasing program in Traditional Medicare. This program offers financial incentives to hospitals to improve the quality of care. Hospital performance is required to be publicly reported, beginning with measures relating to heart attacks, heart failure, pneumonia, surgical care, health care–associated infections and patients’ perceptions of care.
- Also in October, the ACA instituted a series of changes to standardize health care billing, requiring health plans to begin adopting and implementing rules for the secure, confidential, electronic exchange of health records. Using electronic health records will reduce paperwork and administrative burdens, cut costs, reduce medical errors and most importantly, improve the quality of care.¹

In perhaps the most headline-making development of the year, the Supreme Court, in June of 2012, upheld the constitutionality of the ACA’s “individual mandate” requiring most Americans to obtain health insurance starting in 2014. This ruling cements the ACA’s potential to improve the health and lives of millions of Americans who will have access to real options for affordable health care coverage and who will no longer have to worry about being uninsured. But, unfortunately, simply having health care insurance will not be enough for many, as deductibles, copayments and cost-sharing continue to rise.

In fact, even after open enrollment in the health insurance marketplace begins, a significant percentage of the 30 million newly insured Americans² will lack the financial means to pay their health care bills. When medical issues arise—whether emergencies or chronic conditions—these newly insured Americans will need to make some tough decisions as they face a real dilemma: Can they afford to get better?

¹ Source: <http://www.hhs.gov/healthcare/facts/timeline/timeline-text.html#2012>

² Source: <http://kff.org/health-reform/perspective/on-health-care-conservatives-protest-too-much/>

Fast Facts:

34% of Americans with employer-sponsored health coverage have an annual deductible of \$1,000 or more. That figure increases to 49% for those employed by firms with fewer than 200 workers.

14% of Americans with employer-sponsored health coverage have an annual deductible of \$2,000 or more. That figure increases to 27% for those employed by firms with fewer than 200 workers.

Source: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2012²

HealthWell Foundation: Improving Health and Quality of Life

In 2012, the HealthWell Foundation provided close to \$93 million in grants to help nearly 40,000 people who couldn't afford the medical treatments they needed to get better. These are folks who depend on prescribed therapies to help them live. Often, they must choose between life-saving treatments and basic necessities like food, housing and utilities. Thanks to the generous support of our individual and corporate donors, the patients we've helped have been able to manage their chronic and life-altering illnesses: cancer, rheumatoid arthritis, asthma and more.

Foregone Care

The underinsured are twice as likely to not fill a prescription or not follow up on recommended tests or treatments as those with more adequate insurance.

Source: C. Schoen, M.M. Doty, R.H. Robertson, and S.R. Collins, "Affordable Care Act Reforms Could Reduce the Number of Underinsured Adults by 70 Percent," *Health Affairs*, Sept. 2011 30(9): 1762-71.³

How exactly does HealthWell improve access to care for America's underinsured? We provide financial assistance to eligible individuals to cover coinsurance, copayments, health care premiums and deductibles for certain medications and therapies. For people who have been prescribed medications covered by their insurance companies, but who still cannot afford the coinsurance or copayment required, HealthWell helps by paying for part of the cost associated with the medication. When possible, HealthWell also provides financial assistance if someone is eligible for health insurance, but cannot afford the insurance premium.

Did You Know?

The risk of being underinsured is rising up the income scale. In 2010, 16% of adults with incomes between \$40,000 and \$60,000 were underinsured.

Source: C. Schoen, M.M. Doty, R.H. Robertson, and S.R. Collins, "Affordable Care Act Reforms Could Reduce the Number of Underinsured U.S. Adults by 70 Percent," *Health Affairs*, Sept. 2011 30(9): 1762-71.³

HealthWell constantly strives to innovate the way we help others. In 2012, we initiated a new approach to our funds, developing funds beyond disease- and treatment-specific programs to more broadly defined funds. For example, we launched a campaign for a new fund to provide financial assistance to families so their children can start or continue critical medical treatments, regardless of disease type or condition.

