

2013 ANNUAL REPORT

It's a brand new day

Good Days from CDF is making it possible



A photograph of a man and a woman walking away from the camera on a path through a sunlit forest. The trees are lush green, and the ground is covered in fallen yellow leaves. The scene is bright and warm, suggesting a sunny day. The couple is in the lower right quadrant of the image, walking towards the center. The woman is on the left, wearing a light-colored top and pants, and the man is on the right, wearing a darker shirt and pants. They are holding hands. The background is a dense forest of tall trees with green foliage, and the sunlight filters through the leaves, creating a dappled light effect on the ground.

A Message from our Board of Directors

This past year, Good Days from CDF has witnessed many successes for which we are truly thankful. From the number of patients we support to our growing staff of caring professionals, we have watched our organization prosper at every turn. Thanks in no small part to our generous donors. All the while our mission continues: to improve the health and quality of life of patients with chronic disease, cancer and other life-altering conditions.

In 2013, Good Days from CDF helped more than 120,000 patients nationwide. It's our goal to achieve even higher numbers so that once someone finds Good Days, they find help.

The entire team at Good Days from CDF dedicates their all to be here for the patients and their loved ones. To our patients, we want you to know that we are your family and dependable support. We will never give up the fight and encourage others to join us.

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Each New Day is a New Promise

TODAY, MILLIONS OF PATIENTS ARE FORCED TO GO WITHOUT MEDICATIONS THAT CAN OFFER LIFE-CHANGING RELIEF.

Today, millions of patients are forced to go without medications that can offer life-changing relief. Although most chronic disease patients have valid insurance, it's estimated more than 30% of them cannot afford the high costs of their treatments. Good Days from CDF is working to change that. With our progressive assistance programs, we provide the financial support for those who cannot afford the medications they need to live better.

With a unique business structure and proprietary programs, Good Days has virtually redefined the way physicians and pharmacies connect with patients. By utilizing a modernized workflow, prevalent public fundraising presence and our expansive network of trusted partners, Good Days is continuously pursuing its mission to remove barriers to patient access.

91%
of every dollar goes
directly to patients
in need

Helping More Patients Live Good Days



DIRECT FINANCIAL ASSISTANCE



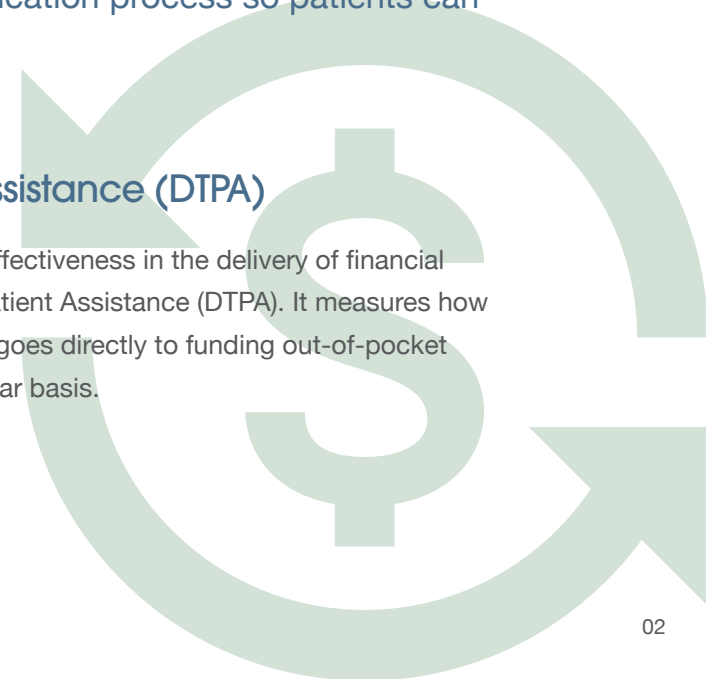
Good Days from CDF provides financial support for patients who cannot afford the medication they urgently need. With our proprietary enrollment system, we have streamlined the application process so patients can be conditionally approved in just minutes.

Same-Day Approval

Our program ensures patients receive their treatments quickly and easily – all enrollment forms are processed the same day they are received. Once approved, patients are given enough funding to cover their treatments for the balance of the calendar year.

Direct-to-Patient Assistance (DTPA)

Good Days measures its effectiveness in the delivery of financial assistance by Direct-To-Patient Assistance (DTPA). It measures how many cents of each dollar goes directly to funding out-of-pocket expenses on a calendar year basis.



