



HEALTHWELL
FOUNDATION®

Welcome to *The Pulse*, a quarterly update from
the HealthWell Foundation

What's New?

2007 in Review

Thanks to our generous donors and growing support from our non-profit partners, 2007 was HealthWell's strongest year ever. HealthWell has now helped over 42,000 patients afford their medical treatments! The numbers tell the real story:

- **Assisted more patients:** we approved more than \$80 million in grants to over 20,000 patients.
- **Supported more diseases:** we expanded our funds to 24 disease areas with the addition of Carcinoid Tumors and Symptoms Associated with Carcinoid Tumors and Ankylosing Spondylitis.
- **Enhanced our customer service:** we received a record 150,000 calls and 51,000 applications. To manage this volume and streamline our program, we enhanced our automated telephone system to provide application status and identify missing information and also added an automated fax confirmation.
- **Improved access for Spanish speakers:** to make our program easier for our Spanish-speaking customers, we added a Spanish application and a web page. In addition, we continue to provide telephone assistance in Spanish.
- **Strengthened public outreach:** we engaged in a number of targeted outreach efforts to spread the word about our programs. As a result, HealthWell was featured in over 30 national and local news stories reaching more than 9.2 million people.

HealthWell in the News

The HealthWell Foundation continues to be featured in media across the country. Here are a few of the latest highlights:

- **Arthritis Today** - HealthWell CFO/Treasurer and Board Member Jerri Scarzella talks about struggles faced by underinsured patients living with chronic conditions like arthritis. ("Big Bills, Big Worries," 12/01/07).
- **AANP SmartBrief** - HealthWell is profiled in the American Academy of Nurse Practitioner's daily SmartBrief news update, which reaches over 25,000 health professionals (12/06/07).
- **ENToday** - HealthWell Board member David Knowlton talks about the importance of reasonable copays for managing chronic conditions ("From Uninsured to Medicare Beneficiary - Who Suffers and Who Pays?" November 2007).



HealthWell Making a Difference

I was diagnosed with Juvenile Rheumatoid Arthritis when I was about 14 years old. I am now 25 years old, and I am a single mother trying to keep up with a one year old and a full time job. Without the HealthWell Foundation, I don't know if I would have made it this far, physically or financially. Thank you HealthWell for helping me through this. With you, I know that I am not alone. You are like the light at the end of my tunnel!

Amberlee
Ogden, UT



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What's New? continued

Tips and Tricks (new!)

In an effort to help us serve you better, here are a few friendly tips to make it easier to submit applications and claim reimbursement.

When applying, please remember to:

- Sign and date the application
- Include proof of income (e.g., most recent tax returns, Social Security statement)
- include a copy of the applicant's insurance card

When filing for reimbursement:

- If you are a provider submitting a claim, the easiest way is to submit a CMS 1500 (HCFA) along with an EOB (Explanation of Benefits)
- Please remember that the HealthWell Foundation is only able to assist with the copayment associated with a qualifying medication(s).

Questions? Please call us Monday through Friday at 1-800-675-8416 from 9 am to 5 pm.

Fund Update

Priority Areas: HealthWell plans to expand to new disease areas. We are now seeking support for the following funds:

- Multiple Sclerosis
- Renal Cell Carcinoma
- Inflammatory Bowel Disease
- Chronic Myelogenous Lymphoma
- Prostate Cancer

If you would like to support any of these disease areas, please email us at support@healthwellfoundation.org or call our Development Office at (240) 632-5307.

Closed funds: Due to high demand, we are unable to accept new applications for our Myelodysplastic Syndromes (MDS), Multiple Myeloma (MM), and non-Hodgkin's Lymphoma (NHL) funds at this time. Please follow up periodically to check on the status of these funds. In the meantime, please contact the Chronic Disease Fund (877-968-7233) for assistance with MDS and MM, or call the Leukemia & Lymphoma Society (877-557-2672) for assistance with MM, MDS, and NHL.

HealthWell Making a Difference

HealthWell has been an unbelievable blessing allowing me to afford my cancer medication, which I would otherwise be unable to purchase on my own. I am happy to report that I have remained in remission with the help of the medication which you have enabled me to buy. I don't know what I would do without your help. You asked in your newsletter how the foundation makes a difference in one's life...the answer is clear. It keeps us alive.

Many thanks,
Rita
Ellicott City, MD



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How You Can Support Our Work

Spotlight on Non-Hodgkin's Lymphoma

The HealthWell Foundation is committed to helping patients living with this illness. Non-Hodgkin's Lymphoma (NHL) is a group of cancers that originate in the lymphatic system. NHL involves certain white blood cells which are a part of the body's immune system. Unfortunately, the number of new cases of NHL in the United States is increasing. About 300,000 people in the United States are currently living with NHL. The good news is that, although incidence has increased, so has the survival rate.

The Healthwell Foundation has awarded over \$1.6 million to Non-Hodgkin's Lymphoma patients who were in need of assistance to obtain treatment for their disease. The Foundation provides copayment assistance to NHL patients for their chemotherapy and immunotherapy medications. Unfortunately, our NHL fund is currently closed to new applicants due to overwhelming demand. Even a small contribution can make a great difference. We invite you to help patients in need by donating to our Non-Hodgkin's Lymphoma fund today.

Share Your Story

Attention HealthWell patients and providers: Has HealthWell made a difference in your life or the lives of your patients? If so, we want to hear from you! If you have a HealthWell story to tell, please email us at support@healthwellfoundation.org [please indicate if we have your permission to share your story with others anonymously].

To learn about other ways you can help make a difference, or to donate online, please visit www.healthwellfoundation.org/contribute.aspx.

HealthWell Making a Difference

I would like to thank the HealthWell Foundation for your support. Cancer is a devastating disease. Cancer also causes financial devastation as well. I have insurance but it doesn't cover many things -- radiation, PET/CT scans, plus my deductible is \$4,800 dollars a year in-network and an additional \$5,000 before they pick up 50% out of network. I am a 50 year old woman. I am the single mother of three children, two of which are minors. I worked for 31 years at a job that did not offer health insurance, so I had to buy my own. I couldn't afford one with a lower deductible so I got this one. I was healthy, or so I thought. Thank you so much for your financial help. You have been so helpful. My angels in a time of need. THANK YOU!

Janet
Santa Barbara, CA