Rising Costs

In 2012, prescription drug prices rose 3.6%, twice the 1.7% inflation rate.

Source: Bureau of Economic Analysis⁴

² Source: <http://kff.org/health-reform/perspective/on-health-care-conservatives-protest-too-much/>

³ Source: <http://www.commonwealthfund.org/Publications/In-the-Literature/2011/Sep/Reduce-Uninsured.aspx>

⁴ Source: <http://www.usatoday.com/story/news/nation/2013/02/13/price-of-a-prescription-rising-again/1918099/>

Enhanced Services

In HealthWell's continual effort to provide unprecedented customer service, we developed and launched a user-friendly website that offers visitors immediate access to up-to-date information regarding funds, the application process, news, online resources, patient testimonials and much more. We have taken great pride in the development of our new site, which was designed using specialized color schemes, fonts, and layout to enhance accessibility for people with disabilities. It complies with best practices and standards as defined by Section 508 of the U.S. Rehabilitation Act and the Web Content Accessibility Guidelines (WCAG) of the World Wide Web Consortium Web Accessibility Initiative (W3C WAI).

Early in 2012, we launched MY PATIENTS—MY PORTAL for health care providers, social workers, patient advocates and office personnel—giving them the ability to control how they view and handle data for all their patients with HealthWell grants. More than 1,000 registered providers managed more than 11,000 patients through their portfolios in 2012.

Also in 2012, HealthWell launched a new online portal: MY HEALTH—MY GRANT. This secure, cloud-based portal gives grant recipients 24/7 access to grant and payment information. They can check the status of grants and payments, access pharmacy card information, and control how they view and manage their data. In addition, we instituted an automatic reminder system for patients to make sure reimbursement requests are submitted in a timely manner so their grants remain active.

A Look Ahead

As we look ahead to the opening of the new transparent and competitive Health Insurance Marketplace, we remain committed to our mission: to reduce the financial barriers to care for underinsured patients with chronic or life-altering diseases.

It's the Law:

Under the Affordable Care Act, all health plans sold through the Health Insurance Marketplace starting in October 2013 must offer prescription drug coverage.⁵

Thanks to the continued support of our generous corporate and individual donors—many of whom are recipients of HealthWell grants—we stand ready for sustained growth through planned enhancements to our fully automated grants management system, innovations in our funds, and most importantly, assisting more patients in their journey back to good health.

What Happens When People Can't Afford Prescribed Medicines?

Nearly 13% of American adults 18-64 did not take a prescribed drug because of cost.

Just over 8% of adults skipped doses of prescribed medicines.

8.5% of adults took less medicine than prescribed.

10.6% of adults delayed filling a prescription.

Source: CDC/NCHS, National Health Interview Survey, 2011⁶

⁵ Source: <http://www.webmd.com/health-insurance/insurance-costs/aca-prescription-drug-costs-faq>

⁶ Source: <http://www.cdc.gov/nchs/data/databriefs/db119.htm>

From our Board Chair



HealthWell's number one priority in 2012 remained assuring adequate financial protection for insured Americans in need of a helping hand with out-of-pocket medical expenses. The initial implementation phase of the Affordable Care Act—while beneficial to many, and especially to the previously uninsured—still leaves millions of underinsured people financially accountable for high-cost, necessary treatments, reinforcing the critical and timely need for our services. At the same time, the principal donors to charitable patient assistance programs are feeling economic stress as more and more pressure is placed on them to reduce costs, requiring them to assess their generous contributions.

HealthWell continues to honor its commitment to its beneficiaries and to put every penny of funding made available to the Foundation to the most efficient use. One hundred percent of donor dollars goes directly to patient grants and services.

During 2012, we continued to improve the efficiency of our operations while keeping overhead low. In addition, we innovated the types of funds we maintain to benefit as many

insured Americans as possible. We initiated a new approach, developing funds beyond disease- and treatment-specific programs to more broadly defined purposes, for example, to provide financial assistance to families so their children can start or continue critical medical treatments, regardless of disease type or condition.

