

365 good days

The 2017 Annual Report



Our mission is to pay prohibitively costly insurance co-pays of life-extending and lifesaving treatments for people otherwise unable to afford those treatments. And offer patients and families additional financial help, emotional support, and guidance to the best available information and support for each specific disease state.

Holistically helping patients with chronic or life altering diseases, Good Days strives each year to add services and implement efficiencies in this charity we are so proud to oversee.

In 2017, Good Days provided direct financial assistance to more than 176,000 people—a nearly 47% increase over the previous year—helping them afford the treatments needed to live better, happier lives. We also connected people to alternate forms of assistance, moving beyond traditional financial support to encompass psycho-social support as well. Overall, more than 220,000 people were assisted.

As we help individuals, we also advocate for all with chronic or life altering diseases, building awareness of the need for continued research

and development of medicines for “orphan diseases” and seek to increase charitable support of all co-pay assistance organizations. To accomplish this—and maintain the high level of patient care that is part of our mission—we increased staff by approximately 20% over the course of the year.

We also created a new website that is easier to navigate for both patients and caregivers, and includes links to other support organizations, especially those dedicated to specific chronic or life altering conditions. We look forward to even further successes in the future.



A person wearing a green and white striped shirt is reaching their hand towards a bowl of green vegetables, possibly broccoli, on a table. The background is softly blurred, suggesting an indoor setting like a kitchen or dining area. The right side of the image is overlaid with a blue geometric pattern.

The need is as great as ever.

Even with so many people having valid insurance, it is estimated that more than 30% of people cannot afford the cost of their treatment and medication. Those with chronic or life altering diseases face an even harsher reality.

Through our people centric culture and unyielding fund-raising 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.

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

Co-pay Assistance

We cover what insurance won't—the co-pays for treatments that can extend life and alleviate suffering. Our ability to pay for the lion's share of otherwise unaffordable co-insurance means these extraordinary medicines—some of the most sophisticated treatments in healthcare, the result of years of research—can fulfill the promise for which they were developed.

Premium Assistance

Patients fighting chronic or life altering diseases are often forced into financially demanding situations. At Good Days, we have a Premium Assistance Program for individuals who need help paying their monthly medical insurance premiums.

Travel Assistance

To be an effective treatment, the prescribed regimen must be followed. However, staying compliant can be difficult when unable to get to a treatment facility or doctor's office. We help with travel costs to ensure patients have access to the care they need.

Diagnostic Testing Assistance

Many insurance plans do not cover diagnostic testing which could be key in obtaining a proper diagnosis and/or an appropriate treatment plan. For this reason we offer financial assistance to cover the costs of diagnostic testing.



+47%

In 2017, We've provided direct financial assistance to more than 176,000 people—a nearly 47% increase over the previous year.



91%

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

Good Days patients find care and support quickly and easily. From approval to receiving treatment, we make the process as painless as possible.

Instant Qualification

Our streamlined enrollment process means patients are enrolled and if qualify approved in minutes, whether it is on call, through our portal or via a faxed enrollment form. Beyond mere approval, funds are determined and released—enough to cover treatments for the balance of the calendar year, even retroactively when possible.

Enhanced Patient Relations

We believe our Patient Care Navigators are the best in the industry, but we never rest on our laurels. In 2017, our entire organization completed training on Motivational Interviewing. The goal was to be even better prepared to assist, respectfully inquire and identify patient needs, all to determine the best way to navigate for the patient or individual caller based on available support resources.



Graceful Takes On A New Meaning

The Patient Care Navigators at Good Days are the heart and soul of our organization. Each brings a passion to their work that's all their own, yet they all share a dedication to helping their clients make the most of every day. Typical, and at once unique, is Grace Timmermans.

Grace has worked in customer care her entire career, but she brings a special perspective to her role at Good Days. Multiple chronic back problems, and a struggle with migraines, means she is all too familiar with what it's like to live with a high degree of pain. That experience provides a window into the mindset of the people she helps each day.

