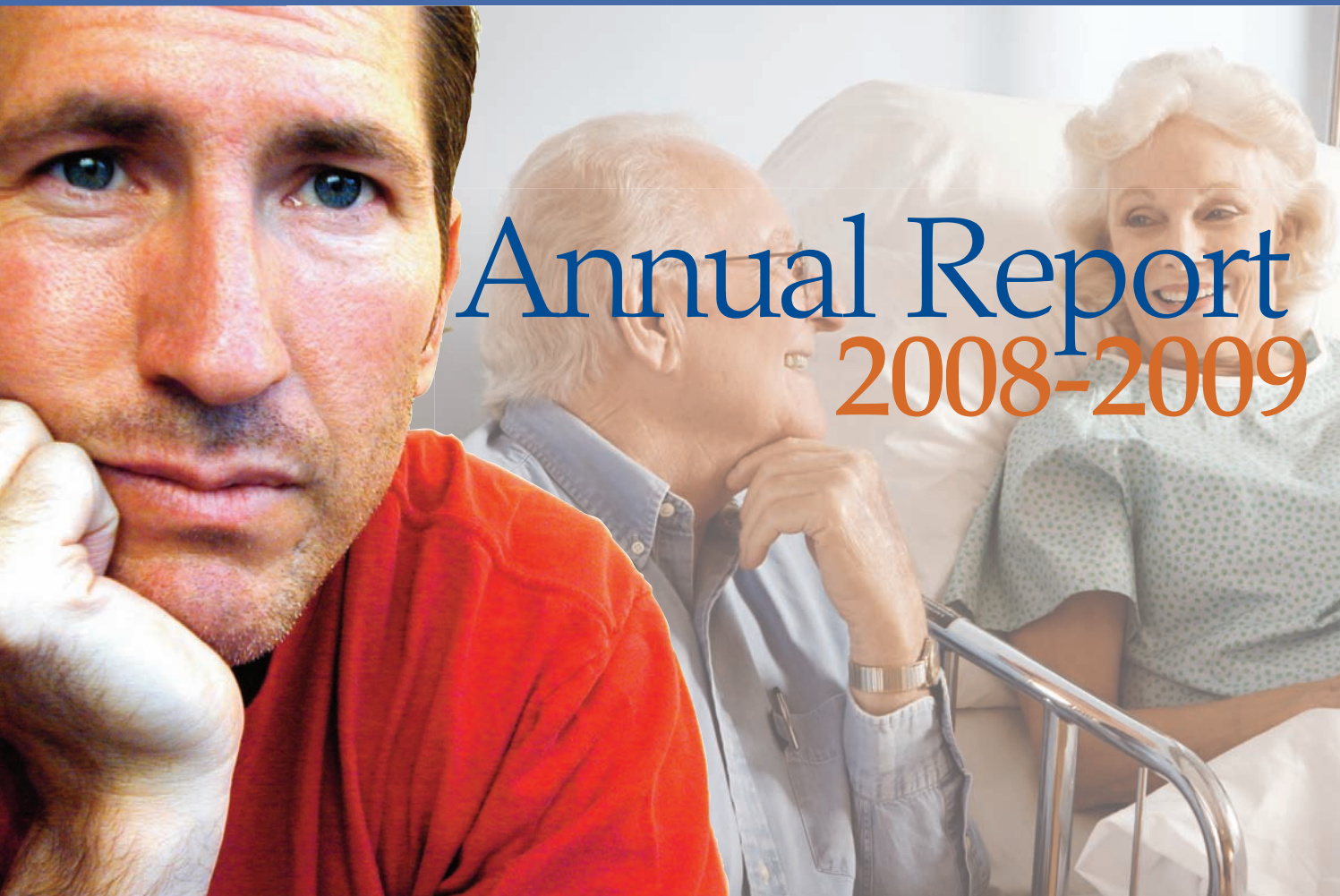


PATIENT ADVOCATE FOUNDATION



SAFEGUARDING PATIENTS THROUGH EFFECTIVE MEDIATION



ASSURING ACCESS TO CARE, MAINTENANCE OF EMPLOYMENT AND



PRESERVATION OF THEIR FINANCIAL STABILITY RELATIVE TO THEIR



DIAGNOSIS OF LIFE THREATENING OR DEBILITATING DISEASES

PAF Patient Advocate Foundation

Solving Insurance and Healthcare Access Problems | since 1996



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Strength

A WORD FROM THE CEO



Complex Access Issues Drive Larger Gaps

As I reflect on FY2008-2009, a year of such national financial tragedy for so many Americans, thank you is the first thought that comes to mind ...

Thank you to the 48,127 patients and their loved ones who trusted our team of professionals to find solutions to the often life threatening problems they were facing.

Thank you to our state and federal government sponsored assistance programs and the officials who administer them, as well as, our non-profit and industry partners who continue to recognize that their support is providing real answers to real problems that threaten the health and financial well-being of real patients and their families. PAF saw a 13.45% increase in the number of insurance resolutions achieved for the 58.85% of the patients confronting insurance denials.

Thank you is so appropriate for our many very special non-profit patient advocacy partners, not only those who refer their patients to us, but also those who financially underwrite our services including Susan G. Komen for the Cure, the Lance Armstrong Foundation, and the American Cancer Society. These partners share our passion to provide patients access to prescribed healthcare while appreciating the power and impact meaningful collaborations make for those we jointly serve.

In FY2008-2009, our professional case managers, call counselors, and organizational support teams increased our service to America through our regional and national outreach programs, achieving a 347% increase in service to live chat users, 40% of whom were health care professionals. Case managers made 560,464 calls to insurers, employers, government agencies and other pertinent stakeholders on behalf of our patients to achieve resolution to their access problems. Our team was successful in negotiating \$12,081,891 in medical debt relief on behalf of our patients through write offs, charity care and coding and billing error resolutions. To further educate and support patients and caregivers, PAF delivered 130,672 pieces of educational materials to patients that included information about their disease, medication access options, state and federal government sponsored assistance programs as well as patient advocacy programs that could lend assistance to their issues. Each service sought to simplify complex issues.

Thank you to every donor, member of our Boards of Directors: Executive, Scientific, and Honorary, for and to the PAF Executive Roundtable and Leadership Team members all who contributed to a 11% increase in revenues over projected revenues for this fiscal year, allowing us to broaden our services further. Gratitude is an emotion felt by each patient served and each of us who served them. It is our hope that as you read our Annual Report, you will feel gratitude from us for your role in drafting the successes recorded herein that changed lives forever.

A handwritten signature in black ink that reads "Nancy Davenport-Ennis". The signature is fluid and cursive.

Nancy Davenport-Ennis
Chief Executive Officer

FY2008-2009 POINTS OF IMPACT

48,127 Patients provided direct, sustained assistance from the PAF professional staff

560,464 Contacts made by PAF staff on behalf of patients to relevant stakeholders in order to bring resolution to health care access issues

\$12,081,891 Value of debt relief obtained for PAF patients through negotiated write offs, charity care access and coding/billing error resolutions

25,123 Number of patients served through the PAF Co-Pay Relief Program since its inception

\$50,000,000 Amount surpassed this year for cash assistance provided through the PAF Co-Pay Relief Program

130,672 Pieces of educational materials distributed to patients, caregivers and health care professionals

29% Growth in unique visitors to PAF web sites this year

2,437,647 Pages viewed this year by PAF website visitors

367% Growth in online patient chats facilitated by PAF professional staff

1 Organization, making an impact

A WORD FROM THE BOARD PRESIDENT



As we look to the future of healthcare in this country and the extraordinary efforts underway in Washington, D.C., to bring change, Patient Advocate Foundation remains committed to its core mission of safeguarding patients in need. PAF continues to assert itself as a leader among advocacy organizations by championing access to quality healthcare and preserving financial stability among patients who face serious or life-threatening diseases.

Look at our accomplishments this year. More than 48,000 patients have secured direct, sustained assistance from the professional staff at PAF.

More than 560,000 contacts have been made by PAF staff on behalf of patients to relevant stakeholders in order to bring resolution to healthcare access issues. Staff have worked tirelessly on behalf of patients to obtain relief through negotiated write offs, charity care access, and coding/billing error resolutions. The value of debt relief obtained by PAF patients tops a staggering \$12 million. Since inception, the PAF Co-Pay Relief Program has served more than 25,000 patients and provided more than \$50 million dollars in cash assistance.

PAF has provided patients in need with up-to-date print and online information on such varied issues as clinical trials, insurance, and senior services. More than 130,000 brochures, reports, and other educational materials have been distributed to patients, caregivers, and healthcare professionals. Online, we have seen a 29 percent increase in unique visitors to PAF websites this year, with almost 2.5 million pages viewed. Online patient chats facilitated by PAF staff have seen a 367 percent jump.

All of this, of course, could never happen without the dedication and hard work of PAF staff. I want to thank each of them for their enthusiasm and support.

Patient Advocate Foundation is known as a leader among advocacy organizations and has gained that reputation through constant, committed, and personal service. Each day patients reach out to Patient Advocate Foundation. And each day in response, the PAF family offers a lifeline of guidance, kind words, and assistance.

On behalf of the Board of Directors of Patient Advocate Foundation, we thank the leadership, staff, patients, and supporters for their commitment and an extraordinary year well done.

Christian Downs
President, Board of Directors

BOARD OF DIRECTORS

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CEO, President

Patient Advocate Foundation &
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Associate Professor of Head & Neck Surgery

Duke University Medical Center

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Professor of Medicine, University of Washington

Fred Hutchinson Cancer Research Center

Lori Williams, Ph.D., RN, AOCN

University of Texas

MD Anderson Cancer Center

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Oncology Nursing Society

Leo Sands

Executive Vice President and Chief

Administrative Officer

US Oncology (Ret.)

Doris Simonson

Mother of Cheryl Grimmel

Sheldon Weinhaus, Esquire

Weinhaus and Postashnick

NOTEWORTHY NEWS



VIRGINIA GENERAL ASSEMBLY PROCLAMATION

On February 28, 2009, during Patient Advocate Foundation's annual *A Promise of Hope Affair*, a proclamation from the Virginia General Assembly was presented to Nancy Davenport-Ennis and Jack Ennis. House Joint Resolution No. 771, which was approved by the Virginia House of Delegates with the Virginia Senate concurring, designates every April 4th, the founding date of Patient Advocate Foundation, as Patient Advocate Day in Virginia.

PROSTATE NET AWARD

PAF was recognized by Prostate Net with an "In The Know" award for 2008.

These awards are designed to honor those who have gone beyond the routine to change the paradigm of negative impact on medically underserved communities. Because of PAF's two disparate outreach programs, the National African American Outreach Program and the National Hispanic/Latino Outreach Program, as well as our work on the CDC cooperative agreement on the Early Detection and Survivorship of Cancer in Underserved Populations (SCUP), Patient Advocate Foundation was recognized as the Patient Services organization for 2008.



