

Healwell

2015 Annual Report

Integrative Health Initiative, d/b/a Healwell



healwell

PHONE

WEB

4201 Wilson Blvd. #110-341, Arlington, VA 22203-1859

202.320.7921

www.healwell.org

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.

We stand on the groundwork of co-founders Lauren Muser Cates and Brenda Teal and continue to move their initial vision forward into the world. Healwell recognizes each patient as a whole being as it extends the range of healing and care available to patients with serious and life-limiting conditions. We use massage therapy to go beyond addressing symptoms. We reduce anxiety, restore a person's sense of connection, and improve the overall experience of disease and treatment.

2015 was a year of significant change in our internal organization. We grew Healwell's board of directors, elected new officers, placed our trusted leaders in positions that better recognize their true contributions, added staff and prepared for the addition of a host of new projects under our education program.

Board of Directors

Elizabeth Shrader, Chair

Bo Palmer, Treasurer

Kate Trygstad, Secretary

Amy Fromm Hartl

Gwynn Hegyi

Katherine Lavelle

Staff

Lauren Muser Cates, Executive Director

Lucille Eddy, Program Director

Kerry Jordan, Administrative Director

Advisors

Denise Garcia, Attorney

George Kresslein, Tax Accountant

Margaret "Peggy" Bishop, ANP-BC, ACHPN

Martha Brown Menard, PhD, LMT

Ruth Werner, LMT

What We Do

Education | Service | Research | Capacity Building Consulting

This year Healwell continued to strengthen our relationships with Virginia Hospital Center and Children's National Medical Center. In addition we added a program in the infusion center at the Medical Faculty Associates of George Washington University Hospital. We continued to be recognized by other organizations and other therapists nationwide as having expertise in hospital-based massage.

Accomplishments of 2015

Education Program

Advanced Training

Healwell's Hospital Massage Therapy Stewardship Program: *Clinical Excellence and Compassionate Presence in the Hospital Setting* held one training this year. The graduating cohort was enthused about the training and two participants from our local area are interested in joining the Healwell team of massage therapists.

Oncology Massage Training

Healwell's Executive Director and Program Director worked with two prospective staff members to design and finalize a 3-day, introductory-level oncology massage therapy class. We plan to offer this class in multiple locations in 2016.

Healwell Presents

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

Due to the popularity of Jamie Elswick's class in 2013 and 2014, we offered it again this year. It was held June 26-28 in Arlington and was well attended and well received. We will bring this course back to Arlington again the summer of 2016.

Continuing Education, Capacity Building, Excellence in Integration

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 with whom our therapists worked. We were working at Children's two days a week until our work was paused for administrative reasons. The PANDA Palliative Care Team continued to be pleased and grateful for our work. Late in 2015 the Pain Clinic approached us to begin work with them funded by a new donor. The project was still in process as the year closed.

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 2015 began funding 150+ hours of annual patient care as part of their budget. The funding does not cover our therapists' weekly attendance at the Interdisciplinary Team Meeting, but Healwell remains committed to serving this population and will pay for any deficits remaining.

Capacity Building Consulting

Healwell officially adopted this arm of our operation as an important opportunity to multiply the impact of our work by helping others understand the dynamic of local hospitals and create a viable and funded hospital-based massage therapy program there. We have not yet taken this beyond the concept stage and look forward to developing the program.

Outreach and Development

Healwell spent considerable time and energy in 2015 setting the stage for a smooth transition of Lighthold oncology massage courses by strengthening our teaching infrastructure as well as building on Lighthold's existing nationwide reach establishing contracts with other organizations and facilities to offer the new suite of courses in a geographically diverse network in addition to building on our existing relationship with The Teal Center to offer courses locally. While Healwell's hands-on projects are currently focused in the Washington, DC metro area, we know that our education program makes its most valuable impact when we reach massage therapists across the country and around the world, empowering them to go back to their own communities with the knowledge and skills that are essential to their ability to make a value-added contribution to their local hospitals and other healthcare facilities.

Continuing Education, Capacity Building, Excellence in Integration

Healwell's Executive Director also capitalized on a variety of local and national speaking opportunities that garnered not only financial contributions, but also broader recognition locally and in the massage therapy and healthcare spheres more broadly.

