



## NEWS

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### HEALTHWELL FOUNDATION APPOINTS KRISTA ZODET AS NEW PRESIDENT

Earlier this month, the Board of Directors announced the appointment of Krista Zodet as the new President of the HealthWell Foundation. Krista has been a valuable member of the Foundation's management team since 2005 and has served in positions of increasing responsibility, most recently serving as HealthWell's Interim President, in addition to her role as Vice President.

Krista commented on her new role, "Having worked within the organization for the past eight years, I'm proud of the difference we've made in so many lives by helping patients to stay compliant and receive the treatment they need." For the full announcement, [click here](#).

### DOES THE CHANGING HEALTHCARE LANDSCAPE HAVE YOU PUZZLED?

In spite of the Federal Government's recent shut-down, implementation of the various phases of the Affordable Care Act (ACA) have remained on track. On October 1, 2013, many states initiated Exchanges (or Health Insurance Marketplaces) to help individuals and groups research health insurance plans, apply for coverage and enroll. Under the ACA, all states must have an Exchange in place by January 1, 2014 or the Federal Government will establish one and run it on the state's behalf. Most American's will be required to have health insurance coverage or face a penalty beginning in 2014.

State exchanges are just one of the many facets of the ACA. The ACA will significantly change the way American's access and pay for their healthcare. There are many pieces to the ACA puzzle and it's scheduled to take years for full implementation.

Do you know all you need to know about the Affordable Care Act and how it will affect you and your family? Will you be ready for the next phase? We've done some research for you and hope you find the resources listed below helpful.

### HealthWell Making a Difference



"Our daughter, Anna, was born with a birthmark on her face and scalp. A CT scan of her head confirmed the diagnosis of Sturge-Weber Syndrome, a rare disorder affecting the brain. When she was just 3 weeks old, she had her first set of seizures. It was terrifying to see her little body so out of control. She was admitted to the hospital and started on medication. The doctors were able to control the seizures, but never for too long.

In January, Anna was scheduled to undergo a radical surgery to remove the diseased half of her brain. We knew this could offer her a future without seizures, but we also knew the incredible cost we faced. With the help of the HealthWell Foundation, Anna had her surgery. She is back home seizure free - healing and



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- [Kaiser Family Foundation](#): Offers a variety of resources to help you better understand the ACA, including state information, reform subsidies, and frequently asked questions
- [Healthcare.gov](#): Provides valuable information on Health Insurance Marketplaces and how to use them, basic insurance information, as well as information on your rights, protection and the law
- [HHS.gov/Healthcare](#): Provides resources about the law, coverage, costs, and care

### MEET THE HEALTHWELL TEAM

In this issue, it is our pleasure to introduce you to Rita Coleman, a dedicated team member who gives new meaning to the word "special" at HealthWell. Rita joined the HealthWell team in 2010 and serves in a multi-functional role as Associate Director of Operations - Program.



Her healthcare and patient experience began many years ago while working as an Executive Assistant with a pharmaceutical firm. Her full transition occurred once she received her master's in public health with a focus on adolescent obesity and growth. Rita's responsibilities range from overseeing all Special Exception cases to managing daily program operations for HealthWell's call center.

Rita is motivated by her heartfelt compassion for each patient that writes to ask for assistance. Rita tells us, "Reading the letters and getting to personally know the patients gives me a strong sense of respect for what they are going through. Often times I find myself on long phone conversations with patients listening to their personal frustrations and sometimes the victories that mean so much."

"I started this journey learning about the many aspects of private and corporate donations; then moved onto donor relations and grant writing, but the most compelling and best fit for me has been helping patients directly with grant processing and special exceptions. Each patient has a unique situation and sometimes even when we are unable to assist them through our program, it is rewarding to find other resources that might be able to give relief during a desperate situation."

## HealthWell Making a Difference

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growing. Our family has been able to focus our attention on Anna's recovery knowing the financial burden has been reduced.

We are so grateful for the financial support the HealthWell Foundation has offered to us. With their help, we are able to celebrate the wonderful little girl God has blessed us with and we look forward to her bright future."

Mary (Anna's Mom)  
Delta, PA

"My husband entered the "donut hole" in May 2011 and we live on a fixed income. Between his expensive heart medications and his asthma medications, we were facing a situation of lowering our monthly food budget to pay for these needed medications. My husband did not want to continue these medications under these circumstances. I was put in touch with a county agency that led us to the HealthWell Foundation website. Our income was just over the guideline for the reduced cost medication program because our state includes the Social Security Medicare premium - Part B as income. We applied for HealthWell Foundation grants and were approved for his asthma medications. He's

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"On many occasions, I have been asked to pray with a family and, of course, for them privately. Each day is new and none are the same...that is what is best about working for an organization whose goal is to bring some happiness to the special families who touch our lives every day."

### HEALTHWELL'S PEDIATRIC ASSISTANCE FUND IS OPEN!

It's heart wrenching to pick up the phone or open a letter to learn of a parent's struggle to afford medical treatments for a sick child. These families would reach out to us for a helping hand, but unfortunately, if we didn't have a fund open that covered their child's disease or condition, we had to turn them away. As you can imagine, it didn't take long for us to realize — that just wouldn't do! No child should ever have to do without life-saving medications or treatments because they don't fit into a specific disease fund.

