

2015 ANNUAL REPORT



WE CAN BE
Heroes



MYGOODDAYS.ORG



A Message from our Board of Directors

This past year has shown that our valued staff can be the difference that gives each person we help hope for the future. We share their optimism and uplifting spirit as we've watched the Good Days organization grow by leaps and bounds. Every year we strive to expand our patient programs and increase our scope to help more people.

In 2015, Good Days helped **MORE THAN 100,000 PEOPLE** gain access to life altering treatment they otherwise could not afford. With the charitable support of our donors and continued efforts to increase awareness of the needs of the people we support, we remain dedicated to see the number grow.

The people we help have hope for the future, and so do we. As we look toward 2016, the Good Days organization is committed to expanding our network of caring professionals and the patient support programs that have changed the lives of so many. We are continuing our efforts to partner with special advocacy groups for the diseases we support. We are working to add further funding to our patient programs—and we do it all with the lives we touch in mind.

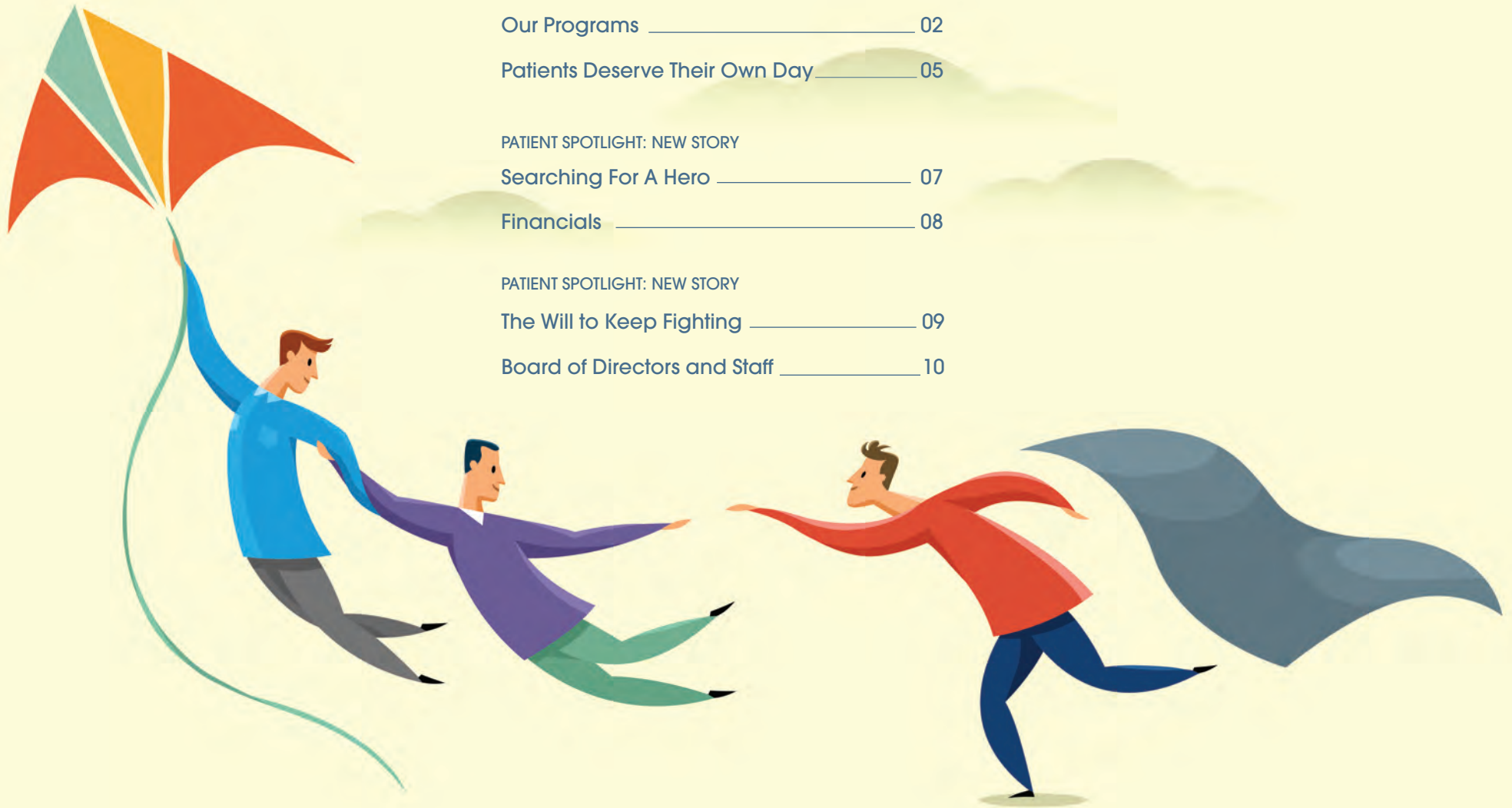
We believe the people at Good Days are the true heroes, motivated to improve the quality of life for people in need. Because that's what heroes do. Without their dedication, Good Days would not be possible.