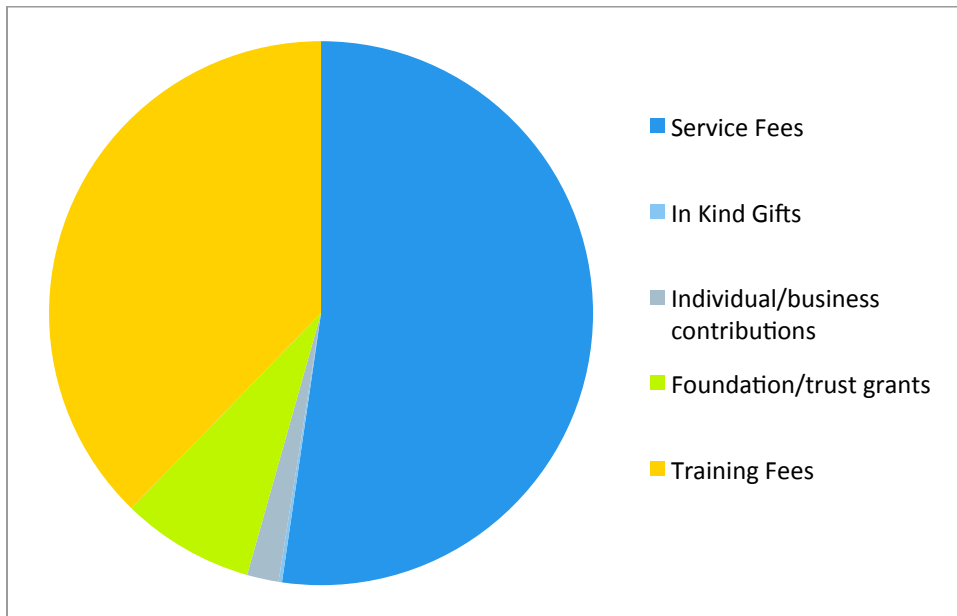
Stewardship of ongoing relationships with dedicated donors saw a continuation of those contributions in addition to a very successful year-end direct mail fundraising campaign. We are also grateful to a generous donor who allowed us to begin 2015 with very positive donor momentum. Healwell is also prepared to spend a good deal of energy in 2016 building and strengthening relationships with existing donors in order to harness the power of individual giving by those who have been touched directly by our work.

Healwell's board of directors also continues to maintain a dedicated and generous commitment as individual donors.

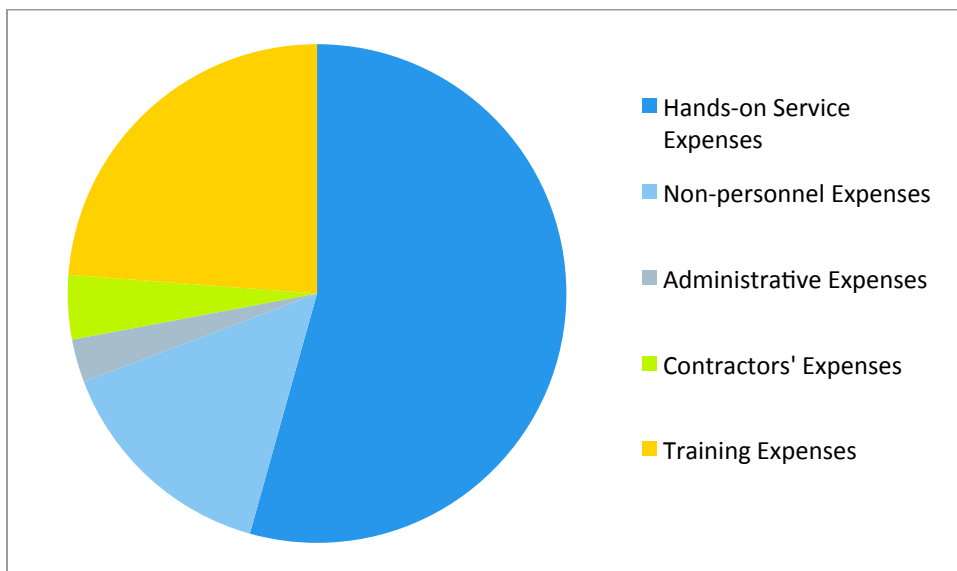
How We Do It

Funding in 2015

REVENUES



EXPENSES



Our Donors

Patricia Alexander	Katherine Emmons	Georgia Kalaris
Anonymous	Harriet Epstein	Jeff Kaplan
Gail Baker	Monica Epstein	Shelly Kaplan
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Colette Ditullio	Louise Howell	The Northern Virginia Mental Health Foundation, Inc.
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Continuing Education, Capacity Building, Excellence in Integration

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Susan Saven	Erica Wood
Janet Schaffel	
Linda Scriven	
Charlene Seamens	
Jacquelyn Sellers	
Shulamith Shafer	
Gail Shor	
Sharon Siems	