It is with great excitement and enthusiasm that we announce the recent launch of the HealthWell Pediatric Assistance Fund® (PAF). Through the fund, we are now able to assist children 18 years old or younger living with a chronic or life-altering condition that their families are struggling to treat due to cost. The fund is not specific to any disease or condition, so we can offer a helping hand to families so their children can start or continue critical medical treatments, regardless of their illness.

We wanted to introduce you to Anna, a brave little girl who recently underwent a life-changing surgery to treat Sturge-Weber Syndrome, a rare brain disorder. Through a grant from PAF, we were able to ease some of Anna's family's financial burden so they can focus on watching Anna grow up! Learn more about the [Pediatric Assistance Fund](#) and how to apply here.

In just the few short months that the fund has been open, we have been able to assist more than 20 families with out-of-pocket costs associated with their child's (or children's) illness. Please consider a tax-deductible [donation](#) to the Pediatric Assistance Fund today so we can help more families like Anna's access life-saving medical treatments for their child.

### HealthWell Making a Difference

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breathing much better now – in many ways. Thank you."

Vicky  
State College, PA

"I had a kidney transplant in 2009. My 34 year old son was my donor. As they were preparing us for surgery, a young nurse approached us and said she will be my son's operating room nurse. A few days after surgery they started dating and got married the next year. I will be a grandmother to twin boys in a few months. I lost my job and paying the high copayments for immuno-suppressive medications is hard. Thanks to the HealthWell Foundation, now I can afford them. I promise as soon as I can, I will donate to this Foundation."

Rozik  
Tujunga, CA

"Thank you HealthWell. You have given me back some of my life. Without your assistance with copays, I would never have my treatment. I could not afford it every 2 months, which is 6 times a year. I am so thankful and so very blessed for your assistance and for my better quality of life. I donate when I can to your Foundation so it will help others just like me. Thank you for your assistance."

Kim  
Weiser, ID

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## DID YOU KNOW?

### HELPFUL TIPS TO ENHANCE YOUR HEALTHWELL EXPERIENCE

We take great pride in providing unprecedented customer service to our grant recipients, providers, and advocates. Our call center representatives stand ready to serve you and to make your HealthWell experience as pleasurable as possible. To help us help you, we thought we'd pass along a few tips to keep in mind when speaking with a HealthWell call center representative.

- Our website provides up-to-date information regarding funding availability, processes, and a list of medications covered. Before applying for assistance, please visit the [Diseases and Medications](#) page of our site to determine if your fund is open **and** your medication is covered.
- We currently offer patients the option of choosing to submit paper claims for reimbursement or to utilize the HealthWell pharmacy card. *The pharmacy card is not available for all funds*, and we may require a paper claim submission if we are unable to verify insurance. If the pharmacy card is an available option for the fund, the patient will be asked to confirm their reimbursement preference.
- Once a patient has been pre-approved for a grant, they are required to submit the front and back of all insurance cards. If some insurance cards are missing, it could cause a delay in fully approving the grant.
- While we do provide assistance for medication copayments and premium payments, under our disease specific funds, we do not cover administration fees, office visits, doctor's charges or facility fees for infusions or injections.
- If you are audited and do not submit the required documents within the 15-day timeframe, you will be required to submit income documentation for any and all subsequent grants prior to approval.

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"I have just started my treatment and cannot tell if the medicine is going to help. I have tried many rheumatoid arthritis traditional medications with adverse side effects. If the HealthWell Foundation had not helped with my coverage, I probably would not have had access to this newer drug. I just want to say a big "THANK YOU.""

Brenda  
Grove City, OH

"We didn't think we would ever be able to afford such expensive medications after my husband's double lung transplant, but finding HealthWell was a godsend for us. My husband's condition began several years ago in which he had an autoimmune disease that caused scar tissue to form in his lungs, causing pulmonary fibrosis. After a year and a half of being listed, we got the call for the transplant. The day before he was discharged from the hospital, we were told what medications he needed and how much they would cost. We would need to pay out of pocket well over \$2500.00 by the next day. Thankfully, our family had done a couple fundraisers and we were able to use that money to pay for the medicine for the first month. Beyond the coverage gap, the copays are still so expensive that we needed to find other help. That's where we found the HealthWell Foundation. Thank you very much for the generosity of everyone who has donated to

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## HOW CAN YOU HELP?

### **YOUR POST OR TWEET CAN MEAN SO MUCH TO A PATIENT IN NEED!**

Even if you don't have the means to make a monetary donation to the HealthWell Foundation, you can make a difference in the life of a patient in need. It's easy. Simply "Like" us on Facebook and follow us on Twitter. Did you know that by helping us spread the word about the important, often life-saving, work we do, you could be helping a patient gain access to medical care? If you haven't already, please take a moment to help us reach those who may need a helping hand with out-of-pocket medical expenses. Like us on Facebook and follow us on Twitter and change a life today!

## HealthWell Making a Difference

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make the funds available to people like us."

Debbie  
Aliquippa, PA

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