



**The Leukemia &
Lymphoma Society**[®]
Fighting Blood Cancers

Oregon/SW Washington/Idaho/Montana Chapter
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May 6, 2010

As Patient Services Manager of the Leukemia & Lymphoma Society Oregon, SW Washington, Idaho and Montana Chapter, it is my pleasure to write this letter of endorsement for Laurie Todd, the Insurance Warrior.

Laurie was the keynote speaker at our recent Oregon Blood Cancer conference in Portland on April 24, 2010. Laurie spoke to over 200 patients and health care professionals from around the state about her personal experience fighting insurance companies. She also shared important and invaluable information about insurance issues and how to win an insurance appeal, using examples. Laurie was gracious about answering questions from the audience.

She is a dynamic and passionate speaker and was much appreciated by the audience. Laurie is a very engaging speaker who established a positive connection with her audience. The evaluations were glowing and many patients wrote about how helpful Laurie was, and how much they appreciated the information she shared. She made such a positive impression on her audience that one of the nurses made a point of calling a patient who was having insurance issues to recommend he contact Laurie for assistance.

It was a pleasure to meet Laurie and hear her speak. She was a great addition to our statewide conference and helped make our program a success.

Sincerely,

Sue Sumpter RN, MS
Patient Services Manager
Oregon, SW Washington, Idaho & Montana

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February 22, 2010

It was an honor and pleasure to be joined by Laurie Todd in January 2010 at a special gathering hosted by the Mercy Health Foundation and the Armando Sardi, M.D., Director of the Institute for Cancer Care at Mercy. The event was attended by approximately 100 patients and their families, as well as several of Mercy's executives, physicians and clinical staff.

We invited Laurie to join us to share her knowledge of preparing insurance appeals for treatment of cancer, specifically peritoneal cancer. She did this artfully, and in a way that was also memorably inspiring.

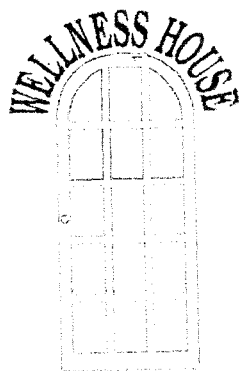
From the moment Laurie stood at the podium to the moment she finished her speech, the room remained absolutely silent. She oozed calm, quiet confidence as she spoke. She was focused and prepared – so much so that each person present hung on every word – listening intently to her story and her words of wisdom.

Laurie is a gifted speaker – not only on the issue which she is now an expert (medical insurance), but also on how she fought and overcame a rare, challenging and misunderstood cancer. I hope that Laurie continues to share her story and her depth of knowledge and wisdom with as many people as possible.

Sincerely,

A handwritten signature in cursive script that reads "Sarah Fawcett-Lee".

Sarah Fawcett-Lee, CFRE
Senior Director of Development



July 6, 2009

Open letter re Laurie Todd:

In late 2008, I was approached by the coordinator of a local carcinoid cancer support group about inviting Laurie Todd to speak at Wellness House, a busy nonprofit cancer support center in the Chicago area. In my work as a psychologist at Wellness House, I help select and schedule special speakers for our professional educational programs aimed at helping people affected by a cancer and their family members. We host programs on topics ranging from the latest research in cancer care to workshops on how to navigate the healthcare system. I knew Laurie's expertise as the Insurance Warrior would be a strong complement to our popular educational lecture series.

I became familiar with Laurie Todd's book, *Fight Your Health Insurer and Win* when, earlier last year, we purchased the book for the lending library at Wellness House in order to make it available for circulation among our program participants. Knowing it would be a very popular resource, we purchased a second copy for the Reference section of the library to ensure that the book would always be available for participants to use on-site.

I had heard from our participants that Laurie had won insurance appeals for treatments needed by carcinoid patients, and that she had also advised many people in the carcinoid cancer support community on how to win their own appeals. I later learned of Laurie's remarkable track record. She has won all of the 44 health insurance claims she has fought—including her own!

In my work, I see every day that information on responding to insurance denials is a serious need for our participants. As a wellness consultant, I regularly help patients and family members as they struggle with insurance roadblocks. I often turn to Laurie Todd's book because it captures a wealth of information on dealing effectively with health insurance companies. Laurie offers a unique and powerful approach that empowers patients and family members and has won patients life-saving treatments.

Since Laurie would already be in town as a featured speaker at the Liver Symposium in Chicago this spring, it was the perfect opportunity to invite her to Wellness House to present her health insurance workshop to our participants.

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Fifty-four people attended Laurie's presentation—every seat was filled. Excitement was in the air, yet I had some reservations about whether the audience would last through a two-and-a-half hour talk on a Monday evening.

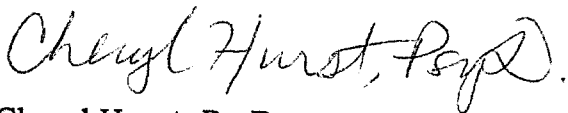
It turned out very well because Laurie thoroughly engaged the participants throughout the workshop. At times, they shared laughter and at times a few tears. The workshop was based around a "sample appeal," and Laurie used audience questions as teaching points—speaking extemporaneously to each situation, and describing more effective options for dealing with the insurance company in question. Everyone seemed to walk away with a strong sense of empowerment about managing difficult insurance situations. The Winning Appeal Workshop left participants energized, informed, and inspired.

On our written program evaluation survey, 100% of respondents indicated that "the information I received was helpful to me" and that "the presenter did a good job of conveying the information" with 80% and 90% of respondents, respectively, agreeing at the strongest level.

I know Laurie's presentation really stood out in participants' experience because they talked about the workshop for weeks after the event. With her own amazing story, her tales of winning impossible appeals, and her sound philosophical approach—Laurie turns an insurance challenge into a hero's journey.

We would be delighted to have Laurie speak at Wellness House in the future, and I would highly recommend her to any groups seeking resourceful, relevant healthcare education.

Sincerely,



Cheryl Hurst, PsyD
Senior Program & Research Associate
Wellness House
Hinsdale, Illinois