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Founded by Amgen in 2005 as a complementary component to the company's sponsorship of the Amgen Tour of California, Breakaway from Cancer™ strives to raise awareness of the important resources available to cancer patients from prevention to education and patient advocacy and financial support. The initiative includes charitable partners National Coalition for Cancer Survivorship, Prevent Cancer Foundation, The Wellness Community, Stand Up To Cancer and Patient Advocate Foundation.

Breakaway from Cancer™ nonprofit partners play leading roles in every aspect of cancer care to help people affected by the disease. The Escondido Breakaway Mile highlighted Patient Advocate Foundation. "Breakaway from Cancer™ is an initiative that captures the essence of every cancer patient's commitment as they face their fears and race to conquer cancer," said Nancy Davenport-Ennis, PAF founder and CEO. "We are so very honored to be a partner in this event with our fellow nonprofit colleagues and to join the survivors and their caregivers in celebrating with professional cyclists the thrill of victory as their ride calls out the importance of cancer research and survivorship for all patients and their loved ones in the United States."

"Amgen is proud of our sponsorship of the Amgen Tour of California, a spectacular race that again this year saw the world's best cyclists battle it out along California's beautiful landscape," said Joe Miletich, Senior Vice President of Research and Development at Amgen. In addition to riding in the Breakaway Mile, Miletich also presented the final Amgen Leader Jersey to 2009 Amgen Tour of California winner Levi Leipheimer. "As a company dedicated to tapping the power of pioneering science to fight serious illness, Amgen is passionate about helping people who are battling cancer, and Breakaway from Cancer™ is one of the ways that Amgen is fighting cancer on multiple fronts. The 17,000 staff members at Amgen come to work every day motivated by the chance to make a dramatic difference in the lives of people suffering from cancer and other life threatening illnesses."



Faith

DIRECT PATIENT SERVICES DIVISION

FY2008/2009 DIRECT PATIENT SERVICES DIVISION SUMMARY

Summary of Patient Cases and Contacts

New Case Count	32,227
Re-Opened Case Count	1,200
Total Email Contacts for Direct Patient Services	14,700
Total Patient Case Count	48,127
Total Contacts for Case Resolution	560,464

For over 13 years, Patient Advocate Foundation has had the privilege of helping patients solve their insurance and healthcare access problems through our Direct Patient Services Division that includes the professional case management staff, the Co-Pay Relief (CPR) staff and the Med CareLine staff. Case Management and Co-Pay Relief remain PAF's core competencies, with case management being the founding core competency for PAF. From serving 157 patients in 1996 to serving 48,127 patients in FY2008/2009, Patient Advocate Foundation has remained true to its mission of safeguarding patients and eliminating barriers to healthcare access.

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The Direct Patient Services Division generated 560,464 contacts on behalf of patients to bring resolution to their access issues. This averages 16.76 contacts from a PAF professional case manager and/or Co-Pay Relief specialist to a relevant stakeholder in the patient case, including, but not limited to, the patients healthcare providers, social workers at governmental agencies, employer representatives, creditors and/or other representatives from non-profit, social service and healthcare organizations in order to bring resolution to the patient issues for each and every case handled by the Direct Patient Services Division staff. In FY2008/2009 this represents an additional 1.26 contacts per case to bring resolution over FY2007/2008, a clear indication that the complexity of cases continues increase and the available resources continue to decline.

PAF's Direct Services Provided to patients at **no cost** includes:

- Negotiating pre-authorization approvals
- Providing assistance in expediting the appeals process
- Coordinating benefits
- Negotiating resolutions to coding and billing errors
- Providing assistance in expediting applications for SSDI, enrollment in Medicare, Medicaid, SCHIPS, and other social programs
- Resolving debt crisis related to diagnosis
- Mediating insurance appeals
- Negotiating access to pharmaceutical agent, chemotherapy, medical device and surgical procedures
- Brokering resources to supplement the limits of insurance and to assure access to care for uninsured
- Resolving insurance issues in the public and private sectors
- Providing co-payment assistance to medically and financially qualified individuals

ONLINE PATIENT SERVICES IMPACT

Every minute of every day a person is visiting a PAF website.

We realize that knowledge is power and time is precious, for all of us.

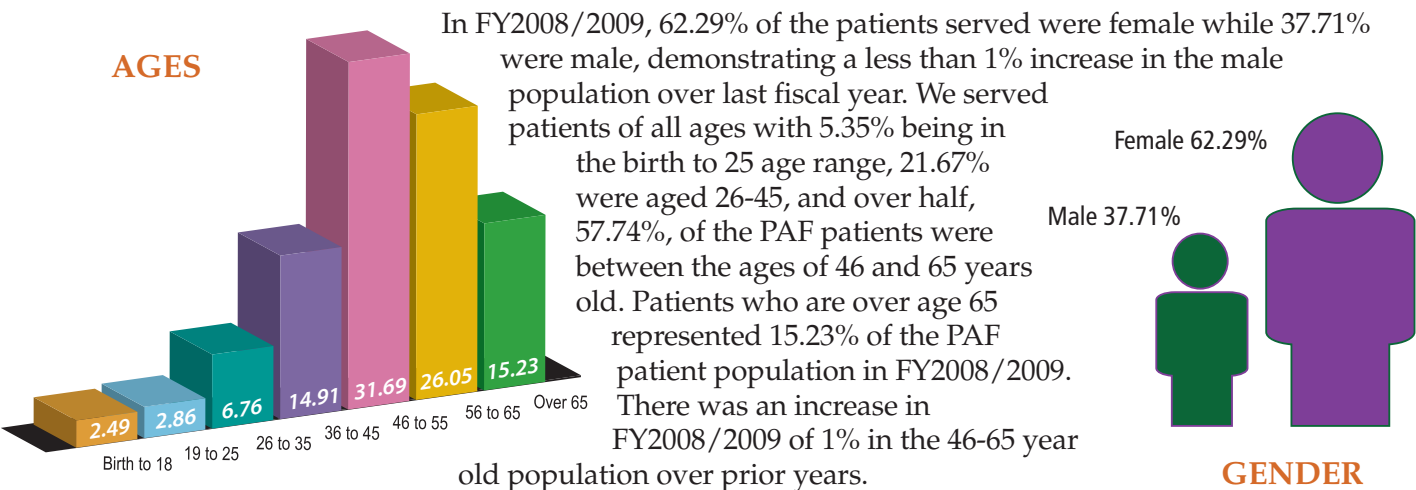
It is with this in mind that Patient Advocate Foundation has utilized highly integrated technology to receive and respond to online requests for assistance, connect patients and healthcare providers to PAF professional case managers instantly via online chats, make available patient resources and educational materials that empower users with the information necessary to overcome patient care obstacles, and facilitate webinars designed to educate on PAF services as an adjunct to our targeted outreach programs. PAF websites have proven to be a valuable resource for our visitors, including over 1,800 links from our sites to various educational websites, offering visitors instant access to a wealth of pertinent information. The total visits to PAF sites increased 29% in FY2008/2009 over last year. People visiting the sites viewed a total of 2,437,647 pages during their visits.

In FY2008/2009, PAF outreach teams, including the National Hispanic/Latino Outreach Program, the National African American Outreach Program, the Virginia Cares for the Uninsured Program (VCUP), the Survivorship of Cancer in Underserved Populations (SCUP) program as well as our Co-Pay Relief Program (CPR) hosted over 50 webinars open to both the general public and healthcare professionals, including those working in Public Health positions, designed to educate on the services provided by PAF and how to access them.

Patient Advocate Foundation professional case management team members conducted 845 live chats with patients and/or healthcare providers during FY2008/2009 – a staggering increase of 367% over last fiscal year – providing information, navigation and support in a personalized, instant manner to those using the live chat service.

PERSONAL IMPACT DEFINED

As PAF works with patients requesting assistance, approximately 220 fields of data are captured on each patient. From this data the *Patient Data Analysis Report (PDAR)* is created on an annual basis to determine what populations are being served by PAF and what patient issues are becoming trends in various regions of the country. Data from the comprehensive *Patient Data Analysis Report* has been mirrored in the context of this FY2008/2009 Annual Report in graphical form in an effort to clearly define who PAF is serving, what the needs of the patients are and what resolutions have been brought to these issues.



DIRECT PATIENT SERVICES DIVISION

The PAF **Senior Services Division**, which was created in 2004 in response to the creation of Medicare Part D, continues to provide services to those seniors contacting PAF. Senior Services personnel are asked throughout the year to review coverage and marketing material for Medicare health care plans. Documents are reviewed and comments are submitted. PAF case managers attended the Train the Trainer program with CMS in Boston, MA where CMS representatives gave workshops on coverage topics, web tools and community resources.

PAF continues to be a part of the Peninsula Task Force on Aging, which serves the Hampton Roads area, participating in the monthly meetings, chairing events such as “Hats off to Caregivers” which honored medical personnel caring for our seniors and disabled, serving on a Task Force outreach team and being listed through the Task Force as a resource for Medicare Part D issues at local pharmacies.

The Senior Services team participated in the Portsmouth, VA Senior Health Fair, the Newport News, VA Healthy Lifestyles Program and the Newport News Senior Fair, The Virginia Oncology Associates Community Day as well as the Area Agency on Aging workshop for Medicare prescription coverage education and guidance to our community. PAF also attended the World Group Clinical Documentation Expo in Chicago, IL where many specialty cancer treatment hospitals such as Sloan-Kettering and Loma Linda University came together to discuss medical documentation and idea’s to better service the patient in their insurance billing needs.

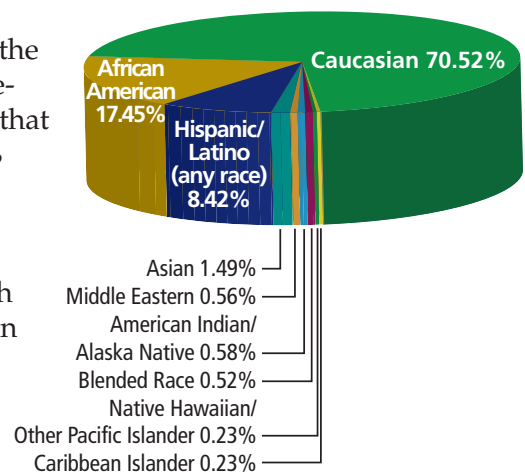
PAF assisted patients of many ethnicities with 70.52% of patients classifying themselves as white/Caucasian, 17.45% considered themselves black or African American and 8.42% were Hispanic/Latino. We saw a 0.68% decrease and 0.38% increase in the White/Caucasian and Black/African American populations respectively this year over last, while seeing a decrease in the Hispanic/Latino population of 0.20%. The racial demographics of the PAF patient population are largely consistent with the statistics presented in the Census Bureau’s 2008 American Community Survey that reported the US Population as being 65.4% White American, 15.4% Hispanic or Latino of any race, 12.1% Black American, 4.4% Asian American, 0.7% American Indian and Alaska Native, 0.1% Native Hawaiian or other Pacific Islander, 0.2% some other race and 1.7% two or more races. PAF has two well established disparate outreach programs that are effective in offering culturally sensitive education and direct assistance to patients from both the Spanish speaking communities and the African American community.

