



Winter 2014 Quarterly e-News Update

NEWS

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A MESSAGE FROM HEALTHWELL FOUNDATION PRESIDENT, KRISTA ZODET

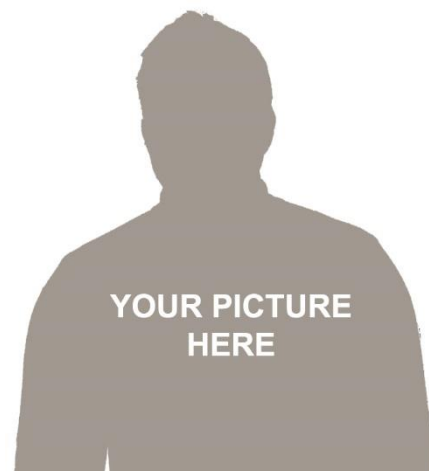
It's hard to believe it's already March. In spite of the brutal winter that has engulfed the East Coast and impacted our neighbors to the South, 2014 is off to a great start at HealthWell. It would be unfair to issue our first newsletter of the year without reflecting on the many successes we attained in 2013. First and foremost, none of our achievements would have been possible without the support of our donors. Through continued support from our individual and corporate donors, we have been able to assist more than 173,000 insured Americans in gaining access to critical, often life-saving, medical treatments. On behalf of our Board of Directors and the entire HealthWell team, THANK YOU!

Throughout 2013, we executed new operational processes to further enhance the HealthWell experience for grant recipients, providers and pharmacies. These enhancements included the implementation of a 12-month grant cycle to ease the year-end re-enrollment rush and the establishment of automatic reminders to patients to alert them of grant end dates and payment submissions through the patient and provider portals. In addition, enhanced portal capabilities now allow pre-approved grant recipients to view a list of documents that are still required in order to fully approve their grant.

In the summer, we opened our long awaited Pediatric Assistance Fund to assist families with children battling life-altering conditions. We are particularly proud of this unique program as we are now able to offer assistance to these children so they can start or continue critical medical treatments regardless of illness. We have already assisted more than 40 families by easing the burden of out-of-pocket costs associated with their child's treatment.

There's a great deal in store for 2014. In fact, we've already launched two new funds this year, including a multiple sclerosis fund for Medicare patients just in time for MS Awareness Week this week, and a copayment fund for growth hormone deficiency patients. Finally, we are continuing to implement cutting-edge advances to further streamline the grants management process and reduce operational cost.

HealthWell Making a Difference



They say a picture is worth a thousand words, and it's true. Imagine changing the life of someone who needs a helping hand in treating a life-altering disease simply by sharing your HealthWell story and a photo. When you share your story, you give others hope. You tell them they're not alone – that there's someone who knows what they're going through. There's someone to help. Wouldn't you like to have that impact? You can! Share your HealthWell story and photo and help us spread the word about the life-saving work we do.



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THE HEALTH CARE LANDSCAPE — SUNNY SIDE UP!

We know it can be easy to get lost in the deluge of less than positive information about the Affordable Care Act and the current health care landscape. While it is important to keep up with the news, occasionally it can be hard to digest and, unfortunately, a little discouraging. We found a way to spread a little sunshine through RealWorldHealthCare.org, a blog sponsored by HealthWell. We decided that focusing on positive outcomes and what's working in today's changing health care landscape would be a breath of fresh air for everyone and, with that vision, Real World Health Care became a reality last March.

We would like to take a moment to welcome the newest member of the Real World Health Care team, Ms. Jamie Elizabeth Rosen. Jamie joined the team in January as blog editor and shares our passion for highlighting the bright spots in today's ever changing health care environment. What better way to introduce Jamie than through her recent blog posts? [Check these out.](#)

THANK YOU FOR YOUR PATIENCE

We would like to extend a sincere thank you to our call center representatives for their diligent efforts during the latest re-enrollment period, which is always our busiest time of the year. From mid-December through mid-February, call center operators received more than 27,000 calls from patients and providers. While hold times were extended due to tremendous volume, each caller received the time and attention they deserved when speaking with a call center representative. We would also like to thank our patients, providers and all of our callers for your patience and understanding during this busy time.

MEET THE HEALTHWELL TEAM

As we kick-off 2014, we are pleased to spotlight Diane Byrne, our Senior Associate Director of Operations. Diane is a seasoned member of the HealthWell operations team. Having worked with the Foundation since the first fund launched in 2004, Diane brings valuable experience to the oversight of call center operations and the information technology side of grants management. She plays an integral role in bringing the operations side and system side together. Her responsibilities also include the development and implementation of system enhancements and data reporting.

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"A few months ago, I struggled a lot. My son, Bryan, was born with sickle cell anemia and was diagnosed with growth hormone deficiency a few years ago. This year, I couldn't afford to pay for the growth hormones because my medical expenses were high. Thankfully, I found the HealthWell Foundation and have honestly been blessed because they helped my son in this new stage in his life. Thanks to HealthWell, Bryan is receiving his treatments on time."

