



July 2012 Quarterly e-News Update

## NEWS

Get Assistance

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### HEALTHWELL LAUNCHES NEW WEBSITE WITH ENHANCEMENTS FOR PEOPLE WITH DISABILITIES

It is with great excitement and enthusiasm that we announce the launch of our new, Web Content Accessibility Guidelines (WCAG) 2.0 approved website. Our new and improved website is even more user-friendly, offering visitors quick and immediate access to up-to-date information regarding funds, the application process (including a fully-automated application), news, patient testimonials, and much more.

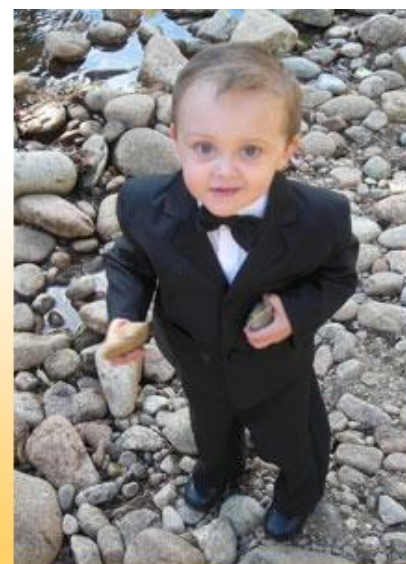
In our continual effort to provide unprecedented customer service, we developed our new website with a focus on you, our donors, patients, providers, and friends at advocacy groups across the country. We have taken great pride in the development of our new site which has been designed using specialized color schemes, fonts, and layout to enhance accessibility for people with disabilities. It complies with best practices and standards as defined by the World Wide Web Consortium Web Accessibility Initiative (W3C WAI). To learn more about our site accessibility, click the accessibility link located at the bottom of any page on our site.

That's not all! Here are just a few of the features you will enjoy:

- Fully-automated grant application form
- Enhanced access anytime, day or night, to help you manage your grant information through our online tools:
  - MY PATIENTS - MY PORTAL™ (for providers)
  - MY HEALTH - MY GRANT™ (for patients)
  - PHARMACY CARD LOOKUP TOOL™ (for pharmacies)
- Videos and testimonials from our grant recipients
- Enhanced social media features

We invite you to check out our new look and functionality by visiting us at [www.healthwellfoundation.org](http://www.healthwellfoundation.org). Once you've had a chance to see for yourself, drop us a note at [support@healthwellfoundation.org](mailto:support@healthwellfoundation.org) to share your feedback! Enjoy the site and we look forward to hearing from you.

### HealthWell Making a Difference



"Our son (Ethan) was born very sick. He spent 5 weeks in the NICU, 2 of which were on a ventilator. When we finally brought him home, we knew I had to stay home with him. If we put him in daycare, we knew he would get sick and that would be hard on his lungs. With me not working, it put a huge cloud over our finances. We quickly found out that his asthma medication was not cheap, even with insurance. I also found out that there isn't a lot of help for people who have insurance and a decent job. I spent hours and hours on the internet and the phone trying to find some help. One day I found HealthWell. (continued)



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## MEET THE TEAM THAT MAKES IT HAPPEN FOR OUR GRANT RECIPIENTS

Each quarter, we are honored to share a few of the wonderful stories and testimonials our grant recipients send to us. These are stories from real people whose lives have in some way been touched by HealthWell. Beginning with this issue of *The Pulse*, along with these touching stories, we will begin featuring HealthWell team members who work hard each day to make a difference in so many lives.



This quarter, we are proud to spotlight Ms. Krista Zodet, Vice President of HealthWell. Prior to being promoted to Vice President this year, Krista was HealthWell's Director of Operations and Donor Relations for seven years. She has been with the Foundation since 2005 and has led the charge for its continued growth. Through the years, Krista's tireless efforts have been an integral part of making HealthWell a steadfast copayment foundation with the sole mission of helping patients afford the medications they need.

Krista commented, "It is an enriching experience to know that each day we are able to make a positive difference in the lives of so many people and I am honored to work for a non-profit whose sole purpose is to help those in need. You don't really get the full impact of what we do until you hear it from someone we've been able to help. My favorite thank you was from a mom who, with our help, started her arthritis treatment and after just a few months was able to finally hold her infant son on her own." Krista continued, "When I read the thank you notes from patients, their friends and families, I think *this is why we do what we do, this is why we're here – we're making a difference*. Helping patients is the driving force that motivates me and the HealthWell team each and every day."

In her new role, Krista will head the Foundation's strategic planning efforts and will provide executive leadership and oversight for all HealthWell operations. Please join the HealthWell team in congratulating Krista on her outstanding achievements and her well-deserved promotion!

## HealthWell Making a Difference

We applied thinking we would be denied. The day I got the acceptance letter in the mail, I sat on the kitchen floor and cried. I felt a sense of relief. Finally, something was going right. We cannot be more grateful for all the help HealthWell has given us."