The **National Hispanic/Latino Outreach Program (NHLOP)**

seeks to improve access to health care for the chronically and critically ill patients from Spanish speaking communities by promoting the services of PAF to those in the Hispanic and Latino communities. PAF has bilingual case managers in New York and California who dedicate 8 hours per week to providing outreach and education in specified Hipanic/Latino communities. These case managers are also tasked with translating every PAF authored publication into Spanish and updating them on an ongoing basis to suit the needs of the population.

This year the PAF Spanish website was redesigned and is continually updated, including for example the Spanish announcement of the *Social Security Administrations Compassionate Allowance*, which allows many of our Spanish webpage viewers to be informed about this new measure to expedite Social Security claims for those with specific cancers. The *Blood Cancer Resources* Spanish webpage has been completed for those with in the Hispanic/Latino communities facing issues with blood cancers.

ETHNICITY



A PAF bilingual case manager was featured in a live radio show, “Comentando” 1350AM, that broadcasts to Spanish speaking listeners in the states of Virginia, New Jersey, Maryland and Pennsylvania. Topics covered included issues in the Hispanic/Latino community relative to cancer or other life threatening, debilitating illness and how to manage financial difficulties and issues pertaining to clinical trials and insurance matters. PAF also serves on the Lance Armstrong Foundation’s Spanish Advisory Committee to assist with the development of the LIVESTRONG Cancer Survivorship National Hispanic Media Campaign.

In August of 2008, a PAF patient who is Spanish speaking, was featured in the August edition of “*Latina Magazine*”, which is circulated primarily in metropolitan areas of the United States within the Hispanic/Latino communities that described her experience with PAF and the resolution of her issues relative to her diagnosis. The Director of NHLOP was invited to serve on the *Eliminating Disparities in Clinical Trials – EDICT Project* round table committee to discuss issues and solutions to the lack of participants from the Hispanic/Latino population in clinical trials. The issues and suggestions discussed have been published in their latest Policy and Recommendation booklet.



Beverly McNearly-DeRavalliere, Co-Pay Relief Assistant Director shares information about the various diseases served by the PAF CPR Program.



Beatrice G

Kidney Disease
New York, NY

“If it was not for your help, I couldn’t have made it paying for my medications. Your company is a Blessing!!!”

The NHLOP also created an educational webinar program that is conducted on a monthly basis to educate medical professionals, social workers and other case managers who assist patients in the Hispanic/Latino community. Additionally, NHLOP case managers participated in 41 outreach events including the National Council of La Raza, National Hispanic Medical Association 13th Annual United Nations Reception, Asian American Women’s Health Symposium and the Reunion Latina.

The **National African American Outreach Program (NAAOP)** staff participated in 29 local, regional and national outreach events, educating over 21,000 individuals about PAF and the services provided to patients within the African American community. These events included the NAACP 99th Annual Convention, the National Black Nurses Association Annual Conference, the Annual Health Disparities Conference, the National Association of Black Social Workers Conference and the Howard University Conference. NAAOP continues to collaborate locally with the South East Community Health Task Force in Newport News, VA and other local organizations to empower and educate local residents about chronic diseases.

When NAAOP was launched in 2004, over 13% of the patients served by PAF were African American. The percentage of African Americans provided the comprehensive case management services in FY2008/2009 increased to 17.45%.

In 2008, PAF completed the final year of a five year cooperative agreement, the **Early Detection and Survivorship of Cancer in the Underserved Populations (SCUP)** with the Centers for Disease Control. PAF submitted an application under competitive bid and was awarded a second five year cooperative agreement on September 1, 2008. The goals of SCUP are to increase survivorship of cancer and enhance quality of life by providing direct case management services for patients with breast, cervical, colorectal,

DIRECT PATIENT SERVICES DIVISION

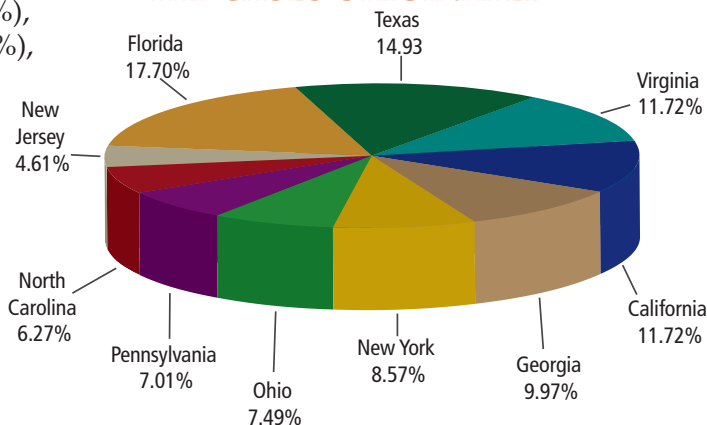
prostate, ovarian and skin cancers in underserved populations. PAF provides outreach and education to increase awareness of our services available to the uninsured, underinsured, minority and disparate populations.

In FY2008/2009 PAF served 3,953 patients through SCUP with specific needs in accessing healthcare and medications, resolving debt crisis issues and assisting patients in applying for public benefits. 1,441 patients were provided information about clinical trial opportunities for treatment to their disease.

In January, 2009 outreach was conducted in Arizona to the Arizona Cancer Center, the Mayo Clinic, Virginia G. Piper Cancer Center and St. Joseph Hospital and in Nevada to the Nevada Health Board Office, Bureau of Healthcare and Compliance and the University Medical Center of Southern Nevada. Our SCUP team members also met with the CDC Comprehensive Cancer Control Directors in both states. Members of NHLOP and NAAOP also participate in outreach events to reach the target populations and inform them of SCUP services.

The top ten states that the patients came from in FY2008/2009 were Florida (17.70%), Texas (14.93%), Virginia (11.72%), California (11.72%), Georgia (9.97%), New York (8.57%), Ohio (7.49%), Pennsylvania (7.01%), North Carolina (6.27%) and New Jersey (4.61%). When comparing the states from which the patient cases originated to the states, based on population density, that top the United States Census Bureau's July 1, 2008 estimates, all ten states listed above are among the top twelve (12) states, by population. During FY2008/2009, Florida and Texas remained the top states of residence for PAF patients, with Virginia ranking third. By contrast, Virginia is ranked 12th in population per the US Census Bureau.

TOP TEN STATES FROM WHICH PAF CASES ORIGINATED



Patients find their way to PAF in a multitude of ways as PAF has become a reliable referral source for non-profit, social service and healthcare organizations, governmental agencies, including the field and national offices of members of the United States Congress, providers' offices, clinics, hospitals and media outlets. In FY2008/2009 referrals from American Cancer Society represented 41.69% of patients being served by PAF and Lance Armstrong Foundation (LAF) referrals represented 9.79% of the PAF patient population.

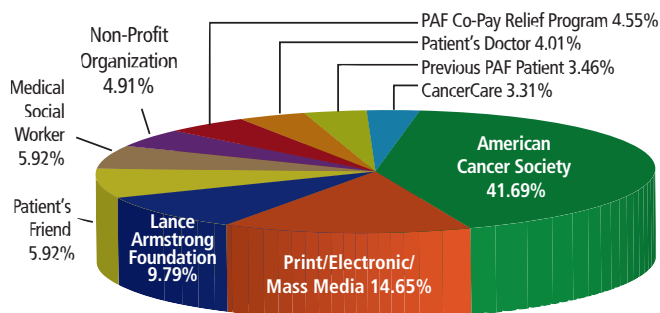


In FY2008/2009 Patient Advocate Foundation completed its first year of its partnership with the **American Cancer Society**. The goal of the partnership is to ensure that cancer patients are able to access affordable care and pharmaceuticals and are provided case management services to resolve their insurance and job retention issues related to their diagnosis. "There are entirely too many patients and family members struggling with rejected claims, denials based on pre-existing conditions and additional insurance coverage challenges that

can lead to life-or-death delays in treatment," said Nancy Davenport-Ennis, CEO of PAF on the launch of the partnership program. "Together, the American Cancer Society and Patient Advocate Foundation are committed to providing the help that cancer patients need and fighting on behalf to help eliminate these barriers."

During FY2008/2009 PAF provided direct case management services to 5,591 patients through the ACS/PAF Partnership program. These referrals were received via telephone or through a secure web-based ACS patient referral portal. The portal accounted for about 25% of cases referred during the year. Patients who were referred by ACS who would be better served through other PAF programs such as the two CDC Cooperative Agreement programs (SCUP and HemOnc), or the Colorectal CareLine, were referred to those programs and accounted for an additional 2,225 patients who were referred by ACS to PAF.

TOP TEN REFERRAL SOURCES



Patricia M., from Hawthorne, FL best sums up the services provided through this partnership:

"Thanks to my PAF patient navigator case manager! She has handled my claim with all needed information and speed and helped me communicate with the hospital. She also told me about Co-Pay Relief for my medicines. She is the ONLY one who gave me 100% help".

LIVESTRONG

PAF celebrated its fifth year of partnership with the Lance Armstrong Foundation (LAF) and the LIVESTRONG SurvivorCare program in FY2008/2009. There have been numerous new

marketing efforts and initiatives this year and it is anticipated that national marketing of the LIVESTRONG SurvivorCare project will remain a high priority continuing in the FY2009/2010.

Highlights for FY2008/2009 include:

- The LIVESTRONG SurvivorCare website was revised to highlight the services available to cancer survivors.
- The LAF developed a new LIVESTRONG SurvivorCare brochure and LIVESTRONG Guidebook Notebook to now include services available in Spanish.
- PAF presented a webinar to the LAF and LIVESTRONG SurvivorCare partners, highlighting PAF services.
- PAF continues to sit on the LIVESTRONG SurvivorCare National Hispanic Outreach Advisory Board to assist with all aspects of the LIVESTRONG SurvivorCare National Hispanic/Latino initiative.
- LIVESTRONG SurvivorCare partners have started to conduct bi-weekly case conference calls to provide more services to patients contacting LIVESTRONG SurvivorCare for assistance.
- Welcome packets consist of a welcome letter, LIVESTRONG SurvivorCare brochure and LIVESTRONG SurvivorCare magnet.
- 3 month follow-up surveys continue to be sent to each patient that contacts LIVESTRONG SurvivorCare. Results are shared with partners monthly.

Through this increased marketing, PAF provided assistance to 1,797 referrals in FY2008/2009. Since inception of the LIVESTRONG SurvivorCare partnership, PAF has assisted 7,944 patients. One patient assisted by the LIVESTRONG SurvivorCare program states:

"As you know, metastatic carcinoma stage IV can be an overwhelming diagnosis-after our insurance lapsed-we did not know what we were going to do. I contacted LAF via e-mail and received an immediate response from a PAF case manager. She was truly a blessing for my husband. She contacted the hospital, contacted SSI and Needymeds. The hospital has a charity program so Dale can receive treatment. She contacted SSI for us and this looks like Dale will receive disability. We truly are so very thankful for your organization and most of all our case manager."