PREMIUM ASSISTANCE



While the Affordable Care Act states every citizen should be able to afford insurance coverage, patients fighting chronic disease are often forced into financially demanding situations. At Good Days from CDF, we help patients with the high cost of their insurance premiums through our Premium Assistance Program – working to ensure people have the right coverage to fit their individual needs.

We help patients with the
high cost
of their insurance premiums



TRAVEL ASSISTANCE



The progressive assistance programs offered through Good Days from CDF come with strict regulations in order to ensure patients are compliant with their treatment regimen. Sometimes, however, staying compliant can prove difficult when long distance travel is needed. Our exclusive Travel Concierge Program was specially created to help facilitate a patient's access to healthcare whenever travel is required.

Transportation

We offer transportation services, from road to air, for pre-approved medical appointments as determined by the patient's prescribing physician.

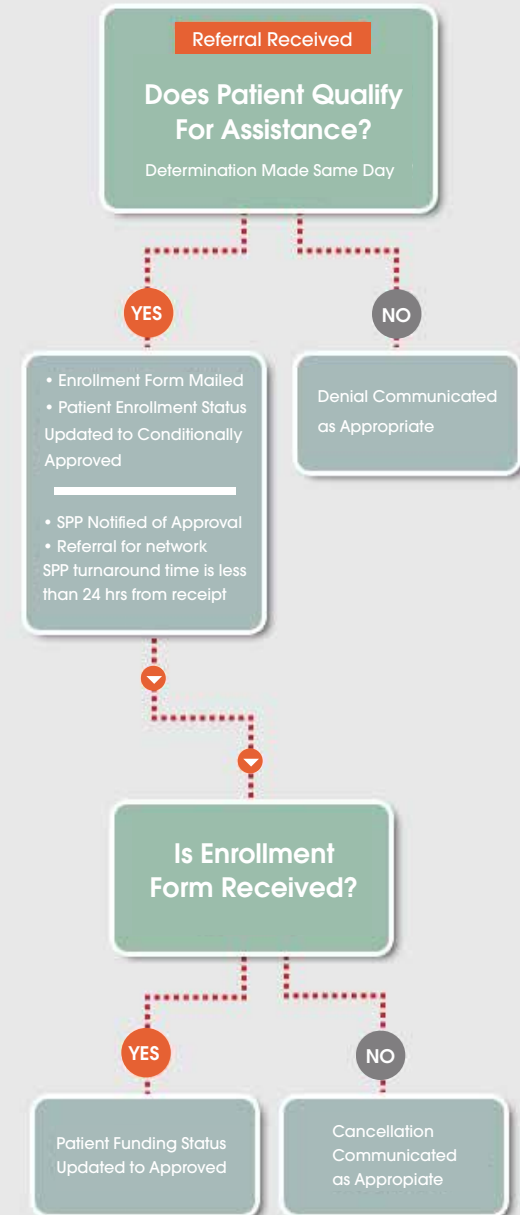
Lodging

From time to time, healthcare appointments require an overnight stay. We help patients arrange lodging as well as cover the expense.

Ancillary Travel Costs

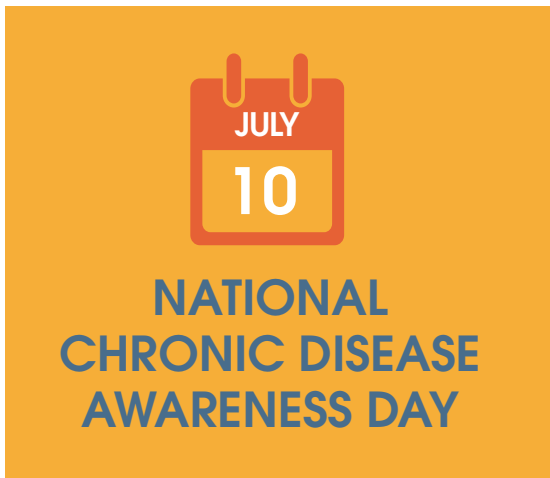
Our Concierge Program works closely with patients to make sure secondary travel expenses, such as parking, fuel and meals, are also covered.