We also continued our donor diversification strategies, expanding direct mail and planned giving. HealthWell has been pleased to find that our own beneficiaries and their families, recognizing the benefit HealthWell has provided to them, have sought to “give back” to the Foundation through individual giving within their means. We are truly gratified by these additional sources of support for our efforts.

We are grateful as well that all of our donors continue to recognize the ongoing importance of the assistance we provide. In turn, we continue to be careful stewards of the funds entrusted to us. All of us—donors, staff and board—are engaged in a unified mission to help those whose lives quite literally depend on being able to afford needed treatments.

As we move into the next phases of implementing national health care reform, we know that HealthWell's important role in the lives of so many people will continue unabated. We will keep innovating, in terms of both how we support the underinsured and how we efficiently perform our responsibilities. We remain steadfast in pursuing our ever-critical mission and will continue to need your generous support. We hope you see us as deserving of that support.

Warm wishes,

A handwritten signature in black ink that reads "Stephen M. Weiner". The signature is written in a cursive, slightly slanted style.

Stephen M. Weiner
Board Chair

2012 HIGHLIGHTS

Granted \$92,569,326 in awards to 37,957 patients.

Launched an Inflammatory Bowel Disease fund, covering Crohn's disease and ulcerative colitis, and a Carcinoid Tumors and Associated Symptoms fund to assist Medicare patients with their treatment costs.

Enhanced our grants management services through the implementation of two additional cloud-based portals. Through these online portals, patients and providers have access to real-time information to manage grants effectively and efficiently.

MY PATIENTS—MY PORTAL (for providers)—opened in January. In 2012, more than 1,000 providers registered over the year, managing more than 11,000 patients.

MY HEALTH—MY GRANT (for patients)—opened in March. Close to 1,600 patients registered during the year and began managing their grants.

Handled 244,008 calls and processed 76,219 applications and 169,481 claims.

Launched a new, more user-friendly website that provides real-time access to grant and fund information, a fully automated application and enhancements for people with disabilities.

Received 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities, for exceptional fiscal accountability and transparency.

Issued a whitepaper, "When Health Insurance Is Not Enough: How Charitable Copayment Assistance Organizations Enhance Patient Access to Care," outlining "best practices" for pharma and biotech leaders when evaluating charitable patient assistance organizations.

Spread our message with more than 93 million media impressions in news outlets, including NPR, Yahoo!, Reuters, *Boston Globe*, *San Francisco Chronicle* and *Washington Business Journal*.

“Sonja was very sick and had to have many injections for her blood after chemo. It was almost more than we could handle. We were retired and on a fixed income. HealthWell Foundation came to the rescue with copayments and assistance. They were a lifesaver during her illness. She passed away on May 18, 2012, but I thank God for everything you did for us. I have asked friends and relatives to please donate to HealthWell Foundation in her honor. It is a wonderful way to help others with a need as we had. God bless your efforts.”

—*Sonja's husband*
Greenville, TN



“I can’t say enough good about HealthWell Foundation. If it weren’t for your help, I would never be able to get my medication. The

cost of my shots is way more than I could ever afford. It was easy for me to apply for your help. I would hate to think what my health would be like without your help. I can’t thank you enough. I have a daughter with MS and I am her caregiver. So, I have to stay as healthy as I can for her.”

—*Marilyn*
Bryan, OH

SUCCESS STORIES



“In 1994, I had to have a quadruple heart bypass. Then in 2012, my white blood count was sky high. Another “bump.” It was Chronic Myeloid Leukemia (CML). With more testing, I encountered another “bump,” which turned out to be lung cancer. This was eliminated by surgery. But, let’s go back to the CML. This disease can be controlled by a small pill taken once a day. This pill has an astronomical cost but is necessary to keep me alive. While it is extremely important to take it, the cost can financially destroy me. This was truly a big “bump,” but through the staff at my oncology center, I was introduced to and accepted by the HealthWell Foundation. To the Foundation, I will be forever grateful. How do you say “thank you” to an organization that gives you life, peace of mind, and a future? From the bottom of my heart, thank you!”

