

Health Insurance Webinar Series

Help is Available : Financial Assistance Overview

Fact: Cancer Isn't Cheap

- 68% of personal bankruptcies in the US are the result of medical debt.
- 78% of those declaring personal bankruptcy due to medical debt were INSURED (Woolhandler, et.al. American Journal of Medicine, 2009).
- Studies of cancer survivors have suggested that between 33% and 80% of the survivors have used savings to finance medical expenses, and between 2% and 34% have borrowed money to pay for their care or have medical debt.
- One out of four cancer patients avoids filling prescriptions due to cost (The Oncologist, 2013).
- 42% of insured cancer patients express a significant or catastrophic financial burden (The Oncologist, 2013).
- 11 of the 12 cancer drugs approved by the FDA in 2012 cost over \$100,000 per year





- Review insurance coverage/costs
- Review income and expenses
- Identify gaps
- Assess assistance program eligibility
- Fundraising
- Ask for help

Review Your Insurance Coverage/Costs

- Premium
- Deductible
- Co-pays
- Coinsurance
- Maximum out of pocket
- In-network/out of network
- Pharmacy coverage

Other Treatment Related Expenses

- Transportation
- Time away from work
- Child care
- Complimentary therapies
- Dietary supplements/other medical supplies

Review Income and Expenses

- Are you still able to work?
- Do you have disability options (short/long term)?
- What are your household expenses (mortgage, utilities, food, clothing etc.)?
- Do you have new/added expenses as a result of cancer diagnosis?

Where are the Gaps?



Can the Gaps be Filled?



Maximize Your Insurance Coverage

- Open enrollment is an important time to make changes to your coverage
 - Employer associated plans
 - Medigap/Supplemental plans
 - Medicare Advantage
 - Part D
 - Healthcare marketplace (ACA)
 - Healthcare savings accounts
- Medicare savings programs
- Low income subsidy program (LIS)/Extra Help
- Medicaid
- Prescription drug assistance
- Charity care/payment plans



Co-Pay Assistance

- Co-pay assistance is financial assistance for co-pays for patients WITH insurance—but whom we would consider to be UNDERINSURED (commercial/private/Medicare).
- Patients must meet BOTH diagnostic & financial criteria.
- Co-pay assistance covers costs of medication (oral and IV); some co-pay foundations also cover insurance premiums, travel and diagnostic testing.
- Co-pay assistance typically does not cover co-pays for diagnostic imaging, labs, radiation, travel, lodging, or office visits.
- Co-pay assistance DOES NOT apply to treatments that are DENIED by the insurance company or investigational/off label treatments.
- Co-pay assistance DOES NOT apply to treatments that are DENIED by the insurance company.

Co-Pay Assistance and Cancer

- In cancer treatment, the following organizations provide co-pay assistance:
- [Cancer Care Copay Foundation](#)
- [The Leukemia and Lymphoma Society Co-Pay Assistance Program](#)
- [Patient Advocate Foundation Co-Pay Relief Program](#)
- [The Chronic Disease Fund GoodDays Program](#)
- [The Healthwell Foundation](#)
- [Patient Services Incorporated](#)
- [National Association for Rare Disease \(NORD\)](#)
- [Patient Access Network Foundation](#)
- [Johnson and Johnson Patient Assistance Foundation](#)

Co-Pay Cards

- The co-pay card is a way by which pharmaceutical providers could, by offering instant rebates to patients, combat some of their challenges to prescription pharmaceuticals, including generic competition & lack of patient compliance and persistence due to out of pocket cost for the medication at the commercial pharmacy.
- Co-pay cards are ONLY for patients who have private/commercial insurance; they do not apply for patients with Medicare Part D sponsored RX plans or Medicaid.

Pharmaceutical Company Assistance

- May be available to patients without pharmaceutical coverage or to those who have exhausted their coverage.
- Each company (and sometimes even each drug!) has a different program with different criteria/processes for assistance.
- Can also “replace” drugs directly to infusion center (for IV meds) for patients who lack medication coverage (drug replacement programs).

Fundraising

- Crowdsourcing/Crowdfunding
 - A method of fundraising that uses social media and networking to spread a story and gain support.

Crowdsourcing benefits:

- Helps get the bills paid!
- Reaches large number of potential donors quickly.
- Potential for your story to go viral; the more people that know about it the better!
- Fosters a sense of community and solidarity.
- Ease of use of websites for managing donations.

Crowdsourcing risks:

- Potential for your story to go viral
- It's easy to put things up on the internet, it's much harder to take them down.
- Fees involved with websites – what percent do they keep?
- Potential tax liabilities for donor and recipient. This is considered taxable income!
- Potential loss of other public benefits (like Medicaid) as a result of increased income.

Crowdsourcing Websites

- Gofundme <http://www.gofundme.com/medical-illness-healing/>
- Indiegogo <https://www.indiegogo.com/>
- Youcaring <http://www.youcaring.com/medical-fundraising>
- Rally <https://rally.org/>
- Give Forward <http://www.giveforward.com/>
- Healthline <http://www.healthline.com/health/online-medical-fundraising>
- Causewish <http://causewish.com/>
- Help Hope Live <https://helphopelive.org/> (for transplant patients)
- Be the Match <https://bethematch.org/for-patients-and-families/caregivers-and-transplant/fundraising-for-a-family-member-or-friend/> (for transplant patients)

Asking for Help

- Oncology social workers, financial advocates/navigators are available in many cancer centers to assist with identifying local financial resources, completing program applications or advocating for assistance.
- Ask for other types of help in your community, from transportation, to meal delivery, to dog walking, to child care. This type of assistance can help offset costs and assist you to move money around.

Other Webinars in This Series

www.oncolink.org/insurance

Updated for 2016:

- Medicare A and B
- Medicare Part D
- Medigap Plans
- The Affordable Care Act
- Medicaid
- Health Insurance 101
- COBRA

New for 2016:

- Help is Available: Financial Assistance Overview



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