Approval Process at a Glance



Supporting a Day That Can Help Save Lives

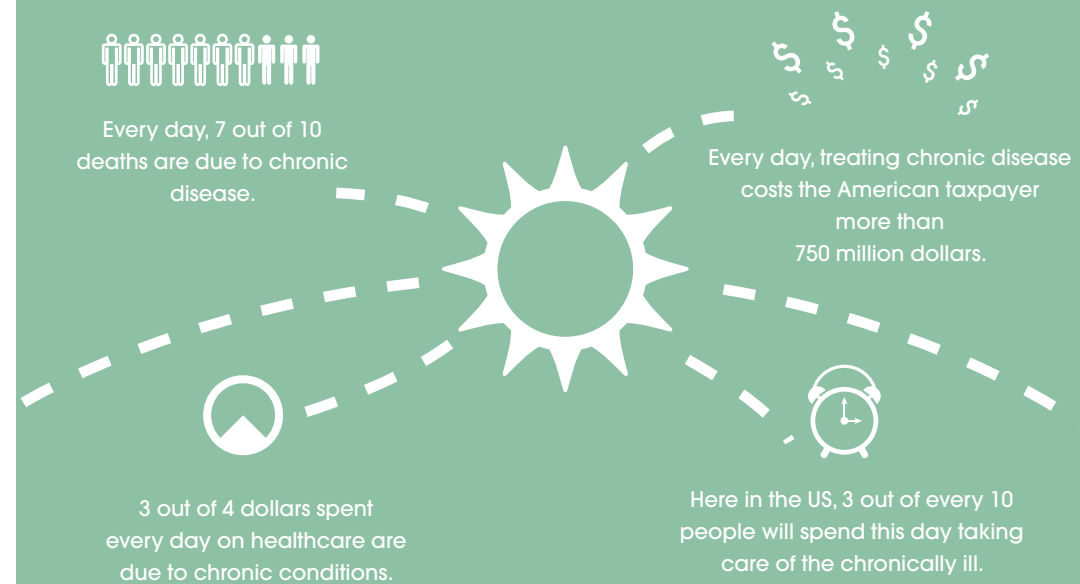
For a patient suffering, a day can make all the difference in the world – and there's one day in particular we hope everyone will soon recognize.



Good Days from CDF is making the push to raise awareness about the hardships chronic disease patients and their loved ones endure. By simply increasing national awareness, we can relieve many burdens and dramatically reduce the number of chronic disease-related deaths.

Join us at CDawareness.org

What difference can a day make?



The Impact of Chronic Disease



- ▶ Chronic diseases cause **7 out of every 10 deaths** in America each year
- ▶ Chronic disease will **take the lives of more than 35 million** people worldwide this year
- ▶ Without action, an estimated **388 billion people worldwide will die** in the next 10 years from a chronic disease



- ▶ The **total cost of treating these chronic conditions** in the United States is more than **\$277 billion** per year
- ▶ Chronic disease accounts for **\$3 of every \$4 spent on healthcare** – nearly \$7,900 annually for every American with a chronic disease
- ▶ Today, Americans suffering from chronic disease face **rising healthcare costs** and fewer treatment options
- ▶ Health insurance **co-pays and out-of-pocket expenses continue to rise**



- ▶ Living with and caring for a chronic disease may lead to **physical and emotional stress**
- ▶ **More than 65 million people** spend an average of 20 hours per week providing care for their loved ones
- ▶ About **25% of people** with chronic disease have some type of activity limitation

Patients are at the heart of Good Days

Dan Wachowski was a hardworking man and devoted father. He enjoyed the outdoors and loved to fish. In fact, he considered fishing more than just a hobby – it was an art. Family was also very important to him. So when he reached retirement, Dan was thrilled by the thought that he was going to have more time for both fishing and family. Then Dan was diagnosed with prostate cancer and his life changed.

Dan's cancer had already spread to one of his kidneys before being diagnosed, so his initial treatment included removing the kidney followed by traditional chemotherapy and radiation. For a time, this was enough to help him live life as normally as possible. After a few years, the cancer began to do more damage as it continued to spread.

When traditional treatment options were exhausted, an alternative medication was suggested by his doctor. It wasn't a cure, but it could prolong his life and the quality of it. Then the bad news came when Dan and his family discovered the cost of the medication was beyond anything he could afford. That's when he was referred to Good Days from CDF. Within two days, Good Days had contacted Dan to let him know they would be covering his out-of-pocket expenses. Within a week, he had his medication.

Dan passed away on January 9, 2013, but the medication gave him more time to spend with his family and it gave his family a chance to make more memories with him. It's because of patients like Dan that Good Days exists – and it is all made possible thanks to the continuing support of our donors.