—*Cliff*
Faith, NC

“If it wasn’t for your grant for my copay, I would not be able to get my medication. You have helped me for several years and I am so grateful to the Foundation for the assistance. This medication has saved my life and without it I am constantly hospitalized and ill. Thank you so much for your years of help for me; it is the only place I have been able to get copay assistance.”

—*Esther*
Corinth, TX

From Our President



The HealthWell Foundation has been connecting adults and children with required medications since our inception in 2003. Our endeavors are centered on offering an improved quality of life for those managing chronic and life-limiting illnesses.

While we proudly serve as the conduit between patients and the medications they urgently need, we do not perform this work alone. In fact, we could not meet any of the demands for assistance that we see each day without the ongoing and bountiful generosity of our committed donors. Charitable grants made by the HealthWell Foundation have directly improved access to care for more than 173,000 patients to-date by removing the number one barrier they face: the ability to afford treatment.

The key to sustained benefit in this charitable business model is two-fold: ongoing donations must come in to fund the critical work performed by the Foundation, and the Foundation must be extremely efficient in the management and distribution of its funds. To this end, I believe the HealthWell Foundation is unmatched in its standard of excellence. We consistently hone systems and practices to ensure that services are provided with maximum efficiency and at the lowest possible expense.

In 2012, we enhanced access to our systems even further by creating and launching two cloud-based, online portals for providers and grant recipients. We also implemented automatic provider reminders for missing documentation and lack of patient utilization of a grant—both of which could cause a patient's eligibility for a much needed grant to lapse.

On an ever-increasing basis, individuals are coming to the HealthWell Foundation through our website. In 2012, we addressed this growing platform and launched a new website that is fully compliant with the World Wide Web Consortium Web Accessibility Initiative. The entire site was designed to provide enhanced access to general information, grant data, open and closed funds, and the grant application process itself—even for those who may be visually impaired.

Demand for our grants is expanding and, thankfully, so is our circle of donors. We must continue our joint efforts to increase patient access to care so we may achieve our common goals of proper disease management and improved patient outcomes. On behalf of the HealthWell team, including its Board of Directors, I would like to thank each individual and corporate donor who supported our work in 2012. You allowed us to serve almost 40,000 patients in need.

With the cost of medical treatments and prescription medications on the rise, we must strive even more diligently to remain a viable solution for those who rely upon us to live. I thank you for joining us in this difficult and yet very rewarding pursuit.

With warm regards,

A handwritten signature in black ink, appearing to read 'MPSundeen', written in a cursive, flowing style.

Mary P. Sundeen
President

Who Do We Assist?

Age breakdown: under 35 (6%), 35-49 (13%), 50-64 (32%), 65+ (49%)

Marital status: 47.3% of our patients are single and 52.7% are married

Gender: Female (61.8%), Male (38.2%)

Top disease areas: Moderate to Severe Asthma (21.2%), AutoImmune (including Ankylosing Spondylitis, Psoriatic Arthritis, Psoriasis, Rheumatoid Arthritis) (9.2%), Chemotherapy Induced Neutropenia (8.7%), Immunosuppressive Treatment for Solid Organ Transplant Recipients (8.5%)

Top 10 states assisted: Florida, Texas, California, Pennsylvania, Ohio, New York, North Carolina, Georgia, Tennessee and Arizona

Household size: 1 (37.9%), 2 (43.5%), 3 (8.7%), 4+ (9.9%)

Our patients' average income by household size is between 163% and 196% of the Federal Poverty Level (163% = \$18,174 for a 1-person household; 196% = \$29,596 for a 2-person household).

Average grant amount in 2012: \$2,400

Proportion of assistance requests for premium: 5.08%

Requests in Spanish: 779

Referral sources:

Provider/Physician's Office (35.10%), Reimbursement Support Lines/Manufacturer (19.39%), Pharmacy (11.55%), Case Manager/Social Worker (10.98%), Another Foundation (4.95%), Financial Counselor (4.88%), Private Payer/Insurer (3.28%), Website, Patient Advocacy Organization, Public Payer/Insurer, Word of Mouth, Another HealthWell Patient, Media, and Elected Official (Less than 10%).