-Wife of Dale Biechler, Illinois

DIRECT PATIENT SERVICES DIVISION



Candace P

Lupus
Harleysville, PA

"I am writing to PAF to say thank you for helping me to get a refund due my wife. I had paid and so had my wife's health insurance company. Without PAF's assistance, I would not be getting the \$830 returned. Thank you so much PAF, Blessings to PAF for your concern and loving care."



In FY2008/2009, PAF was featured by over 20 tier one media outlets, including: *Associated Press, CNN, MSNBC, USA Today, The Washington Post, Market Watch, Essence, AARP, Los Angeles Times, The Atlanta Journal-Constitution, The Washington Post, Chicago Tribune, Consumer Reports* and *The Wall Street Journal*.

Additionally, PAF was featured in tier two media outlets and websites, magazines, trade publications and television. As a result, in FY2008/2009, earned media coverage is the third highest referral source, of patients seeking assistance with 14.65% of all patient referrals generated from earned media coverage. Additionally, referrals from patient's friends, doctors, medical social workers, CancerCare, many other Patient Advocacy Organizations, PAF's Co-Pay Relief Program and patients previously served by PAF round out the top ten referral sources for FY2008/2009.

The Washington Post

MarketWatch

ESSENCE.com
ESSENCE



Los Angeles Times

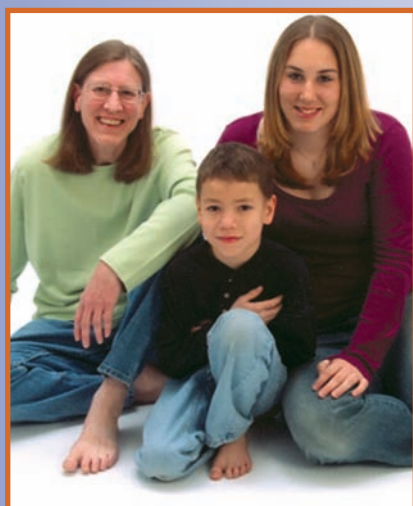
The **Atlanta**
Journal-Constitution

The Washington Post

Chicago Tribune

Consumer Reports

THE WALL STREET JOURNAL

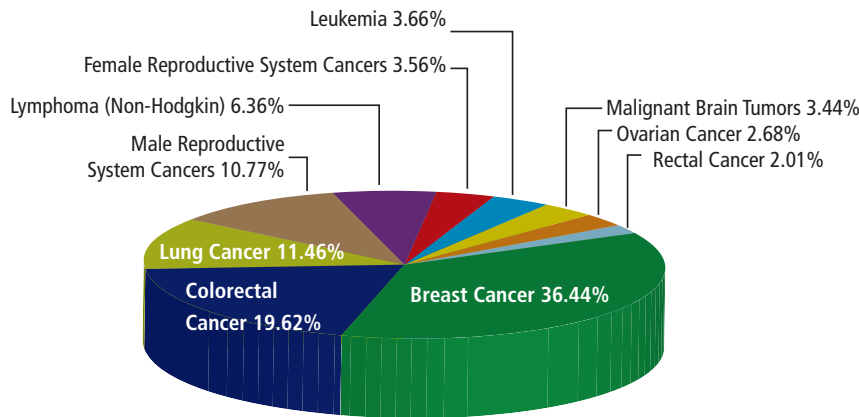


Allison H

Breast Cancer
Shaker Heights, OH

"PAF case manager provided resources in the patients county that offers assistance with rent/mortgage essential utility bills, medical insurance premiums, prescription expenses, medical supplies, automobile expense and day to day financial burdens; even daycare!"

TOP TEN CANCER DIAGNOSIS



Female Reproductive System Cancers Include:
 Fallopian Tube Cancer
 Cervical Cancer
 Ovarian Cancer
 Padgett's Disease
 Uterine Cancer
 Vaginal Cancer
 Vulva Cancer

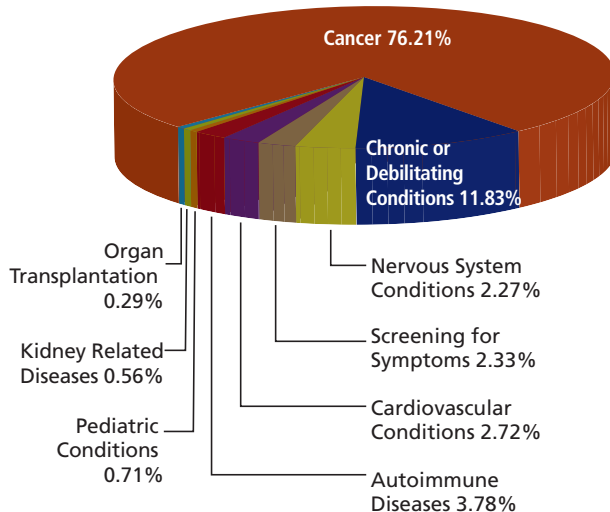
Male Reproductive System Cancers Include:
 Prostate Cancer
 Penile Cancer
 Testicular Cancer

Cancer continues to be the primary diagnosis of PAF patients with 76.21% of all patients served reporting a diagnosis of cancer, representing a 1.62% increase from FY2007/2008. Breast Cancer (36.44%) was the leading cancer diagnosis among our patients again this year with Colorectal Cancer quickly following at 19.62%, a 0.61% increase from last year. Lung Cancer diagnosis represented 11.46% of our patients, while Male Reproductive System Cancers were at 10.77%, representing a 2% increase over last year. Diagnoses of Lymphoma (6.37%), Leukemia (3.66%), Female Reproductive Cancers (3.56%), Malignant Brain Tumors (3.44%), Ovarian Cancer (2.68%) and Rectal Cancer (2.01%) were all included in the top ten cancer diagnoses of PAF patients.

While cancer is the number one diagnosis of PAF patients, PAF has provided direct patient support to people who have been diagnosed with various chronic, life threatening and/or debilitating illnesses. The remainder of the top ten diagnoses of PAF patients for FY2008/2009 includes Chronic/Debilitating Conditions (11.83%), of which there are over 100, Autoimmune Diseases (3.78%), a 1.44% increase over last year, Cardiovascular Conditions (2.72%), Screening for Symptoms (2.33%), Nervous System Conditions (2.27%), Pediatric Conditions (0.71%), Kidney Related Diseases (0.56%) and Organ Transplantation (.029%).

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TOP DIAGNOSIS OF PAF PATIENTS



CHRONIC OR DEBILITATING CONDITIONS

Adrenal insufficiency	Fasciitis	Neuropathy
Amyotrophic Lateral Sclerosis (ALS)	Fibromatosis	Neutropenia
Amputation (any limb)	Fibromyalgia	Osteomyelitis
Amyloidosis	Gaucher's disease	Osteonecrosis
Anemia	Glaucoma	Osteoporosis
Aplastic Anemia	Hidradenitis	Pancreatitis
Asthma	Hemophilia	Paralysis (any body part)
Blindness	Hepatitis	Parathyroid disorders
Bronchitis	Histoplasmosis	Polio
Cirrhosis	Histiocytosis	Polycythemia vera
Clotting disorder	HIV/AIDS	Protein deficiency
Connective tissue disease	Hunter's syndrome	Pseudomyxoma Peritonei (PMP)
Chronic Obstructive Pulmonary disease (COPD)	Hyper/Hypo Thyroidism	Pulmonary emboli
Cushing's syndrome	Huntington's disease	Pulmonary fibrosis
Degenerative joint disease	Hypogammaglobulinemia	Pseudoxanthoma Elasticum (PXE)
Devic's disease or Neuromyelitis optica	Hypopituitarism	Short Bowel syndrome
Diabetes	Immune Deficiency disorder	Sickle Cell Anemia
Emphysema	Infectious diseases	Thrombocytopenia
Encephalopathy	Idiopathic thrombocytopenic purpura (ITP)	Thyroid disorder
Enzyme deficiency	Liver failure	Thrombotic thrombocytopenic purpura (TTP)
Endometriosis	Lymphedema	Tuberculosis
Familial adenomatous polyposis (FAP)	Leukodystrophy	Turner syndrome
	Macular Degeneration	Ulcerative Colitis
	Malabsorption	
	Monoclonal gammopathy	
	Myelofibrosis	
	Muscular Dystrophy	

DIRECT PATIENT SERVICES DIVISION

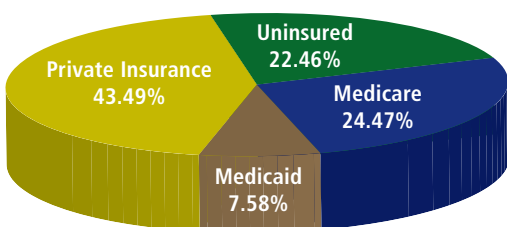
In FY2008/2009, PAF completed the second year of a second five year cooperative agreement from the Department of Health and Human Services Centers for Disease Control and Prevention (CDC). The **Hematologic Cancer Education and Outreach Program (HemOnc)** is designed to assist in determining the effectiveness of current educational materials available for hematologic cancer patients, with a focus on individuals who may be underserved, uninsured or racial/ethnic minority, and to identify areas where there may be opportunities to collaborate with other partners to improve future publications. *Lighting the Way: A Practical Guide to Clinical Trials*, was published in May 2009 to fill a need that was identified through patient interactions. This publication focuses on dispelling clinical trial myths and offers practical information on researching clinical trials and guidance on overcoming access barriers within the minority communities. It is being developed into one of PAF's "A Greater Understanding..." series of brochures as well.

During FY2008/2009 PAF served a total of 1,281 blood cancer patients with an average of 320 patients served quarterly. This project includes a disparities outreach component, targeting African American and Hispanic/Latino hematologic cancer patients, and the organizations and healthcare facilities that serve those populations. States visited during the fiscal year include:

■ New Mexico	■ North Carolina	■ Texas	■ Oklahoma	■ Illinois
■ Virginia	■ Minnesota	■ West Virginia	■ Oregon	■ Washington
■ Colorado	■ California	■ Iowa	■ Georgia	■ Florida

During outreach swings to a particular state, major research hospitals are visited to educate them on PAF services, particularly on services to hematologic cancer patients. In addition, outreach is also conducted to smaller regional hospitals, clinics, community health centers and physician practices to educate them as well. HemOnc staffed attended The Association of Pediatric Oncology/Hematology Nurses (APOHN) Conference, The National Comprehensive Cancer Network (NCCN) Annual Conference, Oncology Nursing Society (ONS) Conference, Association of Oncology Social Workers Conference and the American Society of Pediatric Hem/Onc (ASPHO) Conference.

