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AiArthritis Launches #WTHellth?! to Support Patients Frustrated with the Health Care System and Amplify their Voices

(St. Louis, Missouri) – Today, the International Foundation for Autoimmune & Autoinflammatory Arthritis ([AiArthritis](#)) launched #WTHellth?!, a social media-focused campaign amplifying real people's stories about the often-hellish world of health care. From long wait times and high medical bills to concerns about insurance abruptly or inappropriately switching medications, #WTHellth?! is a way for frustrated patients to share their experiences - and take action as a community.

“As someone living with non-radiographic axial spondyloarthritis, I know how scary it can be to navigate a system that, at the end of the day, seems to prioritize profit margins over real people. That’s why patients are at the center of everything we do,” said Tiffany Westrich-Robertson, CEO of AiArthritis. “No one knows better than a patient who is personally impacted. Through #WTHellth?!, we’re working together to amplify patient perspectives, find solutions, and fight for the care we deserve.”

The name #WTHellth?! riffs on the widely used online abbreviation “WTH” to illustrate the “hellish” experiences people face when navigating our health care system. These rants are not limited to patients living with autoimmune or autoinflammatory arthritis. #WTHellth?! is a disease-agnostic campaign encouraging submissions from any person who has faced challenges within the health care system – whether it’s difficulties dealing with health insurers, hospitals, pharmacy benefit managers, or other barriers to accessing treatments.

#WTHellth?! contributors submit a variety of content – some use humor, memes, and trending soundbites to demonstrate what they went through, while others soulfully recount their plight from start to finish. [One patient](#) shared a story about how insurance initially denied her the rheumatology medication she needed, only to be eligible for it a year later. Once she was eligible, it drastically improved her life, but there never should have been a yearlong delay for her to find relief.

“One of the most exhausting and frustrating things to do as a patient is self-advocacy, but it can also be incredibly empowering,” said Leila P.L. Valet, Health Education Manager at AiArthritis and [#WTHellth?! contributor](#). “Venting through #WTHellth?! about the time I was automatically switched to a cheaper medication that did nothing for my lupus really helped me connect with

people who were going through the same thing. Sharing your story can help you stand up for yourself and let others in the same situation know they're not alone."

Examples of #WTHellth?! videos, social media pages and detailed submission information can be found on the [website](#).

Participating is easy: Either post your own video on any social media platform and add the tag #WTHellth?! Or simply visit the [website](#) and submit your story through the online [form](#), where there is an option to remain anonymous.

About AiArthritis

The International Foundation for Autoimmune & Autoinflammatory Arthritis (AiArthritis) was founded in 2011 by people living with autoimmune and autoinflammatory arthritis diseases. Over the past decade, AiArthritis has emerged as a leader in education, public policy, and research, serving on advisory panels, participating as research liaisons, and using patient experience data to influence policy. Learn more via aiarthritis.org.

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