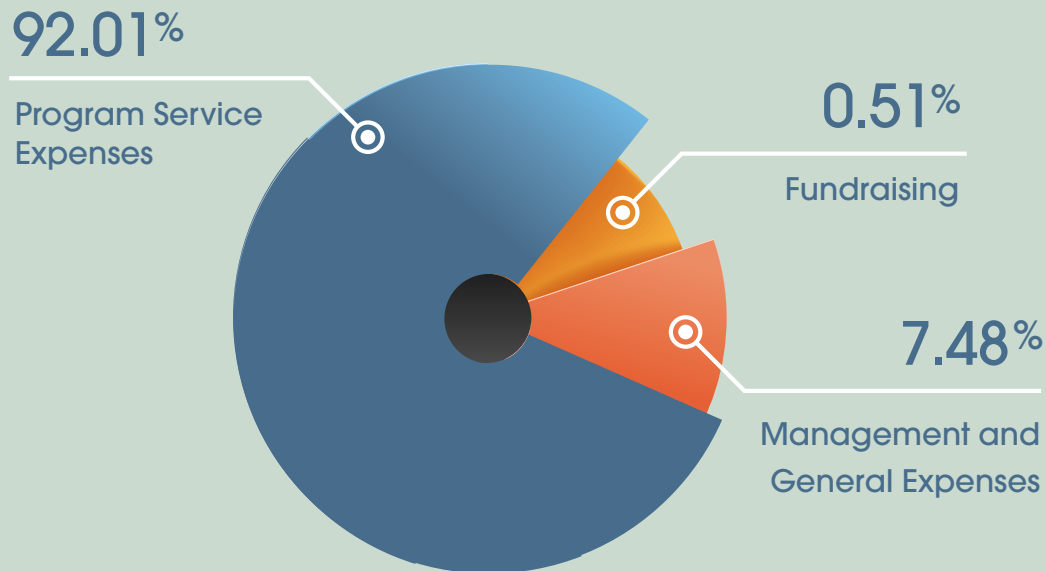


Dan Wachowski seen here with his son and grandson

The medication gave him
more time
to spend with his
family

2013 Expenses & Revenue

2013 Financials



2013 Expenses

Program Services	\$197,383,201
Management and General Expenses	\$16,048,811
Fundraising	\$1,088,276
Total Expenses	\$214,520,288

2013 Revenue

Donations	\$249,868,305
Investment Income	\$363,801
Misc. Income	\$17,657
Total Revenue	\$250,249,763



The Price of Chronic Disease

“Unless you’re Bill Gates, you can’t afford this disease,” Elizabeth’s doctor told her mother shortly after Elizabeth was diagnosed with Chronic Rheumatoid Arthritis (RA) at age 19. RA is a painful, debilitating disease for which there is no cure. It’s called a “chronic disease” because once you get it you’re usually stuck with it for life, no matter how long or short that may be.

Chronic disease, such as cancer, heart disease, diabetes and arthritis are the most prevalent and preventable health problems we face. They are also the most costly – treating people with chronic disease accounts for more than 75 percent of the nation’s \$2 trillion spent annually for medical care.

Of the 47 million Americans without health insurance today, it’s estimated one third suffer from chronic disease. That’s 16 million people living with a serious, lifelong disease who lack the insurance needed to cover care for an expensive disease. If left untreated, they will be sentenced to a life of pain, disability and often premature death.

The good news is that chronic disease, while incurable, can be effectively managed if caught early. Elizabeth was fortunate to have health insurance and received regular check-ups. Her doctors were able to discover her condition relatively early and immediately begin treatment to slow the degeneration of her joints. However, keeping Elizabeth insured came with a price. Her family pays \$2,000 each month for just one of her medications. Adding to the burden is high deductibles and copayments for blood tests and procedures. The price tag is overwhelming and Elizabeth’s illness is threatening to drive her parents into bankruptcy.

There is relief in sight for Elizabeth’s family and those who lack insurance to cover chronic disease prevention and care. The healthcare reform legislation being considered by Congress would ensure every American has access to adequate, quality healthcare including those with chronic disease. With its passage, families like Elizabeth’s could avoid bankruptcy because the legislation prohibits lifetime or annual caps on essential medical care.

The reform bill would also reorient the system to focus on early detection and disease management so that fewer people will be forced to utilize high-cost, reactive medicine and emergency care.

