



## A NEW YEAR OF HOPE AND HELP



Krista Zodet, President

Following an exciting 2014, the HealthWell Foundation is poised to do even greater things in 2015. We're kicking off the New Year with a brand new look, and some exciting news: We met our year-end fundraising goal to help us open an Emergency Cancer Relief Fund (ECRF) in 2015. This new program will provide additional financial relief to patients currently enrolled in our oncology funds to help them afford meaningful comforts, such as pain medication, wigs and restorative care. Our goal is to expand assistance to new enrollees once additional funding has been secured. All our good work in 2014 would not be possible without our generous donors, my staff, and our Board. Through the tireless efforts of our team and the continued trust and support from our donors, we helped more than 22,000 underinsured American's access critical medical treatments in 2014 alone! I am humbled by the life-changing work we do every day and I am honored to lead the HealthWell Foundation into 2015.

One of the highlights from 2014 – and for me personally – was assisting our 200,000th patient in December. What's more, in the short time since achieving this milestone in the fourth quarter, we have already provided financial assistance to another 4,000 patients in need, many of whom are now enrolled in one of the four new funds we opened last year: multiple sclerosis, urticaria, growth hormone deficiency, and non-small cell lung cancer.

I invite everyone reading this to tell us how HealthWell has changed your life or the life of a loved one. Perhaps your story will be featured in a future edition of The Pulse! You can [share your story here!](#)

On the operations front, we continued to enhance the HealthWell experience for patients and providers with the implementation of robust tools and features through our online patient and provider portals. Now, you can:

- Quickly upload documents through our secure system. Any document can now be sent easily and securely and documents that were not uploaded through the portal can be tracked.
- Check the status of an application that was submitted online using the new Application Status Lookup Tool.

### ALEJANDRO'S STORY



“Our son, Alejandro, was diagnosed with Cystic Fibrosis (CF) when he was six weeks old. This was a time with many mixed emotions for our family. Alejandro is a twin and we were thrilled to welcome two new babies into our

# The Pulse

Winter 2015 Quarterly e-News Update



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## SAVE TIME – APPLY ONLINE

As we wrap up the 2015 enrollment period, it's the perfect time to remind our readers of the useful online tools that are available anytime. Through these 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

## THANKS FOR YOUR PATIENCE DURING OUR BUSY ENROLLMENT PERIOD

We'd like to say a special thank you for your patience during another busy enrollment period. As you know, November through January are very busy months for the Foundation. During this time, we receive thousands of calls each week from individuals who are new applicants and from those who need to re-apply for our assistance. As we wind down this enrollment period, we'd like to thank those of you who may have experienced an increased hold time for your patients and to our representatives for giving each caller the time and attention they deserved.

family. Along with our excitement, there were many sad times because we were scared of the unknown: CF and our biggest fear as parents came true with his diagnosis. He has a chronic illness that can be managed, somewhat, but has no cure.

CF is a disease that requires Alejandro to take many medications and breathing treatments. As part of his treatment, his doctors prescribed medication during the respiratory syncytial virus (RSV) season. Alejandro was prescribed one shot per month for a total of five shots; one for each month from November through March. Our out-of-pocket cost is \$750 [\$150 per shot], which is a huge financial burden. We applied to the HealthWell Foundation for financial assistance in order to be able to pay the copayment for Alejandro's treatment. We also contacted the manufacturer of the drug. Unfortunately, having CF does not make you eligible to receive financial support. Having a child with a chronic illness has placed a lot of stress on our family, especially on my husband and me.

Not being able to afford medication for our child is devastating and extremely frustrating for us as parents. This is why we are so thankful for the

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## MEET THE HEALTHWELL TEAM

In this issue, we're proud to feature Ginny Dunn, Associate Director of Communications and Marketing. Ginny joined the team in July 2011, bringing over 12 years' experience in biotechnology communications to the Foundation. Prior to joining HealthWell, she served as Associate Director of Communications and Investor Relations and Communications Manager for two Maryland biotechnology companies. Her understanding of drug development and communications enable her to provide valuable insight into the Foundation's internal and external communications strategies. Ginny works closely with the senior management team to ensure timely distribution of Foundation news and information. In addition, she plays an integral role in developing marketing materials and is responsible for website management, newsletter development, social media and patient outreach. Many of you may have had the opportunity to speak with her as she works diligently to spread the word about the life-changing work we do.



"My motivation comes from the realization that we are making a positive difference in the lives of so many patients every single day," said Ginny. "No matter what they are going through, they are genuinely gracious and thankful for the assistance we provide. Whether their grant is large or small, it has life-changing impact. Talking with our grant recipients and learning first-hand how their HealthWell grant helped them cover their treatment costs so they could keep their home or have enough money to pay for gas to and from treatments is heartwarming. Every day I'm inspired by their strength and courage. I'm honored to have the opportunity to be part of this amazing team and to get to know those we serve a little better."

Pediatric Assistance Fund through the HealthWell Foundation. Without a grant, we would not have been able to afford this extremely important medication for Alejandro. Receiving help was heartwarming to us because, although the contributors to the Pediatric Assistance Fund do not know our son, they were willing to donate money to ensure a child who is in need of medication receives it. On behalf of Alejandro and our family, we would like to thank all of those kind people who donate their hard earned money for children like Alejandro who need extras in order to live."

Ruben & Thelma (Alejandro's parents)

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## PEDIATRIC ASSISTANCE FUND – MAKING A DIFFERENCE, THANKS TO YOU!



PEDIATRIC  
ASSISTANCE FUND

powered by the HEALTHWELL FOUNDATION®

Did you know that more than 150 children and families have been able to access critical – often life-saving – treatments through our [Pediatric Assistance Fund \(PAF\)](#)? Since opening the fund in August 2013, we have provided hope and help to children, like Alejandro featured here, covering more than 35 different disease areas and treatments, including cerebral palsy, cystic fibrosis, juvenile diabetes, autoimmune hepatitis, autism and acute lymphoid leukemia. This fund would simply not be possible without the generous support of individuals, like you. Please consider helping a child in need by [donating](#) to our Pediatric Assistance Fund today.

## SHARE YOUR STORY

If HealthWell has made a positive difference in your life, or the life of someone you know, we want to hear from you!

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