Cyndi (Ethan's Mom)  
Midland, TX

"Yes, it is a joy to give back to the Foundation! Our copay for the shots Billy receives once a month is \$100. We are so blessed to receive your help with this. We give \$100 and praise God for you taking our burden the other 11 months. We hope you will be able to help relieve the burden of others as you have ours. May the Foundation be blessed with an overwhelming response of donations!"

Billy & Linda  
Wartburg, TN

"I just want to thank the Foundation so much for the assistance I am receiving with my copays. I have been disabled all my life and have never been able to support myself. So when my copays went from 0 dollars to \$100.00 a month, I just couldn't afford it. This Foundation is a real blessing! Thank you for all you do."

Annette  
N. Tonawanda, NY



## FUND REMINDER

HealthWell's Systemic Lupus Erythematosus (SLE), Secondary Hyperparathyroidism (SHPT), and Dupuytren's Disease funds are open to new and re-enrolling patients. New patients may determine eligibility and apply [online](#) anytime or call our hotline at 800-675-8416 Monday through Friday 9:00 a.m. to 5:00 p.m. EDT.

Additionally, our Iron Overload fund is now accepting re-enrollment applications. Please call our hotline to speak with a HealthWell representative and to complete the re-enrollment process.

## DID YOU KNOW?

### HAPPY ANNIVERSARY

In June, we celebrated the one-year anniversary of our new grants management system. The response to this fully-automated system has been overwhelming! Through our new system, we have increased efficiency through same day approvals, faster payment processing, and the best features – **LESS PAPERWORK AND QUICKER PATIENT ACCESS TO MEDICATIONS!**

With this system, we can offer provider and patient portals for ongoing grant and payment management. Users need only register once: providers build their portfolio to meet their needs and patients have instant access to their grant information – current and previous.

MY HEALTH - MY GRANT™  
(For Patients)

MY PATIENTS - MY PORTAL™  
(For Providers)

PHARMACY CARD LOOKUP TOOL  
(For Pharmacies)

Thank you for making our new grants management system a huge success. Building tools and services for you is making us stronger!

## HealthWell Making a Difference

"I am a recent kidney recipient and I had not thought how I would afford the medication I need to stay healthy after the transplant. I was told about your Foundation and completed the application. In my mind, I thought I am not going to hear from anyone, but to my surprise, I did hear and was given a grant. I was never so happy and appreciative to the folks at HealthWell Foundation. Thank you to everyone."

Elizabeth  
Clinton, MD

"I am so thankful for the grants I have received from the HealthWell Foundation. My monthly income does not cover even half of the cost of my medicine. Without the grant, I could not meet the medical challenges that I have each month. It means a lot to know that people (HealthWell Foundation) care enough about others and give the help and support that we need in times of hardship. Congratulations for being recognized by Forbes. Thanks for being there and for helping people. God bless all of you."

Judy  
Harrisonburg, VA



## **AUTOMATIC REMINDERS HAVE BEEN ADDED TO OUR SYSTEM TO MAKE YOUR LIFE EASIER**

HealthWell's grants management system now provides automatic reminders regarding patient grant submissions for reimbursement. Please remember that the only way we know whether or not a patient still needs assistance is when we see them using their grant. If you (or your patient) has not used a HealthWell grant, or submitted a request for reimbursement in the past 45 days, the system will automatically generate a gentle reminder that you only have 45 days left in which to do so. So that we may consistently return unused money back into funds to serve more patients, HealthWell routinely deactivates and closes unused funds after 90 days. Remember to submit at least every 90 days to keep your grant active!

## **HOW YOU CAN HELP**

### **THERE'S ALWAYS TOMORROW . . .**

. . . but that's not always the case for a child suffering from a chronic or life-altering illness who desperately needs access to critical medications. Every week, HealthWell receives numerous phone calls from parents and caregivers requesting assistance for a child in need. Sadly, we often have to say "no" to these requests because we don't have a fund to cover their specific disease or illness. **You** can change that today by supporting [HealthWell's Pediatric Assistance Fund®](#) which will allow us to say "yes" to these requests regardless of a child's disease state. This very special fund is designed to assist any insured child, no matter what serious illness they may be facing. Please [donate](#) today to help little children like Ethan.

## **HealthWell Making a Difference**

"I was very sick for about two years. I would be on medications and as soon as I would finish taking them, my condition would get bad again. After months of trying different medications and a lot of doctor and medical bills, the doctors decided to try some injections to see if it would help. Insurance would not cover expenses, so my allergy doctor sent in my history and forms to help pay the expenses for the injections. The injections were very expensive and I am on a fixed income. There was no way possible I could pay for the treatment. Thank God and the HealthWell Foundation. I am getting my injections and I'm healthier than I've been in several years. Thank you so much for saving my life HealthWell Foundation!"

Larry  
Philadelphia, PA

## **HOW ARE WE DOING?**

Your voice counts in so many ways. In our continuing effort to provide you with superior customer service, we created a survey just for you. The next time you call us and speak to one of our representatives, we invite you to complete the HealthWell Foundation Customer Service Satisfaction Survey. This quick survey will tell us how we're doing and give us ideas on how we may continue to improve our service to you.