The people
at Good Days®
know what it
means to be
a hero in
someone's life.

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Strength. Determination. Hope. Love. That's what makes a hero.

There are millions of patients all over the United States struggling with chronic disease, cancer and life-altering conditions. Many are forced to make the decision between affording necessities of everyday life, like a mortgage payment or a child's education, or go without the medications and treatments that could offer tremendous relief.

Although many patients have valid insurance, it's still estimated MORE THAN 30% of people cannot afford the cost of their treatment and medication. It's a heartbreaking reality that impacts the lives of families all across the country. At Good Days, we do everything we can to be a lifeline for patients in need.

Through our people centric culture and unyielding fundraising initiatives we are able to give patients hope that good days are ahead. We provide the support and financial assistance people need while continuously making strides to remove barriers to points of access.



91¢

of every dollar goes
directly to patients
in need



Working for
the Patients
Who Need Us



DIRECT FINANCIAL ASSISTANCE

Where Good Days Are Made Possible

Good Days provides financial support for patients who cannot afford the treatment they urgently need.

Same-Day Approval

Our program ensures patients receive their treatments quickly and easily. With our proprietary system, we have streamlined the enrollment process so patients can be approved in just minutes. 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, we help individuals with the cost of their insurance premiums through our Premium Assistance Program.



Our program
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TRAVEL ASSISTANCE



The progressive assistance programs offered through Good Days 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.

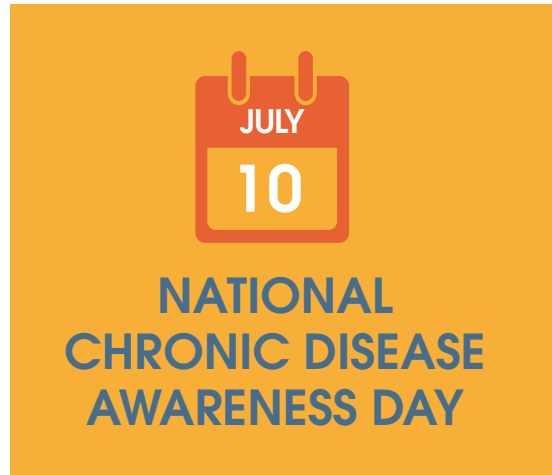
Ancillary Travel Costs

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



Good Days advocates for patients nationwide.