Defenders of our current system argue when worse comes to worst, a person can always go to the emergency room and get care. However, the costs for this kind of last-ditch care have an enormous effect on the bottom line for everyone in the U.S. healthcare system. For those with chronic disease like Elizabeth, the emergency room is too-little-too-late and offers nothing in the way of preventative care.

Elizabeth knows she will very likely end up in a wheelchair, but she hopes that by actively managing her disease she can delay this fate. With her RA under control, she is able to pursue the skills and education that would give her a better chance of getting a job and being a contributing member of society, even if bed-stricken. It's the hope of a reasonable quality of life that keeps Elizabeth and her family going, even at the height of her symptoms.

We can prevent Elizabeth's family from going into an unnecessary bankruptcy and make sure that others with chronic disease receive the treatment they need to live fuller, more productive and happier lives – but we have to pass healthcare reform to make it happen.



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Moving Forward with Proud, Trusted Leaders

Our Board of Directors



Hon. Glen M. Ashworth
Board Chairman

Glen Ashworth is a graduate of the University of Texas and the University of Texas School of Law. A former elected district attorney, he presided as the district judge of the 86th District Court of Texas for 22 years. He is a member of JAMS (formerly Judicial Arbitration and Mediation Services), a national provider of alternative dispute resolution services, where he mediates and arbitrates complex business and commercial disputes. Over the course of his career, Judge Ashworth has earned a reputation of unwavering fairness and balance. In addition to his long list of accomplishments, he also manages a cattle and ranching business in East Texas.



Tricia Freels
PHR, Treasurer & Secretary

Tricia Freels is a certified professional in human resources for Walgreens Specialty Pharmacy. With more than 15 years of experience, she has effectively led numerous corporate initiatives and is known for creating highly effective employee-relations practices. Along with her extensive experience in the Specialty Pharmacy industry, she has profound knowledge in the areas of strategic management, organizational development, overseeing organizational leadership and culture, and ensuring compliance with employment laws. Tricia is additionally skilled in mergers and acquisitions, talent management, succession planning and diversity and inclusion initiatives. A graduate of University of North Texas with a bachelor's degree in business administration, Tricia's current focus is on organizational behavior and human resource management.

Our Board of Directors



David L. Levine
M.D., FACEP, Trustee

David Levine is the Vice President of Informatics & Medical Director at University Health System Consortium (UHC). Dr. Levine's area of expertise includes risk adjustment and clinical analytics, clinician engagement, and data evaluation and assessments. Dr. Levine received his M.D. from Northwestern University Medical School in Chicago, Illinois and is officially certified by the American Board of Emergency Medicine. Additionally, Dr. Levine serves as the Adjunct Professor of Medical Informatics at the School of Continuing Studies, Northwestern University, and the Assistance Professor of Emergency Medicine at Rush Medical School.



Seth Kamber
Trustee

Seth Kamber is the President and Founder of Barking Dog Technologies, providing reliable consulting services to small- and mid-size businesses. Seth offers a valuable and unique perspective on business operations by combining technology, sales and marketing into a cohesive system that drives corporate growth and increased revenue. Through his extensive experience, Seth brings advanced fundraising skills and program implementation competence to the organization's Board of Directors. A graduate of the University of Denver, he is also an active participant and advocate for The Friendship Circle, an organization serving to support children with special needs and their families.

Our Staff



Clorinda Walley
*Executive Director &
Ex Officio Board Member*

Clorinda Walley leads the charity with more than 18 years of experience in the healthcare industry and over 6 years in strategic philanthropy. She effectively oversees the strategic and operational responsibility for the staff and programs for Good Days from CDF, as well as the expansion and execution of its mission. With in-depth knowledge of the organization's core programs, operations and business plans, Clorinda ensures the organization's programmatic excellence. With her proven expertise, Clorinda has continuously ensured consistent quality of finance and administration, procurement of donations, internal and external communications and development of all patient care initiatives.



Peggy Foley
Senior Director of Marketing

Peggy Foley has more than 25 years of experience in the marketing and communication industries, with expertise in cause-related branding and public fundraising. During her time with Good Days from CDF, Peggy has branded and launched the organization's primary fundraising initiatives. Heading the efforts to raise more public awareness of chronic disease, her commitment has led to notable increased support for the programs Good Days from CDF provides for patients. Peggy is also responsible for creating and producing The Exchange—Good Days' unique addition to the Patient Assistance conference scene—designed to provide exceptional educational and business networking opportunities with thought leaders and peers throughout the healthcare industry.