

Healwell

2014 Annual Report

Created: February 2015



healwell

Who We Are

Mission

Healwell's mission is to improve quality of life for people living with acute, chronic and terminal illness and their caregivers through hands-on integrative therapies, education and research regardless of ability to pay.

We stand on the groundwork of co-founders Lauren Muser Cates and Brenda Teal and continue to move the initial vision forward into the world. This year we found even greater receptiveness to our approach to filling the need of seriously ill patients for complete whole-person care.

Board of Directors

Kate Trygstad, Chair

Bo Palmer, Vice Chair and Treasurer

Amy Fromm Hartl

Our great thanks to the following Directors for earlier 2014 contributions:

Elizabeth Jex

Tina Peterson

Joan Porte

Officials

Lauren Muser Cates, Program Director

Lucille Eddy, Deputy Program Director

Denise Garcia, Attorney

George Kresslein, Tax Accountant

What We Do

Education | Service | Research

2014 saw other local hospitals bringing new attention to our service delivery. We concluded the year with an agreement in place with the Medical Faculty Associates of George Washington University Hospital for work in the infusion center, and with an agreement pending with another DC-area hospital. . We continued our service delivery at Children's National Medical Center and at Virginia Hospital Center, with VHC committing to fund Healwell's work with a line item in their palliative care team's budget. The year also brought greater recognition nationwide for Healwell's specific expertise in hospital-based massage, with interest spreading to other hospitals outside the Washington, DC metro area who sought out Healwell for consultation on program implementation and therapist training.. In education this year, we expanded the range of our offerings beyond the massage therapy community to a mindful general public.

Accomplishments of 2014

Education Program

Advanced Training

Healwell™'s Hospital Massage Therapy Stewardship Program: *Clinical Excellence and Compassionate Presence in the Hospital Setting* did not hold training this year, but rather chose to focus on outreach and marketing for the program in the form of conference participation and smaller educational offerings.

Consultation. Lauren Cates and Lucille Eddy consulted with professionals in other parts of the country this year on establishing hospital-based massage therapy services with hospitals in their localities.



Continuing Education, Capacity Building, Excellence in Integration

Healwell Presents

Mindful & Compassionate Service Seminar with Frank Ostaseski

This year Healwell expanded the scope of training we provide with this seminar in mindful service of interest to the general public. Participants explored three key elements that support healthy, renewing and sustainable ways to serve that lead to an experience that is invigorating, rather than depleting: the development of *self awareness*, cultivating *compassion, and skillful action*. Held at the Friends' Meeting of Washington on May 17, the event drew 55 participants from a demographic that was both regionally and professionally diverse.

Scar Tissue Mobilization for the Post-Mastectomy and Post-Radiotherapy Client with Jamie Elswick

Jamie Elswick's class was very well received by massage therapists in 2013 and was brought back by popular demand. The class was held May 1-2 and was well attended and received, once more. We will bring this course back to Arlington again the summer of 2015.

Services Program

Children's National Medical Center

Work continued at Children's National Medical Center, with therapists seeing patients in Hematology/Oncology and as partners with the advanced and complex needs team, expanding the range of patients to whom our therapists responded. We are working at Children's two days a week. The PANDA Palliative Care Team continues to be pleased and grateful for our work, writing, "Thank you so much for all you do to bring comfort to the patients and families at Children's National. Each of you are so very talented and generous. We are very lucky to have you as a resource."

Virginia Hospital Center

Healwell continued providing massage services to palliative care patients at VHC, work that was begun early in 2010. The hospital is very pleased with Healwell's contribution to the experience of its patients. They made a donation in 2013 and 2014 to support our work, and in the latter part of the year agreed to add complete funding of our 150+ hours of annual patient care to the VHC 2015 budget. The funding will not cover our therapists' weekly attendance at the Interdisciplinary Team Meeting, but Healwell remains committed to serving this population and will continue to pay for any deficits remaining.

Outreach and Development

To make our services possible and to expand the reach of our benefits we reach out to people in the field and in the community.

"Dining out" fundraisers

Healwell held two fundraising activities that involved restaurants donating money to Healwell as a percentage of diners' bills on specific days who identified themselves as dining for Healwell. The Curious Grape and Lebanese Taverna in Westover were the participating restaurants. Lebanese Taverna was particularly successful.

Seated massage at Taste of Arlington

Another first for Healwell this year was participating in The Taste of Arlington with a booth that offered seated massage. We raised community awareness of our work. We raised funds by charging for the massages, and accepting additional donations at the booth and the VIP tent.

Womenade

Healwell was fortunate to be a recipient of funds from Womenade this year. We were one of two charities that were selected for funding at the first meeting of the year and we reported out to the group on our use of funds at the second meeting. This was also a way of bringing community awareness to our work.