INSURANCE STATUS OF PAF PATIENTS



Of the patients served in FY2008/2009, 77.54% had some form of insurance. It was reported that 43.49% of the patients served by PAF were privately insured, 7.58% were receiving Medicaid and 24.47% were covered under Medicare. This data represents a 3.93% increase in the Medicare patients and a 2.10% decrease in Medicaid patients served this fiscal year versus last. As well, 22.46% of all PAF patients in FY2008/2009 reported being completely uninsured for their healthcare needs.

The number of uninsured patients being served by PAF is due, in part, to our administration of **The Virginia Cares Uninsured Program (VCUP)** that was implemented in 2007 to assist uninsured Virginians who have been diagnosed with a chronic, debilitating, and/or life threatening disease and are experiencing issues

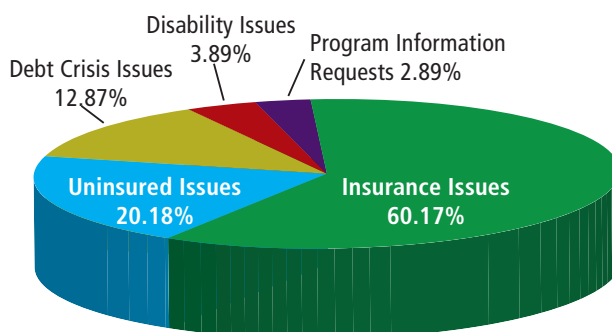
accessing health care. Part of assisting Virginians with accessing health care involves resolving debt crisis issues to include medical debt. For FY2008/2009 VCUP assisted patients with obtaining a reduction on their medical debt in the amount of \$263,836.80, whether through charity assistance provided by the medical facility or negotiating a write-off.

One of the patients assisted by VCUP was a 48 year-old African American female who was diagnosed with multiple illnesses to include diabetes, asthma, diverticulitis, and carpal tunnel syndrome. She contacted PAF requesting assistance with her unpaid medical debt and accessing care. The VCUP case manager was able to facilitate access and approval for charity care through the medical facility and the patient's entire balance of \$45,201.23 was written off. The VCUP case manager was also able to set up an appointment with a specialty provider that billed the patient's medical care on a sliding scale. Another patient in Alexandria, VA writes: *"The Foundation helped me get low cost medical care, which I so desperately needed."*

In addition, VCUP has an outreach component to ensure that Virginians who may be experiencing obstacles accessing health care are educated on our services. For FY2008/2009 VCUP conducted outreach at health fairs, free clinics, community health centers, social service departments & hospitals in over 200 cities and counties across the Commonwealth of Virginia. Some of the conferences attended include the Annual Session of the Baptist General Convention, the Remote Area Medical Health Expedition, the 2nd Annual Ability Awareness Day, the Virginia Association of Free Clinics Annual Meeting, Virginia Community Healthcare Association Annual Leadership Conference and the Cover the Uninsured Week Resource Fair.

Patients that contact PAF for assistance have a wide variety of needs and are offered services that have breadth and depth that are currently unmatched. In FY2008/2009 the top five (5) primary issues patients were seeking assistance with included Insurance Issues (60.17%), a rise of 12.64% from just one year ago, Uninsured Issues (20.18%), Debt Crisis Issues (12.87%), Disability Issues (3.89%) and Program Information Requests (2.89%). PAF continues to be recognized as a leading resource when confronted with access to care issues, this being evidenced by more than 60% of all of the PAF patients requesting assistance with Insurance Issues including co-payment assistance for both privately insured patients and those covered by Medicare Part D, coding and billing errors, alternate healthcare access avenues once benefit maximums have been reached, education around individual and group health insurance benefits, contract language interpretation, appeals assistance, prescription drug and medical service access issues, denial of access to a clinical trial, and assistance with Medicare Part D plan selection and enrollment.

PRIMARY ISSUES OF PAF PATIENTS



UNINSURED ISSUES INCLUDE:

- No access to care
- Unpaid medical bills
- No access/no coverage for prescription needs
- Insurance coverage terminated
- No access to screening
- Medicaid application assistance needed/expedited
- Denied Medicaid access
- Denied treatment/inability meet upfront financial requirement

INSURANCE ISSUES INCLUDE:

- Co-pay, premium and/or deductible assistance
- Coding and billing errors
- Benefit exclusion
- Inability to afford Medicare Part D cost share
- Exhausted benefit maximum/ Annual maximum
- General benefit/coverage questions
- Contract language/Interpretation
- Appeals assistance required
- Claims denied due to experimental/investigational

DIRECT PATIENT SERVICES DIVISION



Phillip C
Colon Cancer
Jackson, MS

"PAF is a very good place to begin a search for valuable help with a variety of issues that are unique to cancer patients."

Patient Advocate Foundation has two specialized programs within Direct Patient Services which help to address the needs of those patients reaching out for assistance, the Med CareLine and the Co-Pay Relief (CPR) program.

MEDCARE*line*

Access to Emerging Medication Therapies

COLORECTAL *CareLine*

In November 2006, PAF launched the **Colorectal CareLine (CCL)**, a patient/provider hotline, designed to provide sustained assistance to patients nationwide who have been diagnosed with colorectal cancer and are seeking educational resources, direct assistance with access to care issues and/or financial aid for select patient needs. The launch of this Med CareLine division was the first time that Patient Advocate Foundation partnered clinical specialists with patients who were seeking access to emerging treatments and therapies.

The Colorectal CareLine continues to administer a small financial grant component for colorectal patients in need of debt crisis assistance for expenses related to out of town care. The CCL Financial Aid Fund currently provides one-time to eligible patients who have a diagnosis of colorectal cancer. FY2008/2009 saw the Colorectal CareLine serving 2,751 patients with case management services and 936 patients were able to utilize the Financial Aid Fund grant.

The Colorectal CareLine staff exhibited and/or presented at the Peninsula Cancer Coalition Meeting, Bureau of Healthcare & Compliance, World Group Clinical Documentation Expo, Oncology Nursing Society (ONS) 34th Annual Conference, Virginia Healthcare Association Annual Leadership Conference, the American Society of Clinical Oncology (ASCO) 45th annual meeting, and at the Patient Advocate Foundation's 10th Annual Patient Congress held in Washington, D.C. in the Educational Expo for all attendees. The Colorectal CareLine also provided program materials for the Colon Cancer Alliance Quarterly meetings in New York, NY, Santa Monica, CA, Nashville, TN and Tampa, FL.



Michelle Herbert, PAF Case Manager educates a conference attendee on the Colorectal CareLine services

The Colorectal CareLine staff has been successful in bringing medical debt relief in the amount of \$2,647,103.94 to the colorectal cancer patients we have served through CCL since the program launched in November 2006. It is very satisfying to the case managers when they work so diligently with various pharmaceutical companies, hospitals, advocacy groups, insurance companies and state and local agencies and are able to help alleviate some of the debt crisis issues are frequently a companion issue for those dealing with a colorectal cancer diagnosis.

Lymphedema *CareLine*

An additional Med CareLine program the **Lymphedema CareLine (LCL)**, launched in November 2008. The Lymphedema CareLine supports patients who are concerned about the risk of developing lymphedema or need assistance with their medical claims relating to the clinical assessment of lymphedema. It also supports providers who are seeking information and/or assistance related to providing and receiving reimbursement for the

clinical assessment and monitoring of their patients with lymphedema. In FY2008/2009, the Lymphedema CareLine provided assistance to 154 patients/providers.

PATIENT ADVOCATE FOUNDATION
CO-PAY RELIEF
A Patient Assistance Program

the two core competency based programs at PAF. The program was established in April 2004 to provide direct financial support to insured patients, to include Medicare beneficiaries, who qualify medically and financially with their pharmaceutical co-payments.

In the Spring of 2009, PAF's CPR Program profile was included in Mattson/Jack DaVinci's *Oncology Market Access, U.S.*, Seventh Edition, an annual publication that provides ongoing access to leading-edge analysis of critical shifts in the U.S. marketplace that are likely to impact reimbursement, pricing and utilization of cancer drugs. The analyses presented in the report are based on in-depth qualitative and quantitative market research. **In this report, PAF's Co-Pay Relief Program was rated #1 among the charitable co-pay assistance programs by Practice Administrators across the United States for servicing cancer patients.**

In FY2008/2009, the CPR program expanded its patient support by opening six new disease funds including:

- | | |
|----------------------------|------------------------|
| ■ Hepatitis C | ■ Multiple Myeloma |
| ■ Myelodysplastic Syndrome | ■ Rheumatoid Arthritis |
| ■ Osteoporosis | ■ Chronic Pain |

These additions expand our available co-pay support disease categories to **19**. Currently the CPR program is assisting patients with the following diagnoses:

- | | |
|--|----------------------------|
| ■ Autoimmune Disorders | ■ Breast Cancer |
| ■ Chronic Pain | ■ Colon Cancer |
| ■ Diabetes | ■ Head and Neck Cancer |
| ■ Hepatitis C | ■ Kidney Cancer |
| ■ Lung Cancer | ■ Lymphoma |
| ■ Malignant Brain Tumor | ■ Myelodysplastic Syndrome |
| ■ Multiple Myeloma | ■ Osteoporosis |
| ■ Pancreatic Cancer | ■ Prostate Cancer |
| ■ Rheumatoid Arthritis | ■ Sarcoma |
| ■ Chemo Induced Anemia and Chemo Induced Neutropenia (CIA/CIN) | |

The program experienced a 25.8% increase in the number of patients served totaling 7,310 during FY2008/2009. The CPR program has provided assistance to a total of 25,123 patients and provided more than \$50 million dollars in direct financial assistance since inception, April 1, 2004.

In FY2008/2009, the PAF CPR program implemented a secured, web-based application portal available on the CPR public website, designed to allow patients, family members and/or caregivers to enroll via the internet, minimizing enrollment time as well as offering real-time information on the availability of assistance in each disease category. The portal is available 24 hours a day and can be accessed on the CPR website at www.copays.org.