DISEASE AREAS

In 2012, we assisted close to 40,000 insured individuals in affording their medical treatments in the following disease areas:

Acute Porphyrias
Age-Related Macular Degeneration
ANCA-Associated Vasculitis, Wegener's and Granulomatosis with Polyangiitis
Anemia Associated with Chronic Renal Insufficiency/Failure
Moderate to Severe Asthma
AutoImmune (including Ankylosing Spondylitis, Psoriatic Arthritis, Psoriasis, Rheumatoid Arthritis)
Bone Metastases
Carcinoid Tumors and Associated Symptoms
Chemotherapy Induced Neutropenia
Chronic Gout
Chronic Myeloid Leukemia
Cutaneous T-Cell Lymphoma
Cytomegalovirus Disease
Dupuytren's Disease
Head and Neck Cancer
Idiopathic Thrombocytopenic Purpura
Immunosuppressive Treatment for Solid Organ Transplant Recipients
Inflammatory Bowel Disease (including Crohn's disease and ulcerative colitis)
Iron Overload as a Result of Blood Transfusions
Metastatic Melanoma
Non-Hodgkin's Lymphoma
Post Menopausal Osteoporosis
Secondary Hyperparathyroidism
Systemic Lupus Erythematosus
Wilms' Tumor

Our Supporters and Partners

We are honored to have working relationships with hundreds of organizations and businesses—some of whom are also donors—to help us fulfill our mission by providing information to patients, enhancing our program services, and raising awareness about copayment assistance. We would like to thank several organizations, in particular, for their assistance and support:

AB Data
Accounting Seed
Accredo Pharmacy
Aetna Specialty
Axiom Pharmacy
Bank of America
BioMedical Insights
CancerCare
Caremark Specialty Pharmacy
Covance
 Market Access Services
 Health Economics and
 Research Outcomes
 Specialty Pharmacy
DaVita
Diplomat Pharmacy
Document Management Solutions
Florida Cancer Specialties
Fresenius
Harper Engraving
HCMA Kidney Transplant Clinic

IMA Consulting
Mintz, Levin, Cohn, Ferris, Glovsky
and Popeo PC
Morgan Stanley
New Target
Ober|Kaler
Ohio State University Medical
Center (Transplants)
Raffa & Co.
Right Source Pharmacy
SalesForce
South Texas Oncology
Spencer Dermatology Associates
Swift Global
Texas Oncology
THC Pharmacy of Nevada
Total Life Care Pharmacy
UNC Hospitals
US Oncology
VoxVerde
WHITECOAT Strategies

Your Generous Support Changes Lives

HealthWell is supported by contributions from corporations and private individuals, many of whom have been touched by the work we do. The Foundation is entirely independent and is not controlled or influenced by any of its donors. The assistance that HealthWell provides to patients is based on objective criteria that the Foundation applies consistently and in accordance with applicable laws.

As a copayment assistance foundation, HealthWell operates within a complex regulatory framework. The regulations governing the health care industry, as well as a favorable Advisory Opinion that the Department of Health and Human Services Office of Inspector General (OIG) issued to HealthWell, set standards that HealthWell must meet to stay in compliance with applicable laws. According to its OIG opinion, the Foundation may not disclose the identity of its donors. This ensures that we are able to operate independently and in the best interests of our patients.

Thanks to our dedicated donors, we offer patients a chance at positive health outcomes and proper disease management—goals that we are powerless to achieve alone. Through the generosity of our donors, HealthWell has already provided financial assistance to more than 173,000 patients who, without such assistance, would likely have been unable to afford medically necessary treatments. Each year, we strive to assist as many patients as possible through the donations we receive.

Thank You for Helping Us Help Others

Each day, we receive hundreds of calls from patients, providers, and pharmacies who pose a variety of questions to our call center representatives. Throughout the year, callers are asked to participate in a quick survey to let us know how we're doing and how we may be able to make their HealthWell experience even better. We would like to thank those of you who took a moment to take the survey, and we wanted to share the feedback we received from the call center representatives.

