

Integrative Health Initiative, Inc. d/b/a Healwell  
4201 Wilson Blvd., #110-341, Arlington, VA 22203  
[www.healwell.org](http://www.healwell.org)

# ANNUAL REPORT

FY 2016



# TABLE OF CONTENTS

## Contents

Who We Are _____	2
Education Program _____	3
Direct Service Program _____	5
Outreach & Development _____	7
Funding in 2016 _____	8
Our 2016 Donors _____	9
Contact Information _____	11
Company Information _____	11

# WHO WE ARE

## Who We Are

### MISSION

Healwell's mission is to improve quality of life for people affected by acute, chronic and terminal illness through hands-on integrative therapies, education and research.

We stand on the groundwork of co-founders Lauren 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.

### BOARD OF DIRECTORS

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# EDUCATION PROGRAM

## Education Program

### ADVANCED TRAINING

**Healwell's Hospital Massage Therapy Stewardship Program: Clinical Excellence and Compassionate Presence in the Hospital Setting** continues to support massage therapists from all over the United States. The graduating cohort of 2016 garnered a new therapist for our local direct services team and expanded our reach into a native community in upstate New York. We have found that offering the Stewardship just once each year, as opposed to the original structure of two cohorts annually, is more effective across the board, from marketing to logistics to ongoing support of graduates.

#### **Oncology Massage Training**

Healwell rolled out a suite of newly-created and updated courses in 2016. Our foundational course, Oncology Massage 101 took us all over the country working with practicing therapists in hospitals, spas, clinics and private practice and we are grateful to the handful of students who joined us for the first-ever offerings of Oncology Massage 201, intended to support experienced, practicing oncology massage therapists and a 5-hour seated massage course designed to educate massage therapists of all levels in the basics of safe seated massage for clients affected by cancer. Meanwhile, our 6-day Oncology Massage Intensive was very successful including strong enrollment and innovative execution with a new format and engaged students who traveled from as far away as California to join us for the course in Arlington.

We continue to be grateful for the ongoing and generous support of Brenda Teal and The Teal Center in the active promotion of our courses and an affordable, beautiful, accessible classroom in which to host our Arlington-based offerings.

### HEALWELL PRESENTS

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

Jamie's course continues to draw engaged, experienced therapists each year. We shared in the success of yet another offering of this important course in 2016 and we are proud and excited to host her again in 2017.

#### **Traumatic Scar Tissue Management with Nancy Keeney Smith**

In addition to Jamie Elswick's course, we also welcomed Nancy Keeney Smith from Florida to offer her course addressing traumatic scar tissue from a different, complementary and less cancer-specific

# EDUCATION PROGRAM

perspective. The course attracted 10 students in 2016. Nancy and her material are such a delight to work with that we asked her to come back again. Her course is sold out in 2017.

## **Opening to the Mystery: Presence in Caregiving at the End of Life with Lauren Cates**

Healwell's Executive Director, Lauren Cates, continues to offer her 3-day course intended to support humans of all kinds (healthcare professionals, lay people, young people, old people) in "snuggling up to their mortality." This course is a unique offering among Healwell's courses and has a small, but growing following. It was offered in Florida early in 2016 and then twice in the late fall in partnership with our friends at Greet the Day ([www.greettheday.org](http://www.greettheday.org)) in southern California and outside Brisbane, Australia with the help of our friends at Oncology Massage, Ltd. ([www.oncologymassagetraining.com.au](http://www.oncologymassagetraining.com.au)). This course continues to be an important part of preparing Healwell therapists for their work in our direct services program as well as for all humans who want to know themselves better. It will be offered 3 times in 2017.

## OTHER COURSES AND LECTURES

Healwell's experience in a variety of clinical settings and as participants in the national healthcare conversation has allowed us to create what have become very popular and effective course in ethics and business as well as in specialty areas like pediatric oncology, communicating with healthcare professionals and the incorporation of scar tissue mobilization in oncology massage. Our instructor team offered a variety of courses and lectures in these topics both locally in and around the DC Metro area and also as far away as Canberra, Australia where all three of our staff members presented at the 3<sup>rd</sup> Annual Oncology Massage Conference hosted by Oncology Massage, Ltd.