The Patient Advocate Foundation's **Co-Pay Relief (CPR) Program** has successfully completed 5 years of operation and continues to be one of

Patient Advocate Foundation would like to thank the following donors for their continued financial support of the Co-Pay Relief program in FY2008/2009:

AMGEN[®]

AstraZeneca

 **Bristol-Myers Squibb Company**

 **Celgene**

 **Centocor**

 **Lilly**
Answers That Matter.

Genentech
IN BUSINESS FOR LIFE

 **GlaxoSmithKline**

 **Pfizer** Oncology

 **PURDUE**

 **Roche**

 **sanofi aventis**
Because health matters

 **Schering-Plough**

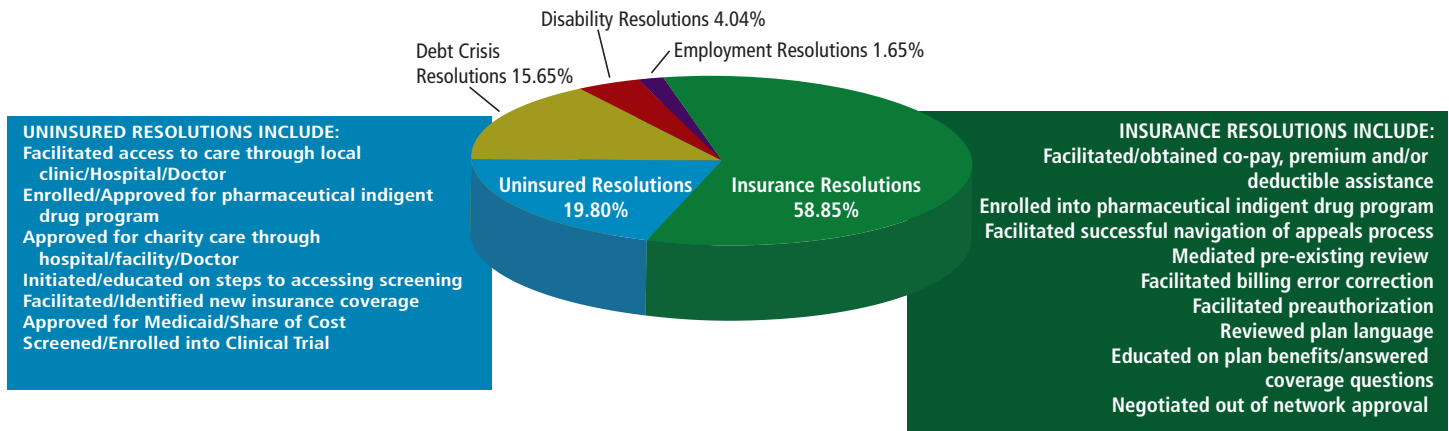
 **susan G. komen**
FOR THE cure[®]

DIRECT PATIENT SERVICES DIVISION

As well, on September 10, 2008, PAF received favorable modifications from the Office of Inspector General (OIG) to the PAF opinion to include expansion of the approved disease categories allowing the program to operate an additional 16 categories bringing the total approved disease states that PAF can offer co-payment assistance to 43. The OIG modification also provided expanded reporting capabilities to donors to include monthly disease fund utilization.

In February 2009, the CPR Program began offering Electronic Funds Transfer (EFT) as an additional payment method that can be utilized when the CPR program is making payments to providers, pharmacies and/or patients for the patient's required pharmaceutical co-payments.

RESOLUTIONS FOR PAF PATIENT ISSUES



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Meeting the needs of our patient population continues challenge our professional staff members to be more creative and persistent when identifying resolutions to the issues our patients face. The downturn of the economy has created a new population of uninsured patients who have lost coverage when their companies have closed while the available resources for patients confronting access to care issues continue to shrink. Despite the odds, our team of professional case managers and call counselors have been successful in finding resolutions to our patient's issues, often working with each patient and the key stakeholders in their circle of care over a sustained period of time until all of the access barriers have been overcome. In FY2008/2009 the number one category of resolutions achieved by our staff on behalf of the patients seeking our assistance were Insurance Resolutions (58.85%), a 13.45% increase over last fiscal year, including obtaining co-payment, deductible and premium assistance for patients, facilitating access to free drugs through manufacturer sponsored programs, providing benefit review and interpretation, facilitating appeals on behalf of patients, coordinating approvals for out of network transfers and second opinions, auditing and correcting medical coding and billing errors, and mediating the review of pre-existing condition based denials. The second largest category of resolutions were those brought to bear for our Uninsured population, classified simply as Uninsured Resolutions (19.80%), and include the facilitation of access, at times through the utilization of charity care, to prescribed healthcare through local clinics, providers and hospitals, accessing free drugs through manufacturer based programs, providing education and direction to facilities offering free or reduced price screenings, assisting with application to state Medicaid and/or SCHIPS programs, and, in some cases, identifying access to insurance coverage. Debt crisis resolutions (15.65%), Disability Resolutions (4.04%) and Employment Resolutions (1.65%) complete the top 5 broad categories of resolutions achieved on behalf of PAF patients in FY2008/2009.

As healthcare reform continues to be in the forefront of the news, the PAF staff, especially those who interact daily with patients, continue to ensure that those patients receive access to the care that they need. Regardless of the outcome of the reform package, PAF will remain a constant in patient advocacy, available and ready to help patients solve their insurance and healthcare access problems.



Advocate

10TH ANNUAL PATIENT CONGRESS

June 24-25, 2009

Patient Advocate Foundation convened its 10th Annual Patient Congress on June 24-25, 2009 in Washington, DC. The two-day event attracted more than 173 patients, family member advocates, physicians, nurses and social workers – representing 46 states and the District of Columbia. This years Patient Congress drew heightened attention as the new administration turned its focus and efforts to national health care reform. While the attendees were in Washington for Patient Congress, both committee hearings and markups on proposed healthcare reform legislation were occurring which contributed to the fervor with which the attendees advocated for healthcare reform when they visited their members offices. Attendees learned how to use their voice to educate legislators on what the patient experience is in the current health care system and offered substantive suggestions for improvement.

Patient Congress attendees participated in a Capitol Hill briefing where they were provided with a bipartisan summary of the varying versions of proposed healthcare reform legislation being considered by the Congress, facilitated by a panel of staff members from Congressional offices and career policy experts. The attendees were also addressed by keynote speaker, the Honorable Debbie Wasserman Schultz (D-20th-FL), who spoke about her personal battle with breast cancer and the role that experience played in her efforts to introduce the Education and Awareness Requires Learning Early Act (EARLY Act) which would provide funding to implement a national education campaign about risks that young adult women (under 40) face from breast cancer, as well, it would provide assistance to young women who have the disease. She encouraged all of the attendees to make their voice heard by weighing in, with real life experiences, on the political debate that is healthcare reform.



The Honorable Debbie Wasserman Schultz (D-20th-FL), US House of Representatives, discusses the EARLY Act she is sponsoring



Wendell Primus, Senior Policy Advisor to the Speaker of the US House of Representatives addresses attendees on current healthcare reform legislation



Attendees role play during the Hill Briefing session



Christopher Kush, CEO, Soapbox Consulting educating Patient Congress attendees on how to have an effective Hill Visit during the Capitol Hill Briefing



Eilene Frierson, NPAF State Policy Liaison from Pennsylvania, asking a question during the Hill Briefing

That evening, attendees had the opportunity to attend an Educational Expo and Reception. Representatives from the patient advocacy community and representatives from voluntary health care organizations and agencies were available to visit with attendees and to provide educational information.

Exhibitors included:

- ASTRO
- Bladder Cancer Advocacy Network
- Breast Cancer Network of Strength
- Cancer Hope Network
- CaringBridge
- Centers for Medicare and Medicaid Services
- Colorectal CareLine
- Co-Pay Relief Program
- Día de la Mujer Latina, Inc.
- Geriatric Oncology Consortium/Grandparents Against Cancer
- International Medical Interpreters Association
- Kidney Cancer Association
- Lance Armstrong Foundation
- Leukemia and Lymphoma Society
- Men's Health Network
- National Center for Complementary and Alternative Medicine
- National Cervical Cancer Coalition
- Oncology Nursing Society
- Patient Advocate Foundation
- Sarah Lawrence College: Health Advocacy Program
- The Brain Tumor Awareness Organization
- The Mautner Project
- The Pancreatic Cancer Action Network
- The Wellness Community
- Women and Cancer Magazine
- Young Survival Coalition
- Coping Magazine
- Susan G. Komen For The Cure



PAF staff is ready to welcome the attendees!
(l to r) Vicki Storey, Fran Castellow, MEd.-Patient Congress Chair, Jamilla Williams, Tami Lewis, RN, Gayle Petrick, Erin Moaratty, Jack Ennis



Attendees learn about other non-profit advocacy groups during the Patient Congress Educational Expo



Susan G. Komen for the Cure presents their educational materials to attendees

10TH ANNUAL PATIENT CONGRESS

On day two of the conference, Patient Congress participants, prepared by the Capitol Hill Briefing, where they were educated not only to the issue of healthcare reform, but also equipped with practical methods and strategies for conducting an effective Congressional visit, conducted personal visits with their Members of Congress from both the US House of Representatives and the US Senate. The Patient Congress attendees completed 200 meetings with Members of Congress and staff on Capitol Hill, including 97 Senate offices and 103 House offices, asking for their support for comprehensive National Health Care Reform in 2009. The principles that attendees addressed were:

- Universal Access to Health Care Coverage
- Ensure that Health Care Coverage is Affordable
- Improve the Quality of Health Care and Health Care Coverage
- Attain a Fair and Equitable Health Care System
- Make Health Care Portable

During the Dinner Symposium held Thursday evening, attendees heard from the Honorable Joe Courtney (D-2nd-CT), United States House of Representatives, the Honorable Allyson Schwartz (D-13th-PA), United States House of Representatives and Jon Sands, Vice President of Business Development, Roush Fenway Racing and a cancer survivor. A highlight of this year's Patient Congress Dinner Symposium was the opportunity for participants to hear from our Keynote speaker, Elizabeth Edwards, Senior Fellow, The Center for American Progress, Successful Author and Advocate for Children's Causes. Prior to the Dinner, Mrs. Edwards graciously autographed copies of the latest book, *"Resilience: Reflections on the Burdens and Gifts of Facing Life's Adversities"* for all of our attendees. Her story of courage, perseverance, and humility left an undeniable impression of hope on all in attendance.



Keynote Speaker Elizabeth Edwards describes the journey of her battle with cancer



Elizabeth Edwards with two Patient Congress attendees



Jon Sands with Roush Fenway Racing tells Patient Congress attendees how he overcame his diagnosis of cancer



Nancy Davenport-Ennis with speaker Congressman Joe Courtney (D-2nd-CT) following his presentation



The Honorable Allyson Schwartz (D-13th-PA) addresses Patient Congress attendees during the Dinner Symposium

Attendees left Patient Congress invigorated and ready to take the message back to their home states. In their own words, attendees had to say:

"Patient Congress was an eye opener, not only regarding patient advocate issues, but also about the legislative process. This year is especially exciting because Healthcare Reform is eminent and because of the new administration and president. This is the era of hope."

"I liked that the Members of Congress listened to our stories and really were interested in what we had to say."

"Patient Congress was a great learning experience, I learned that my opinion and vote DOES COUNT!"