- Patient and provider portals are a huge success—more than 1,000 providers and close to 1,600 patients have utilized the online portals to manage their grants.
- Website visitors appreciated timely updates on disease funds, and program updates, especially during re-enrollment.
- Callers applauded updates to our automated phone system, which now provides the option to skip prompts and reduce hold times.

Your feedback is very important to us and helps us make enhancements to our processes so you can spend less time worrying about your grant and spend more time focusing on getting and staying healthy.

“Since my kidney transplant, the cost of medication has become a great concern to me. I receive Social Security and I’m disabled. When I went to dialysis, I always heard about rejection medications. Now since the transplant, I no longer have support from the American Kidney Foundation and my employer has changed to providers with copayments. It’s hard to live with the tiny disability checks I receive. The transplant coordinator and social worker at VCU have enrolled me in the HealthWell program and have lifted a lot of the worry off me. I was concerned about the medications and supporting the new kidney. HealthWell has made it possible to receive the medications I need to take care of the new kidney.”

—Charles
Norfolk, VA



“The HealthWell Foundation was a life saver for me and my family. I have had a history of heart disease. I have had four open heart surgeries and now had a heart transplant, which was very successful. At the same time this was happening to me, my husband got laid off from work, couldn’t find a job, and I had no income. I couldn’t afford the copayment for the transplant medication. One day while I was at the doctor’s office someone told me about the program and they helped me apply. I tell friends and family the HealthWell Foundation was the “hope-well” foundation for me.”

—Donna
Amelia Court House, VA

SUCCESS STORIES



“First, thank you for your help. With a high deductible on our insurance it would be hard for me to afford the medication that has made such a difference in my life. I have had psoriasis for 30 years and it has been VERY difficult for my doctor to treat. Nothing seemed to work until new medications became available. With these medications, I am able to have a somewhat normal life, no more hiding my skin. For the first time in 30 years, I am able to wear a t-shirt and shorts in public. I am also able to go have a haircut, at a salon, instead of trying to cut it myself. I could go on about the small things, but I don’t think there is enough space. Like you say in your video, “I am the face of HealthWell.”

—Sue
Elizabethtown, KY

“In August of 2011, I gave birth to a beautiful baby girl. Unbeknown to us, she had a defect in her lungs and passed away after 13 hours of heroic efforts to save her life. The following month, I experienced a significant flare up of my asthma after years of minimal episodes. My doctors put me on a regimen of medication to try to control the attacks. I didn’t realize until January of 2012 how incredibly expensive my medications were. I contacted the drug companies and they referred me to the HealthWell Foundation. I filled out a form online and thought I would just receive further information. I was completely blown away when only a few days later I received a letter stating that I had been approved for a grant. Immediately, I burst into tears. I have been truly overwhelmed by the generosity of those who give to the HealthWell Foundation to ease the burdens of others in need.”

—Rebekah
Troy, OH

Making the Most of Your Donation

HealthWell has a proven track record of using donations effectively and efficiently. Recognized by *Forbes*, Charity Navigator and *The Chronicle of Philanthropy* as one of America's largest and most efficient charities, HealthWell ensures that your generous gift directly supports patients in need. We work in every way possible to maximize the percentage of each dollar donated and to serve the most patients with our donated funds. All administrative and fundraising costs are financed by HealthWell and are not taken out of any donation, which means that 100% of your donation goes directly to patient grants and services.



Give online: www.HealthWellFoundation.org



Text GIVEMEDS to 20222—\$5 donation



Mail your check payable to the HealthWell Foundation:

HealthWell Foundation
9801 Washingtonian Boulevard, 9th Floor
Gaithersburg, MD 20878



Phone: HealthWell's Development Office
240-632-5300



Email: support@healthwellfoundation.org

Our financial information can be obtained by contacting us at the above address or by visiting our website at www.HealthWellFoundation.org.