Diyolis (Bryan's Mother)
Lanham, MD

"I am very grateful for the grant you gave me which is covering the costs of the two medications which I will need to take for life due to my liver and heart transplants. I know I couldn't have managed without your assistance since I live alone, I have limited income, and in addition to the two medications, I have to take a lot of other medications including two for diabetes which are very expensive. I would like to thank you for my grant. Although I was blessed with the two transplants, in order to maintain a normal life, I do have to make sure that I can have all the medications that I need in order

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A proud Penn State graduate, Diane began her career as a behavioral therapist for autistic children. She then joined Covance, the company that currently operates HealthWell's hotline, where she developed her passion for patient assistance programs. Diane learned about HealthWell's program and was eager to become a part of the team. Her journey began answering phones as well as entering and processing applications. At the time, the application was about eight pages long! Diane was the first

payment processor for the HealthWell program. It wasn't long before her keen sense of database/systems management led her to operational monitoring and reporting. Her expertise in systems landed her in the front seat during systems conversion just a few years ago. After spending some of her tenure as a consultant in order to be home with her two beautiful daughters, Diane is now back with the team on a full time basis.

Diane tells us what inspires her, "Patients! It's really what I think about all the time and what motivates me. I was on the frontlines when the HealthWell program opened and patients began calling the hotline. I can still recall many of the heartfelt conversations and names of people I've talked to. These people are truly an inspiration – they may have been going through some of the hardest times in their lives and I couldn't help but be touched by their kindness, appreciation, and positive outlook. Hearing from the people we assist drives me not only on the program level, but in my personal life as well. I'm very fortunate to have the opportunity to do such amazing work with such a wonderful group of people. Most people don't get a chance to do something they love and are so passionate about every day and have so much fun doing it at the same time."

FUND REMINDER

HEALTHWELL OPENS TWO NEW FUNDS

At the end of 2013, we launched a fund to assist with out-of-pocket treatment costs associated with [Peyronie's](#) disease. So far this year, we have launched:

- a Medicare access fund for people living with [multiple sclerosis](#); and
- a copayment assistance fund for [growth hormone deficiency](#) patients

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(continued)

to stay alive. Your grant is a big contributor to my well-being. I don't know what I would have done without your assistance. I am forever grateful."

Maria
Miami, FL

"HealthWell has given me renewed hope to face the future without having to worry about how to pay for my expensive immunotherapy infusion. Your Foundation's work is a special answer to my prayer. May God continue to bless your mission to give others hope, courage and strength to face the challenges of their chronic disease. It is nice to know your staff and organization truly care about people who are hurting. Thank you!"

Carl
Hatfield, PA

"I awoke one morning in excruciating pain in all my limbs and back to the point of almost immobility. It was diagnosed as rheumatoid arthritis. With various medications, it took about six months before I could perform my work without too much pain. The pain never really left until new medication was prescribed. At the time, my company insurance covered this cost but when Part "D" came along, the company discontinued my coverage. Being on Social Security, it was a

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This is an exciting time for HealthWell as we continue our ongoing efforts to expand our disease areas in order to assist as many patients as possible with their out-of-pocket costs for medical treatments. It is important to remember that we open and close disease programs based on patient demand and available funding. Please check our [Diseases and Medications](#) list for a full list of disease areas we cover prior to applying for assistance.

DID YOU KNOW?

ONLINE SAVES TIME

As we wrap up another busy enrollment period, it's the perfect time to remind our readers of the useful online tools that are available 24/7. Through our online tools, you can determine eligibility, apply for assistance, check the status of a grant, track your payments, and much more. Before calling the hotline, go [online](#) to access the following services:

- Determine eligibility
- Electronic application
- Portals for patients and providers
- Frequently asked questions
- Forms
- Contact information

HOW CAN YOU HELP?

YOUR SUPPORT CHANGES LIVES

Our critical mission to provide assistance to those in desperate need of life-saving medications remains the same. With your help, we can keep funds open longer AND say "Yes" to more patients in need of assistance. You can specify where you'd like your donation to go. You may wish to support our Pediatric Assistance Fund to help families of children with life-altering conditions, or assist a cancer patient with more than their copayment by helping us launch our Emergency Cancer Relief Fund, or you can always make a general donation to apply where it's needed most. Just [click here](#), and select the fund you'd like to support!

HealthWell Making a Difference

(continued)
financial burden to stay on the medication. That's when my doctor recommended that I apply to HealthWell for assistance. Without HealthWell, I could not be free of arthritis joint pain that hindered my mobility. Thank you HealthWell."

Herman
Ooltewah, TN

"At the time that I received help from the HealthWell Foundation, I was having great difficulty paying for my health care insurance premiums. Tufts New England Medical Center referred me to the HealthWell Foundation following liver surgery a few years ago. Although I had insurance at the time, my premiums were outrageously expensive; about 1/3 of my income. The HealthWell Foundation awarded me a yearly grant to help defray some of the cost of the insurance, without which I believe I might have lost my insurance, my access to some very expensive prescription medications, and my on-going care. Words alone cannot express my gratitude to the Foundation, or to the many generous donors who make this help possible."

Jeanette
Spring, TX

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