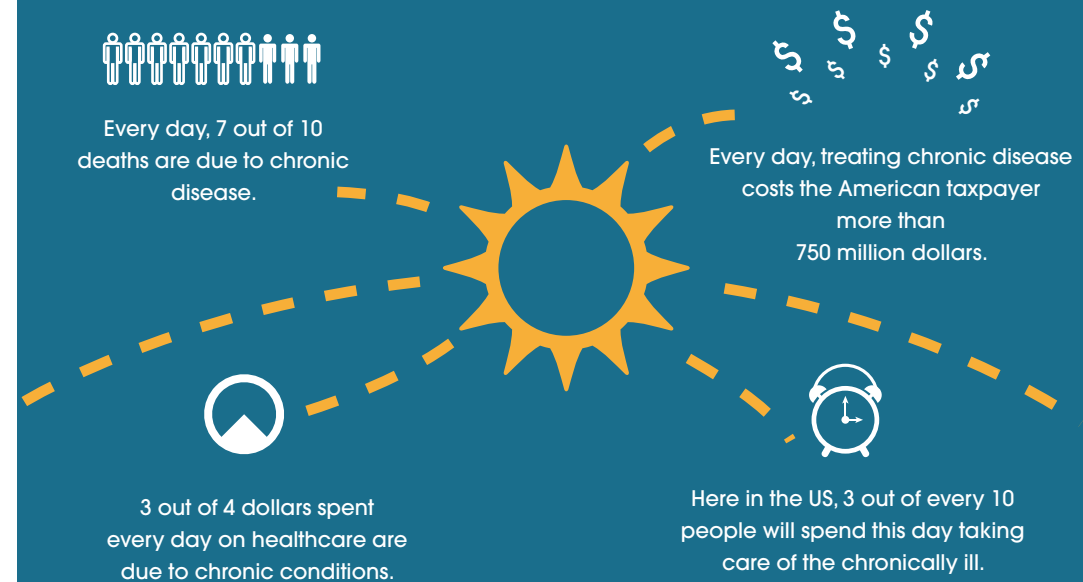
For a person suffering from a chronic or life altering disease, a day can make all the difference in the world – and there's one day in particular we hope everyone will soon recognize.



Good Days is making the push to raise awareness about the hardships people suffering from a chronic disease endure. By simply increasing national awareness, and providing education surrounding treatment and care, we hope to relieve many burdens and reduce the number of chronic disease-related deaths.

Join us at CDawareness.org

What difference can a day make?



The Fight Against 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**



- ▶ 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



Your Support Goes a Long Way

Donate at mygooddays.org/Donate

Searching For A Hero

When Joseph went to the doctor to ask why he frequently felt fatigued, he was eventually given news that was hard to accept. He was suffering from myelofibrosis, a rare but very serious bone marrow disorder. It's a condition afflicting approximately 16,000 people in the U.S. and acts by disrupting the body's normal production of blood cells.

With an incurable condition that leads to extensive scarring in the bone marrow, causing pain and other side effects, Joseph had to focus on at least managing the symptoms with treatment. But there was another problem. The medication he needed would cost roughly \$12,000 per month and his insurance would only cover 50 percent of the cost—but only if he met the \$5,000 deductible.

There was hope, however, and Joseph had a very caring patient navigator at his doctor's office who called Good Days on his behalf. She then called Joseph with the good news: Good Days was taking care of the out-of-pocket costs for his medication.

"She said I was approved, and they would work out the details later," Joseph shares. "I was blown away by their compassion for someone they didn't even know."

The medication Joseph now takes regularly is not a cure, but it does slow the progression of the disease. It allows him the chance to continue living a more normal life and have more time with his precious family—especially his 9-year-old grandson.

"I feel enormously grateful for Good Days. It's not about the actual amount of money, it's about the difference it's made in the quality of life. They have given me life itself."