Make a Difference With Us

There are many ways you can lend a helping hand.

Outright Gifts

Your generous tax-deductible gift at any level will help patients pay for life-changing medical treatments they otherwise would not be able to afford. There are many ways to give:

- Become a monthly supporter
- Make a one-time cash gift
- Give in memory of, or in honor of, someone special
- Make a charitable gift of stocks, bonds or mutual funds

Estate Gifts

You can make an extraordinary difference in the lives of others by making a planned gift to the HealthWell Foundation. Remembering the HealthWell Foundation in your will or trust is one of the most meaningful gifts you can offer to those who struggle with chronic illness and need the financial support for their lifesaving medications when their insurance simply isn't enough. For more information on how you can include the HealthWell Foundation in your estate plans, please contact our Development Office at (240) 632-5300 or email support@healthwellfoundation.org.

Workplace and Matched Gifts

Employees can support the HealthWell Foundation by naming the Foundation as a recipient of a workplace campaign contribution. Many employers will match personal gifts made by their employees, sometimes even offering to triple an employee's personal donation. Please contact your Human Resources Department to find out if your company offers a workplace giving program or if they will match your gift to the HealthWell Foundation.

Corporate Gifts

There are many ways for companies to get involved with the HealthWell Foundation. Opportunities are available to launch new programs and cause-marketing campaigns or to support one of our current disease funds. Your support allows us to keep funds open, create new funds for priority diseases, and meet the growing need for our services. Please contact HealthWell's Development Office at (240) 632-5300 to discuss how we can partner; we would be happy to work with you to design a partnership with mutual impact.

Connect with Us—Follow and Tweet

Even if you are not in a position to make a monetary contribution to HealthWell, helping us spread the word about the important work we do can make a significant impact on the life of a patient who needs a helping hand. Like us on Facebook and follow us on Twitter to help broaden our reach and increase awareness about our programs and resources. You could change someone's life with a simple post or tweet!

Please visit us online at www.HealthWellFoundation.org to learn more and to make a tax-deductible gift today.

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Director of Finance & Human Resources

Rita Coleman
Associate Director of Operations

Ginny Dunn
Associate Director of Communications & Marketing

Collin Alexander
Accountant

Tim Vawter
Foundation Coordinator

Judy Murphy
Senior Accountant (PT)

“I have been truly overwhelmed by the generosity of those who give to the HealthWell Foundation...”



“I have severe/aggressive RA. I take SO many medications to try to control it and very few work well. Finally, I found a biologic that does help. I need to receive it via an IV every 4 weeks. Unfortunately, being on disability and Medicare, the copay for this drug is nearly \$500 a month. There is NO way I could afford

to take it, which condemns me to a life of degrading joints, pain and disfigurement. Thanks to grants from HealthWell, I can now get the medication I need to keep my disease at bay! Thank you so much from the very bottom of my heart for helping me! Without your wonderful help, I hate to even think of what my life would be like. With this medication, I have felt good enough to work with the Arthritis Foundation to spearhead our local Arthritis Walk, advocate on local radio, and go to Washington, DC to speak to our Senators about the importance of coverage for these drugs through Medicare. HealthWell made all of this possible!”

—Brad
Myrtle Beach, SC

Revenue and Expense Summary

2012 REVENUE

Expense Ratios

Patient Grants and Services	96.55%
Management	1.90%
Fundraising	0.69%
Education and Outreach	0.85%

Revenue

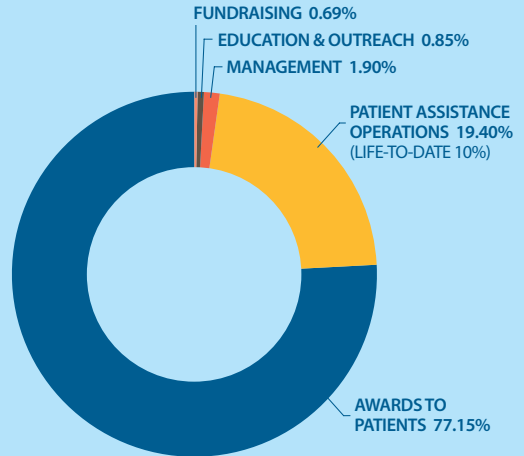
Donations and Other Income	\$ 42,379,225
Investment Income	\$ 2,348,357
Total Revenue	\$ 44,727,582