A special thanks to the Members of the United States Congress who served as Honorary Chairs for the 10th Annual Patient Congress

UNITED STATES SENATE

Senator Max Baucus (D-MT)
Senator Thad Cochran (R-MS)
Senator Charles Grassley (R-IA)
Senator Arlen Specter (D-PA)
Senator Tim Johnson (D-SD)
Senator Michael Enzi (R-WY)
Senator Mike Crapo (R-ID)
Senator Maria Cantwell (D-WA)
Senator Saxby Chambliss (R-GA)
Senator Benjamin Cardin (D-MD)
Senator Robert P. Casey (D-PA)
Senator Sheldon Whitehouse (D-RI)
Senator Roland Burris (D-IL)
Senator Edward Kennedy (D-MA)
Senator Lisa Murkowski (R-AK)
Senator Dianne Feinstein (D-CA)
Senator Daniel Inouye (D-HI)
Senator Jim Webb (D-VA)
Senator Kay Bailey Hutchison (R-TX)
Senator Mark R. Warner (D-VA)
Senator Mark Begich (D-AK)
Senator Bernard Sanders (I-VT)
Senator Joseph I. Lieberman (I-CT)
Senator Mitch McConnell (R-KY)
Senator Byron Dorgan, (D-ND)



Kim Williams, NPAF staff member, Herb Perry from Nevada and Donna Adkins, PAF staff member enjoying the Patient Congress dinner reception



Lori Williams, PhD, PAF Scientific Board Member, Leah Arnett, RN, PAF Executive Board Secretary, Elizabeth Edwards and Rob Rifkin, MD, Scientific Board Chair during the Dinner Symposium Reception



Congressman Ron Paul (R-14th-TX) and members of the Patient Congress Texas delegation

PATIENT CONGRESS HONORARY CHAIRS

UNITED STATES HOUSE OF REPRESENTATIVES

Representative Nick J. Rahall, II (D-3rd-WV)
Representative John Lewis (D-5th-GA)
Representative Fred Upton (R-6th-MI)
Representative Donald M. Payne (D-10th-NJ)
Representative Rosa DeLauro (D-3rd-CT)
Representative Ed Pastor (D-4th-AZ)
Representative Anna G. Eshoo (D-14th-CA)
Representative Bob Goodlatte (R-6th-VA)
Representative Gene Green (D-29th-TX)
Representative Peter Hoekstra (R-2nd-MI)
Representative Carolyn Maloney (D-14th-NY)
Representative Lucille Roybal-Allard (D-34th-CA)
Representative Lloyd Doggett (D-25th-TX)
Representative Zoe Lofgren (D-16th-CA)
Representative Diana DeGette (D-1st-CO)
Representative Ron J. Kind (D-3rd-WI)
Representative Loretta Sanchez (D-47th-CA)
Representative Shelley Berkley (D-1st-NV)
Representative Barbara Lee (D-9th-CA)
Representative Michael Honda (D-15th-CA)
Representative Candice Miller (R-10th-MI)
Representative Chris Van Hollen (D-8th-MD)
Representative Geoff Davis (R-4th-KY)
Representative Bruce Braley (D-1st-IA)
Representative Gerry Connolly (D-11th-VA)
Representative Eleanor Holmes Norton (D-DC)
Representative Ed Pastor (D-4th-AZ)
Representative Jim Himes (D-4th-CT)
Representative John Dingell (D-15th-MI)
Representative Raul M. Grijalva (D-7th-AZ)
Representative Doris Matsui (D-5th-CA)
Representative Eric I. Cantor (R-7th-VA)
Representative Cathy McMorris Rodgers (R-5th-WA)
Representative Robert J. Wittman (R-1st-VA)
Representative Bobby Scott (D-3rd-VA)
Representative James P. Moran (D-8th-VA)
Representative Henry A. Waxman (D-30th-CA)
Representative Ginny Brown-Waite (R-5th-FL)
Representative Sander Levin (D-12th-MI)
Representative Howard Coble (R-6th-NC)
Representative Allyson Y. Schwartz (D-13th-PA)
Representative Charlie Wilson (D-6th-OH)
Representative Steven LaTourette (R-14th-OH)



Senator Robert Bennett (R-UT) with Kermit Heid, Rob Rifkin, MD and Nancy Davenport-Ennis



Patient Congress attendees meet with the Health Liaison in Congressman John Kline's (R-2nd-MN) office



Senator Sam Brownback (R-KS) with members of the Patient Congress Kansas delegation

Representative Joe Sestak (D-7th-PA)
 Representative Christopher Lee (R-26th-NY)
 Representative Eddie Bernice Johnson (D-30th-TX)
 Representative Kendrick B. Meek (D-17th-FL)
 Representative Gregory Meeks (D-6th-NY)
 Representative Tim Murphy (R-18th-PA)
 Representative Jo Ann Emerson (R-8th-MO)
 Representative Tom Latham (R-4th-IA)
 Representative Phil Gingrey, MD (R-11th-GA)
 Representative Steven Rothman (D-9th-NJ)
 Representative Deborah Halvorson (D-11th-IL)
 Representative John Linder (R-7th-GA)
 Representative Sue Myrick (R-9th-NC)
 Representative Judy Biggert (R-13th-IL)
 Representative Thomas E. Petri (R-6th-WI)
 Representative Robert A. Brady (D-1st-PA)
 Representative Adam H. Putnam (R-12th-FL)
 Representative Chaka Fattah (D-2nd-PA)
 Representative Charles Gonzalez (D-20th-TX)
 Representative Dan Boren (D-2nd-OK)
 Representative Louise McIntosh Slaughter (D-28th-NY)
 Representative Dave Reichert (R-8th-WA)
 Representative Russ Carnahan (D-2nd-MO)
 Representative Gwen Moore (D-4th-WI)
 Representative Kay Granger (R-12th-TX)
 Representative Marcia L. Fudge (D-11th-OH)
 Representative Sheila Jackson Lee (D-18th-TX)
 Congressman Chaka Fattah, (D-2nd-PA)
 Congressman Dennis Kucinich, (D-10th-OH)

A Special Thanks goes to the Ardent Supporters of the 10th Annual Patient Congress:

- AmerisourceBergen
- Amgen Oncology
- Boehringer Ingelheim
- Eli Lilly and Company
- Genentech
- GlaxoSmithKline
- Lance Armstrong Foundation
- Novartis
- Pfizer Oncology
- sanofi-aventis
- Schering-Plough
- US Oncology

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Nancy Davenport-Ennis, CEO, Patient Advocate Foundation and National Patient Advocate Foundation closing the 10th Annual Patient Congress.



SCHOLARSHIPS FOR SURVIVORS ACADEMIC AWARD PROGRAM

The Scholarships for Survivors will provide \$33,000 in scholarship funds for 2009 - 2010. This year's Scholarships for Survivors recipients are:

THE CHERYL GRIMMEL AWARD

Insup Lee
School: Harvard College

THE MONICA BAILES AWARD

Sadie Byboth
School: Louisiana State University

THE JIM MEADE & LUKE BARLOWE AWARD

Nicholas Harper
School: Bellarmine University

THE KAREN L. REEDER AWARD

Kristopher Adame
School: New River Community & Technical College

THE ROBIN PRACHEL AWARD

Dylan Feierabend
School: College of the Redwoods

THE JO ANN DAVIS AWARD

Abby Schafer
School: Marywood University

SCHOLARSHIPS FOR SURVIVOR RECIPIENTS

Tenisha Avila
School: Fresno Pacific University

Gregory Johnson
School: Colorado School of Mines

Hunter Durfee
School: Keene State College

Kahina Louis
School: University of Florida

Mary Stiddom
School: Jackson State Community College



Nancy Davenport-Ennis, CEO, first time scholarship recipient Kahina Louis who is attending the University of Florida, Rob Rifkin, MD, PAF Scientific Board Chair and Ruth Anne Reed, Scholarship for Survivors Chair celebrate Kahina's acceptance of a Scholarship for Survivors

At this year's 10th Anniversary celebration at Patient Congress, Patient Advocate Foundation hosted the Scholarships for Survivors Academic Award Program presentation on the final night of activities. The purpose of the program is to provide financial support to patients who are seeking to initiate or complete a course of study that has been interrupted or delayed by a diagnosis of cancer or other critical or life-threatening disease.

This year, Patient Advocate Foundation recognized Kenny Thomas who completed his course of study and graduated from University of Louisville.

"PAF played a vital role in my college career this year by giving me the necessary financial means and support to make it through college. I have traveled a tough road which made me a better person. I look back and remember all the great people along the way this year that helped me and encouraged me to keep trying even when I wanted to give up sometimes or got lazy. I have been given another chance at living life and I am doing all I can to make sure it's healthy and successful. I have truly been blessed and I am trying to open doors and do nice things as others have done for me. Again I want to thank PAF for all the support and love that they have shown me and my family. Patient Advocate Foundation is a great organization and I am proud that you choose me for the Jim Meade and Luke Barlowe Scholarship."



Sadie Byboth, shares with the audience her experiences from her freshman year in college at Louisiana State University



Bellarmino University student Nick Harper talks about how the Scholarship for Survivors program has made it possible for him to pursue his higher education goals



Hope

8TH ANNUAL A PROMISE OF HOPE AFFAIR



Patient Advocate Foundation Executive Round Table members in their finest denim and diamonds.

Dynelle Lunsford, Fran Castellow, Carey Waldrip, Sally Blanchard, Beth Darnley, Bill Nason, Alan Richardson, Jack Ennis, Nancy Davenport-Ennis, Erin Moaratty



30



Submitting that Winning Bid!



Bidding during the Scholarships for Survivors portion of the live auction.

On February 28, 2009, Patient Advocate Foundation held its 8th Annual *A Promise of Hope Affair* with a theme this year of Denim and Diamonds where our guests were able to wear their finest denim and/or formal attire. We were joined by 370 attendees, including the PAF Executive, Scientific and Honorary Boards of Directors, local businesses, PAF staff members and Partners in Progress representatives.

Attendees were able to bid on over 300 auction items with a fair market value of over \$50,000.00. Paul Haymes served as our auctioneer that evening during the live auction, helping to raise over \$14,000.00 for PAF's Scholarships for Survivors program.



Beth Darnley, President-Mission Delivery, speaks to the crowd about the services that PAF offers to patients.



Fran Castellow, President-Operations, welcomes the attendees to A Promise of Hope Affair



Nancy Davenport-Ennis, CEO, Pamela Bennett and Kim Tiller with Purdue Pharma and Fran Castellow, President-Operations enjoy the VIP Reception.



Living Statues, "Statuarium" pose for our guests as they enter the ballroom for dinner.



Is it a statue? Or is it a real person?



Our three statues in "Statuarium" close the show with the theme song "Oklahoma".

Our guests were entertained as they walked into the ballroom by three "living" statues, Statuarium, who burst in to country and western song, startling many of the guests who thought they were true statues. After dining on London Broil and BBQ Shrimp Skewers, our guests were able to dance the night away to the sounds of "Slapwater", a popular local band.

Barbara Butler, a local patient that PAF had recently assisted, spoke to the crowd, telling her story of her cancer diagnosis and how PAF had helped her through her treatment and insurance issues. Congressman Robert C. "Bobby" Scott (D-3rd-VA) and Congressman Rob Wittman (R-1st-VA) both addressed the crowd and Donna Adkins, Chair of our Auction Committee presented Nancy Davenport-Ennis, CEO and Jack Ennis, Chief Development Officer and Co-Founders of PAF with a Proclamation from the Commonwealth of Virginia proclaiming April 4th to be Patient Advocate Foundation Day, the date that PAF was founded in 1996.