No Evidence of Disease film fundraiser

This exclusive one night showing of the Award-Winning Documentary *No Evidence of Disease* was well-attended by a diverse audience. When music meets medicine magic happens. Following the film, there was a short question/answer session and Healwell's Program Director, Lauren Cates, was invited to share a first-hand story about patient care and also about Healwell's work and mission with the crowd. Healwell was the primary beneficiary of ticket sales for the event.

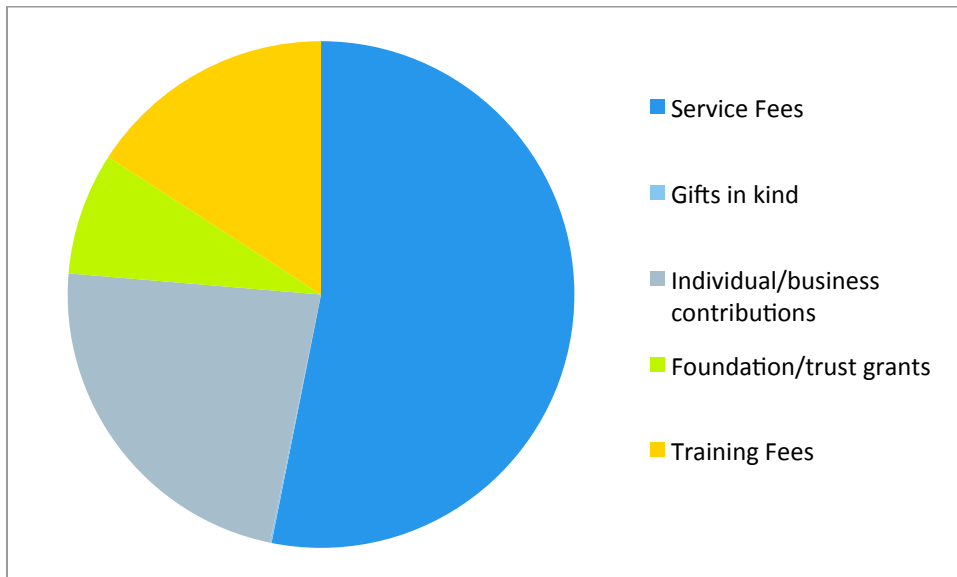
Wellness and Recovery Conference

We provided seated massage at a conference to support developmentally disadvantaged people with the conference organization paying our therapists' fees.

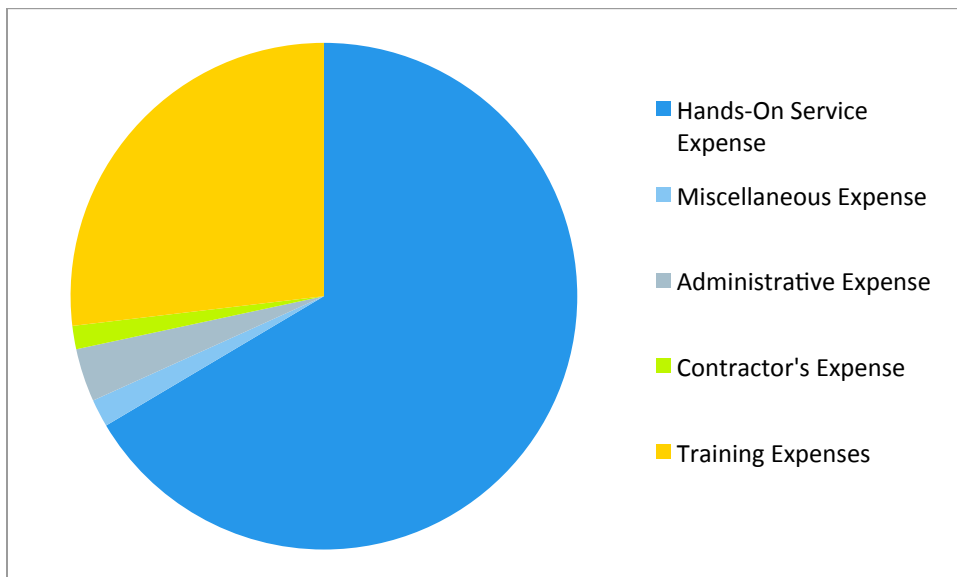
How We Do It

Funding in 2014

REVENUES



EXPENSES



Our 2014 Donors

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Anonymous	Harriet Epstein	Jeff Kaplan
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Colette Ditullio	Louise Howell	The Northern Virginia Mental Health Foundation, Inc.
Linda Eisinger	Mike Jaeger	

Continuing Education, Capacity Building, Excellence in Integration

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Mary Rouleau

Ann Rudd

Dana Salinero

Susan Saven

Janet Schaffel

Linda Scriven

Charlene Seamens

Jacquelyn Sellers

Shulamith Shafer

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