Expenses

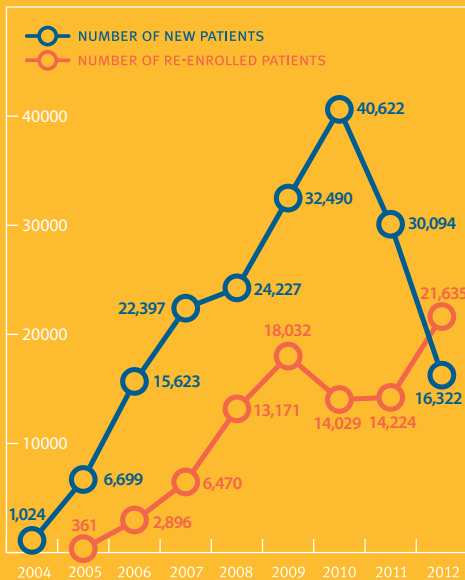
Patient Grants and Services	\$ 46,237,296
Management	\$ 911,559
Fundraising	\$ 331,926
Education and Outreach	\$ 406,755
Total Expense	\$ 47,887,536

HealthWell's Grant Process. To ensure continuity of care, we award a grant to a patient for a 12-month cycle. However, not every patient uses his or her full grant. In these cases, we reallocate the unused grant to other patients in need as quickly as possible. This means we award some of our grant dollars more than once.

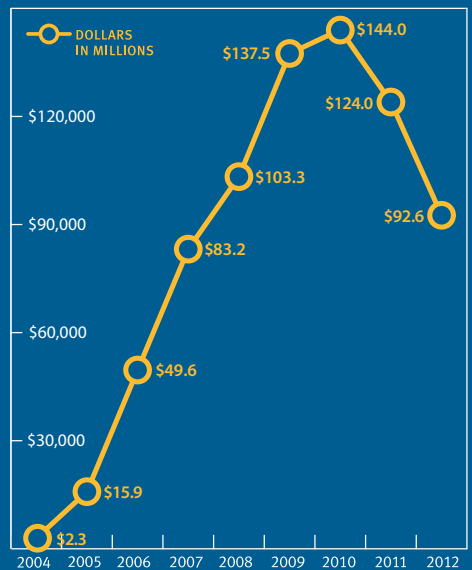
2012 EXPENSES



PATIENTS ASSISTED



GRANTS AWARDED



2012 STATEMENT OF FINANCIAL POSITION

(AS OF DECEMBER 31, 2012)

Assets

Cash and Cash Equivalents	\$ 749,194
Investments	49,677,529
Interest Receivable	140,179
Pledges Receivable	13,000,000
Prepaid Expenses	27,409
Computer Software and Equipment, Net	418,285
TOTAL Assets	\$64,012,596

Liabilities and Net Assets

Liabilities

Accounts Payable and Accrued Expenses	\$ 1,267,492
Patients Commitments Payable	1,305,714
Portfolio Loan Payable	3,000,000
TOTAL Liabilities	\$ 5,573,206

Net Assets

Unrestricted	\$ 4,024,576
Temporarily Restricted	54,414,814
TOTAL Net Assets	\$58,439,390

TOTAL LIABILITIES & NET ASSETS **\$64,012,596**



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healthwellfoundation



“The HealthWell Foundation is like a quiet angel that has beautiful angels that donate to them.”

—Jana



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FOUNDATION®

HealthWell Foundation

9801 Washingtonian Blvd.
9th Floor
Gaithersburg, MD 20878

“I tell friends and family the HealthWell Foundation was the ‘hope-well’ foundation for me.”

—Donna



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@HealthWellOrg

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