

REAL WORLD HEALTH CARE.org

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Real World Solutions to Problems in U.S. Health Care Focus of New Blog, www.RealWorldHealthCare.org

Washington, DC (March 12, 2013) – Innovative solutions to longtime problems within the U.S. health care system are the focus of a new blog launching today.

The purpose of the blog, www.realworldhealthcare.org, is to expedite a dramatically improved health care system by providing a home base for stories of health care successes that can be implemented across the country. Americans and our health institutions are full of innovation and ideas to improve access to care, lower health care costs, and prevent illness. But good news can be hard to find amidst the sea of problems and issues comprising the bulk of health care conversations in the media. Real World Health Care is a one-stop resource for journalists or others interested in our emerging health care system. With ease, interested stakeholders can now access proven solutions that can be replicated across multiple models.

“The U.S. health care system is undergoing an historic metamorphosis that will benefit from the integration of time-tested and proven solutions,” said Mary P. Sundeen, President of the HealthWell Foundation, an independent charitable organization that assists insured Americans with out-of-pocket medication costs.

Ms. Sundeen continued, “Some of our nation’s best health care solutions exist today and provide a wealth of opportunity, as well as a dramatically reduced implementation curve, if they can be readily accessed and shared. We created www.realworldhealthcare.org to reassure Americans that we can, and will, have the best medical system in the world because much of the required innovation is here now.”

The blog is concentrated in three areas:

- Prevention/Patient-Centered Care
- Access to Care
- Cost Savings

www.realworldhealthcare.org draws on the practical knowledge of health systems and health care professionals from diverse fields who understand patient needs and the challenges facing those who often have to choose between paying their medical bills and putting food on the table.

The HealthWell Foundation assists Americans affected by life-altering illnesses or chronic medical conditions in paying their share of prescription drug copayments, deductibles, and health insurance premiums. By reducing this financial stress, people served by HealthWell can focus on

what's most important—their health. The HealthWell Foundation serves as the founding sponsor of the blog.

“Real World Health Care amplifies our commitment to ensure that no patient – adult or child – goes without health care because he or she cannot afford it,” said Ms. Sundeen.

About HealthWell Foundation

Since 2004, the HealthWell Foundation[®] has assisted more than 164,000 insured patients with chronic and life-altering illnesses in meeting their cost-sharing obligations for treatment. HealthWell is an independent 501(c)(3) non-profit organization that provides financial assistance to cover the cost of prescription drug coinsurance, copayments and deductibles, and health insurance premiums. For more information, visit www.HealthWellFoundation.org.

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