Becca Fifelski and Lindsey Arndt entertain our guests at the VIP Reception

Through the support of local businesses, Board of Directors and Partners in Progress, this year's *A Promise of Hope Affair* was able to raise \$327,724.00 through donations, sponsorships, auction bids and in-kind donations for PAF's provision of direct services to help patients obtain access to quality health care.



Slapwater entertaining the attendees



Congressman Robert Scott (D-3rd-VA) is joined by Alan Richardson, *A Promise of Hope Affair* Chair after Congressman Scott addressed our attendees.



Nancy Davenport-Ennis, Congressman Rob Wittman (R-1st-VA), Beth Darnley and Jack Ennis



Mayor Joe Frank, Mayor of Newport News, Caroline and Brian Martin

8TH ANNUAL A PROMISE OF HOPE AFFAIR

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The Silent Auction is in full swing.

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Alan Richardson, Chair of *A Promise of Hope Affair*, recognizes Event Sponsor Amgen Oncology and representative Kathryn West.



Sally Blanchard (r) presents Marcie Mutti GlaxoSmithKline's Event Sponsor plaque.



Jack Ennis presents an Event Support plaque to Kesslyn Smith with sanofi-aventis.



Pamela Bennett with Purdue Pharma is presented her Event Sponsor plaque by Pam Cleck.



Bruce Edelen-Eli Lilly, Beth Darnley-PAF, Linda House-Eli Lilly and Susan Fox-Eli Lilly, Event Sponsors

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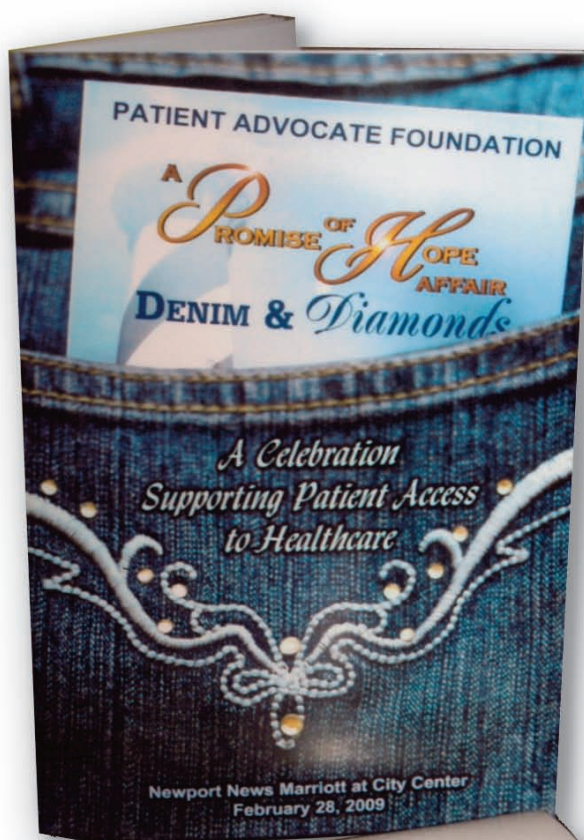
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In Honor of Chelsey Kidd
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Chris and Susan Schools

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Joseph and Grace Laratta

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In Honor of Yolanda Mooneyham
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Martha Murphy
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James L. McMahon

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Mary J. Arrighi

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In Honor of Steve Leff
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In Honor of my Dad
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Robert Benjamin Neumeyer
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COMBINED FEDERAL CAMPAIGN

PAF is a participant in the Combined Federal Campaign (CFC) which was established by the United States government as a way for Federal employees to support their charities of choice through the use of payroll deduction. PAF's CFC number is 10681. You are also able to designate Patient Advocate Foundation with your United Way campaign. Ask your United Way representative on the correct procedure to designate PAF as it may vary from United Way to United Way.



Lisa P

Breast Cancer
 Cartersville, GA

"I'm a single mother with Terminal Breast Cancer. My helper at Patient Advocate Foundation was Margie Griffin; she was so nice and helpful with every question and even provided information on program in my area I had no idea existed. She helped me get Medicaid through in time for my first Chemo

Treatment, which was one day and starting SSI Disability. She stayed on the phone with me through interviews and explained everything. She calls back promptly when I call her with a question and she was supportive in every way possible. If not for Patient Advocate Foundation, I would still be searching for the proper help I need, instead I am receiving it. Thanks to Patient Advocate."

PAF FINANCIAL STATEMENTS

Patient Advocate Foundation

Statements of Financial Position

June 30,	2009	2008
Assets		
Current assets		
General operating cash and cash equivalents	\$ 2,903,744	\$ 3,338,443
Restricted CPR cash and cash equivalents	20,579,341	18,806,169
Unconditional promises to give	45,325	5,225
Interest receivable	73,050	75,639
Service contract receivable	116,074	-
Inventories	76,237	46,422
Prepaid expenses	75,867	88,106
Investments	1,876,093	1,829,580
Total current assets	25,745,731	24,189,584
Property and equipment - net	895,208	796,651
Other assets		
Refundable deposits	15,463	11,402
	\$26,656,402	\$24,997,637
Liabilities and Net Assets		
Current liabilities		
Current portion of obligation under capital lease	\$ 58,660	\$ 54,293
Accounts payable and accrued expenses	360,238	293,263
Deferred revenue	1,957,297	2,225,270
Accrued vacation leave	313,508	264,712
Total current liabilities	2,689,703	2,837,538
Long term liabilities		
Obligation under capital lease-less current portion	186,805	245,464
Total liabilities	2,876,508	3,083,002
Unrestricted	1,225,417	1,170,983
Temporarily restricted	20,579,341	18,806,169
Permanently restricted	1,975,136	1,937,483
Total net assets	23,779,894	21,914,635
	\$26,656,402	\$24,997,637

The accompanying notes are an integral part of these financial statements.

Patient Advocate Foundation
Statements of Activities

Years Ended June 30,	2009				2008			
	Unrestricted	Temporarily Restricted	Permanently Restricted	Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues, gains and other support								
Contributions								
Grants	\$ 4,592,337	\$ 12,106,822	\$ -	\$ 16,699,159	\$3,478,484	\$ 10,917,427	\$ -	\$ 14,395,911
Private and public donations	129,933	-	-	129,933	148,178	-	-	148,178
Donated services and materials	136,234	-	-	136,234	146,480	-	-	146,480
Co-Pay Relief administration	2,880,956	-	-	2,880,956	3,122,222	-	-	3,122,222
Patient Congress	204,715	-	-	204,715	211,634	-	-	211,634
Promise of Hope	267,297	-	-	267,297	278,079	-	-	278,079
Service contract	331,927	-	-	331,927	-	-	-	-
Special events	132,974	-	-	132,974	90,553	-	-	90,553
Investment income	490,847	-	37,653	528,500	797,721	-	56,921	854,642
Net assets released from restrictions	10,333,650	(10,333,650)	-	-	10,542,590	(10,542,590)	-	-
Total revenues, gains and other support	19,500,870	1,773,172	37,653	21,311,695	18,815,941	374,837	56,921	19,247,699
Expenses								
Program services								
Patient services	5,053,936	-	-	5,053,936	4,396,300	-	-	4,396,300
Co-Pay Relief	12,506,046	-	-	12,506,046	13,130,405	-	-	13,130,405
Service contracts	332,963	-	-	332,963	-	-	-	-
Patient Congress	-	-	-	-	329,945	-	-	329,945
Scholarships	-	-	-	-	90,741	-	-	90,741
Supporting services:								
Management and general	862,809	-	-	862,809	1,050,935	-	-	1,050,935
Fundraising	690,682	-	-	690,682	239,772	-	-	239,772
Total expenses	19,446,436	-	-	19,446,436	19,238,098	-	-	19,238,098
Change in net assets	54,434	1,773,172	37,653	1,865,259	(422,157)	374,837	56,921	9,601
Net assets - beginning of year	1,170,983	18,806,169	1,937,483	21,914,635	1,593,140	18,431,332	1,880,562	21,905,034
Net assets - end of year	\$ 1,225,417	\$ 20,579,341	\$ 1,975,136	\$ 23,779,894	\$1,170,983	\$ 18,806,169	\$ 1,937,483	\$ 21,914,635

The accompanying notes are an integral part of these financial statements.

PAF STAFF FY2008/2009

Executive Leadership:

Nancy Davenport-Ennis, Chief Executive Officer
Fran Castellow, MEd., President, Operations
Beth Darnley, President, Mission Delivery
William Nason, Chief of Contracting, Business
Forecasting, and Facilities Officer

Administrative Support Staff:

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Judi Roberson
Mary Tilles

Communications:

Tracy Andrus, Supervisor, Communications
Department
Megan Bradshaw
Tricia Smithers

Corporate Development:

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Alan Richardson, Chief Development Operations
Officer

Finance:

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Debbie Andrus
Stacia Foreman
Metise Council
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Kevin Cox
Bryce Lohr
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Kendra Bluhm, Chief Project Management Officer

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Shelby Cornick	Wanda Febus
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New Beginnings

ACKNOWLEDGEMENTS

PATIENT ADVOCATE FOUNDATION ANNUAL REPORT ACKNOWLEDGEMENTS

Editor-In-Chief	Nancy Davenport-Ennis, Chief Executive Officer
Editors/Writers	Fran Castellow, President-Operations Alan Richardson, Chief Development Operations Officer
Contributors	Beth Darnley, President-Mission Delivery Kendra Bluhm, Chief Project Management Officer Erin Moaratty, Chief Special Projects Officer Dynelle Lunsford, Chief Financial Officer Pam Cleck, Director, Co-Pay Relief Program Pat Jolley, RN, Patient Services Supervisor Carolyn Andrews, Program Director, National African American Outreach Program Wanda Febus, Program Director, National Hispanic/Latino Outreach Program Margie Griffin, Program Director, Senior Services Jamilla Williams, Program Director, Virginia Cares for the Uninsured Program Courtney Jones, Program Director, LIVESTRONG™ Partnership Program Gayle Petrick, Program Director, American Cancer Society Partnership Program Michelle Shanks, Program Director, PAF/CDC Cancer Prevention and Survivorship Partnership Ruth Anne Reed, Vice President of Human Resources Programs Debbie Andrus, Senior Accountant Elena Gananko, Database Administrator

Patient Advocate Foundation
700 Thimble Shoals Blvd., Suite 200 Newport News, VA 23606
Tel: (757) 873-6668 Fax: (757) 873-8999
1.800.532.5274
Internet: www.patientadvocate.org
www.copays.org
www.colorectalcareline.org
Email: info@patientadvocate.org

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February 27, 2010
Newport News Marriott at City Center
Newport News, Virginia

"Mid-Winter Beach Party"
www.promiseofhope.net

11TH ANNUAL PATIENT CONGRESS

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Application Deadline: April 12, 2010
www.patientadvocate.org
Listed Under "Programs" Section





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757.952.0119 fax
www.copays.org
cpr@patientadvocate.org



Colorectal CareLine
A Med CareLine Program
1.866.657.8634
757.952.2031 fax
www.colorectalcareline.org
ccl@patientadvocate.org

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