# DIRECT SERVICE PROGRAM

## Direct Service Program

### CHILDREN'S NATIONAL MEDICAL CENTER

Healwell spent 2016 working closely with the complex care/needs team and the PANDA palliative care team restructuring the hands-on program serving the palliative, oncology and bone marrow transplant populations. We are excited to begin with a new, more effective structure in 2017. We also published the results of our study with Children's "To Sleep Perchance to Dream: A Massage Therapy Trial in Adolescents with Cancer" in the peer-reviewed journal Pediatric Blood Cancer. Promising discussions are taking place to conduct a larger, multi-site study in 2017 to look more closely at the issue of sleep and also symptoms of pain and anxiety in this population.

### VIRGINIA HOSPITAL CENTER

Healwell continues to support the valuable work of the Palliative Care team at Virginia Hospital Center, working closely with nurses, doctors, social workers and chaplains to address the varied needs of the palliative population. We will be working more closely with the team to gather data about our patient contacts and to continue to more specifically tailor our service to the needs of the program.

### GOODWIN HOUSE

Healwell began an exciting partnership with the hospice service at both locations (Bailey's Crossroads and Alexandria, VA) of Goodwin House, a retirement community that offers assisted living and nursing home facilities all on the same two campuses. Our growing team of therapists provides 8 hours of service each week, working with residents who are receiving hospice services in their private residences, on the nursing floors and in the memory care unit. We're excited about this project and look forward to continuing into 2017 with the possibility of expanding into supporting the Goodwin House hospice team out in the community working with patients who do not live on one of the two campuses.

### GEORGE WASHINGTON MEDICAL FACULTY ASSOCIATES

Healwell enjoyed a collaborative partnership with Medical Faculty Associates at George Washington University serving patients in the facility's infusion center as they received their infusions for chemotherapy and other conditions. The therapists and staff learned a lot from and with each other and the patients and their families were immensely grateful for the support we provided. An unfortunate shift in funding priorities brought the program to an end in mid-December of 2016, but we are hopeful that Healwell will be invited to submit a proposal to work with them again if funding becomes available in 2017.

# DIRECT SERVICE PROGRAM

## MEDSTAR WASHINGTON HOSPITAL CENTER

Healwell began discussions with Dr. Hunter Groninger at Medstar Washington Hospital Center in early 2016. We will launch a pilot massage therapy program at MWHC in spring of 2017 funded by a collaboratively written grant bringing together the skills and expertise of the MWHC palliative care team, The Samueli Institute and Healwell. Healwell is also actively pursuing a more substantial matching grant in partnership with MWHC and The Palmer Foundation to initiate a program that would allow Healwell to provide services to palliative care patients 5 days a week on the MWHC campus.

# OUTREACH & DEVELOPMENT

## Outreach & Development

Healwell learned a lot in 2016. We made a broad reach in the area of education and also in different avenues of fundraising. As is often the case when organizations reach the jumping off point that we reached in early 2016, we made a lot of very useful mistakes. We spent time and energy on small fundraising events that proved to have limited financial return, but which garnered considerable relationship capital. We set forth an ambitious education schedule that required a lot of flexibility and human resources that, again, had limited return in direct tuition dollars, but immeasurable return in terms of focusing our operations and vision for 2017 and beyond. We taught hundreds of healthcare professionals, we touched thousands of patients, we raised a little less money than we had projected, but in the end, 2016 was a successful year in terms of our overall arc of success.

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

We continue to focus on the stewardship of ongoing relationships with our longtime donors as well as our growing community of new donors and we are humbled by how many massage therapy practitioners have chosen to support Healwell's work. We see this as a growing vote of confidence that we are speaking clearly and with kind leadership for a contingent of massage therapists who have long looked for a home in an elevated level of clinical practice and professional conversation. We enjoyed a continuation of contributions from the community who has supported us from our beginning in 2009. Healwell also made use of a growing Facebook presence and a Healwell-branded t-shirt campaign to raise funds through social media. This has proven to be an avenue through which we are able to raise funds with minimal human or financial resources, but which also supports our growing brand and social media audience. Our presence on Facebook and other social media outlets will be an important aspect of our 2017 fundraising strategy.