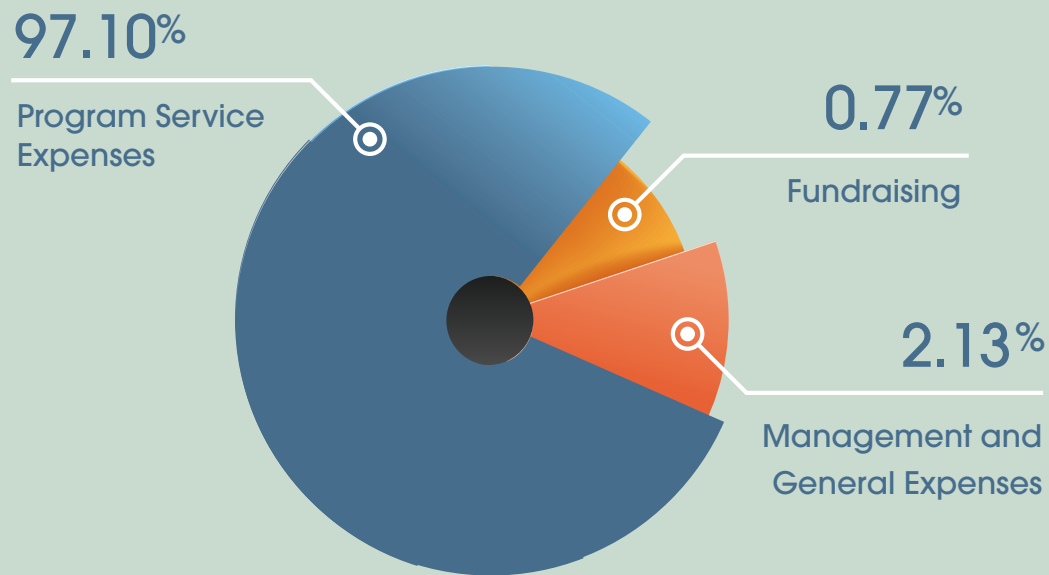
Joseph

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I feel
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for Good Days.

2015 Expenses & Revenue

2015 Financials



2015 Expenses

Program Services	\$140,718,558
Management and General Expenses	\$ 3,079,598
Fundraising	\$1,121,764
Total Expenses	\$144,919,920

2015 Revenue

Donations	\$57,452,932
Investment Income	\$300,607
Misc. Income	\$776,501 * this includes software licenses fees, other rev
Total Revenue	\$58,530,040



Marvese



I tell them Good Days
saved my life.

The Will to Keep Fighting

Marvese has always been a fighter. As a young single mother, she worked many different jobs to provide for her son, but still had to rely on social services to survive. That didn't stop her from going back to school and make every effort to better herself. Then at age 38, she was faced with another obstacle after being diagnosed with hepatitis C.

Years later, she began treatment to help with her symptoms but the side effects of the medication were worse than the disease. Thankfully, Marvese's doctor told her about the research going on to develop new medications. These medications were not just a treatment for Hep C, in many cases it was a cure.

When her insurance finally approved the new medication, she discovered the out-of-pocket expense was significantly more than she could afford on her disability income. The copays were \$3,000 a month.

"The pharmacist told me about Good Days; they submitted my application," Marvese says. "When I was finally approved, I cried—I was grateful so very, very grateful. I called everyone to tell them I was too happy."

Marvese has responded well to the new medication and is considered cured of this disease that once debilitated her. She has yet to let the hard times keep her from fighting.

"Now that I've been cured I have hope. I will see my grandson graduate and get married and see my great grandchildren. I can have what's left of my life. Family and friends are happy for me. I tell them Good Days saved my life."

The Leaders Behind Our Efforts

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.



Gary Barton
M.B.A., Treasurer and Finance Chair

Gary Barton brings 20 years of expertise in financial services and mortgage banking, including holding executive leadership roles in business management and sales with Wells Fargo and Citigroup. Gary's proven business acumen, strategic perspective, and analytical skills lend themselves to his role on Good Days' Board of Directors. A Master in Business Administration, Gary graduated Summa Cum Laude from the University of Texas at Dallas. Gary is an active member in his community helping families thrive and engaging children in youth sports.

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 8 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, 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.



Randie Odebralski
Chief Operating Officer

Mr. Odebralski brings to Good Days over 19 years of leadership experience working in multiple operational roles and markets across the United States for Walgreens. Throughout the course of his career, Randie has demonstrated a progressive track record of accomplishments and contributions in healthcare, operations, training, and human resources in various pharmacy settings, including Mail Service, Home Care, Home Infusion, Hospice, Long-Term Care, and Specialty. In his role with Good Days, he focuses on providing the leadership, management and vision necessary to ensure that the company has the proper controls, procedures, and systems in place to effectively grow the organization while continuing to maintain a primary focus on delivering patient based navigation solutions centered on advocacy, care, and service.

Our Staff



Peggy Foley
Senior Director, 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, Peggy has branded and launched the organization's primary fundraising initiatives. Heading the efforts to raise more public awareness of chronic diseases, her commitment has led to notable increased support for the programs Good Days provides for patients. Peggy is also responsible for creating and producing The Exchange – Good Day's 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.



Tricia Freels
PHR, Senior Director, Human Resources

Tricia Freels is a certified professional in human resources. 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. Tricia's current focus is on organizational behavior and human resource management.