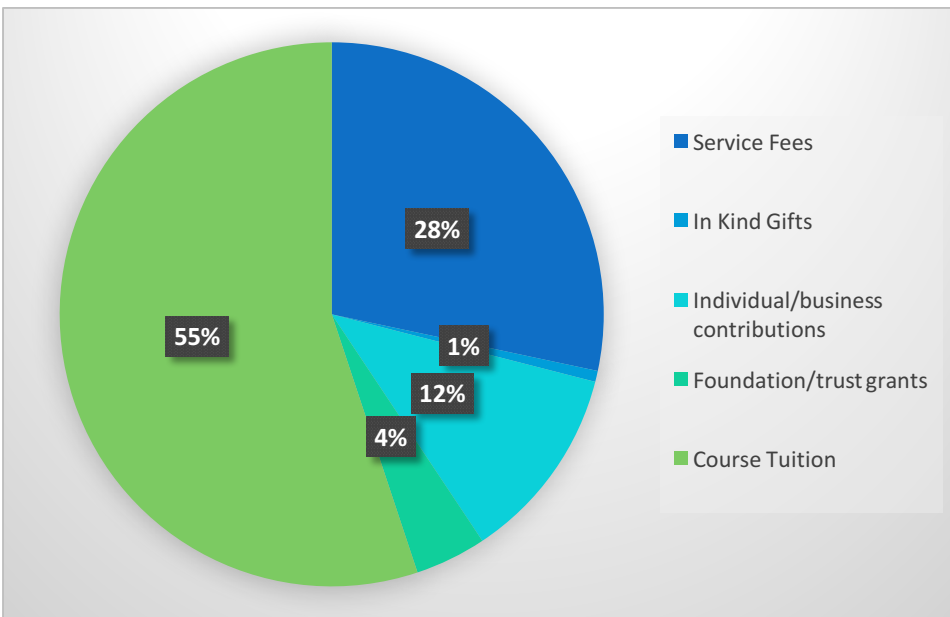
Healwell's growing and passionate board of directors also continues to maintain a dedicated, generous, annual commitment as individual donors, as do the members of our advisory board.



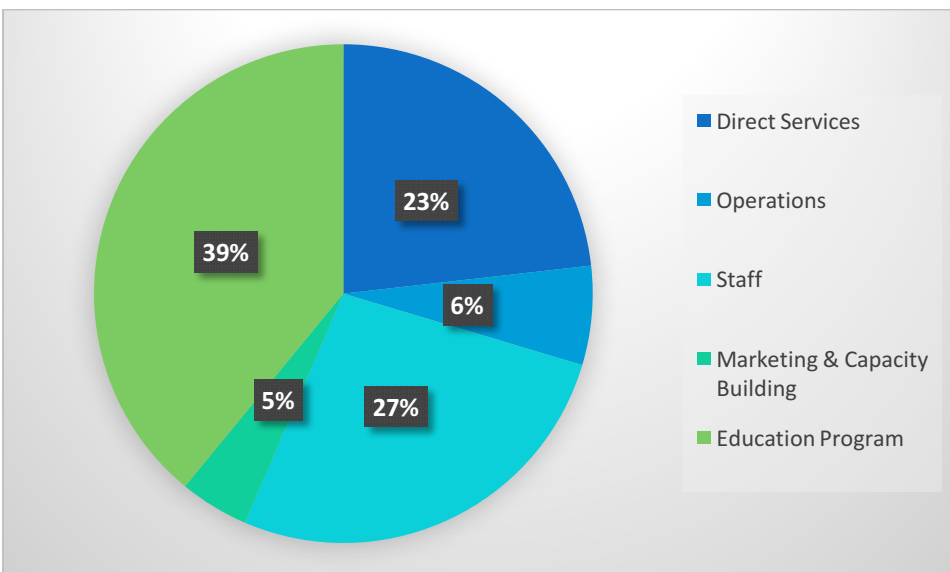
# FUNDING IN 2016

## Funding in 2016

### REVENUE



### EXPENSES



# OUR 2016 DONORS

## Our 2016 Donors

Healwell's 2016 successes would not have been possible without our generous donors who provided their wisdom, time and money to help improve the quality of life for people living with illness. We are grateful for your support.

Burt & Barbara Aaronoff  
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# CONTACT INFORMATION

## Contact Information

LAUREN CATES  
EXECUTIVE DIRECTOR



Tel 202.320.7921  
lauren@healwell.org

LUCILLE A. EDDY  
PROGRAM DIRECTOR



Tel 571.236.4096  
lucille@healwell.org

KERRY JORDAN  
OPERATIONS MANAGER



Tel 857.222.0687  
kerry@healwell.org

## Company Information

Integrative Health Initiative, Inc. d/b/a Healwell  
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www.healwell.org