"Every day I come in, I'm happy to get to talk to the next patient," Says Grace. "I know how upsetting being sick can be—my job is to help people through a time that is really scary."

Grace finds that most of the people she speaks with have always been self-sufficient, may even find it hard to ask for help, and, frankly, aren't even sure what type of help they're asking for.

"I want to make sure they know that they're cared for," continues Grace, "that they're not a number, that we're truly here to help."

Knowing Good Days can't solve every problem, Grace even researches alternatives that can temporarily help with other finances, such as government assistance programs, on her own time. While the focus on patients has been constant in her nearly seven years with Good Days, there was one change that had quite an impact: going paperless.

"To be able to tell someone they're approved at the same time they call to apply is phenomenal," says Grace. Even though all her contact is over the phone, she's made lasting friends.

"I know when the holidays come around, I'll get a call just to see how I'm doing."

We expanded our partnerships with other advocacy and assistance groups, expanding our staff to ensure patients had direct access and connection to support resources where available. New for 2017 was our partnership with the Cancer Support Community, featuring reciprocal referrals and our contributions for their radio programs.

Other Partners include:

- American Liver Foundation
- American Macular Degeneration Foundation (AMDF)
- Angel Flight East
- AssistPoint
- Benzor Pharmacy
- Cancer Support Community (National and Local)
- Chronic Disease Coalition
- Colorectal Cancer Alliance
- CSC Frankly Speaking
- Cystinosis Research Network
- Dimaco
- Experian
- Family Reach
- Global Health Living Foundation
- Grafik Marketing Communications
- Grateful Patient Project
- Life Beyond Hep-C
- MAP Coalition
- Marketplace Access Project
- Multiple Sclerosis Association of America
- National Comprehensive Cancer Network
- PANF
- Patient Services Inc.
- Prescription Hope
- Reachout
- RefillWise
- Renue Pharmacy
- RMG Apparel
- Rolf Benirschke/Legacy Foundation
- TailorMed
- The Mighty



+220k

In 2017, we connected people to alternate forms of assistance, moving beyond the financial to encompass psycho-social support as well.

Given our unique perspective into the healthcare challenges that millions of people face throughout the country today, we have a responsibility to advocate on their behalf to help advance solutions for access to care.

Speeches and Publications

Our President, Clorinda Walley, spoke at key industry conferences, including the annual Patient Assistance & Access Programs (PAP), the PAP Legal Update, and the National Comprehensive Cancer Network's (NCCN) Oncology Conference, where new, collaborative guidelines for handling distress were introduced.

She also met with Congressional leaders on a visit to our nation's capital to discuss access to care issues. In addition, Clorinda was a regular guest contributor to both The Huffington Post, and The Mighty, a website dedicated to individuals who suffer from chronic disease with over one million users

Joint Good Days and Walgreen's study earns recognition

Walgreens and Good Days were awarded honorable mention in the 2017 PAN CHALLENGE for a study and white paper on low-income patients. The collaborative effort was also published in the American Journal of Managed Care. Using a joint pharmacy and foundational database to assess patient outcomes, the study found the high-cost burden of medications used to treat costly diseases could be reduced if patients were able to take advantage of financial assistance programs offered by non-profit organizations, foundations and pharmaceutical companies.



We know that access to vital medical care is financially prohibitive for most Americans, so we started Chronic Disease Day to improve public knowledge of the risks of chronic disease and to raise awareness on everyone's opportunities to extend their own quality of life.

- Individuals, organizations, cities and states across the country join Good Days each year to recognize Chronic Disease Awareness Day on July 10th (7/10) because chronic diseases cause 7 out of every 10 deaths in America each year.
- Chronic disease accounts for \$3 of every \$4 spent on health-care—the total cost of treating these chronic conditions in the United States is more than \$277 billion per year.
- U.S. governors and mayors of major cities helped us raise awareness by issuing proclamations to officially declare July 10 as Chronic Disease Day.

Visit ChronicDiseaseDay.org to learn more.

7.10 CHRONIC DISEASE DAY

25%

of Americans have at least one chronic illness.

75%

of adults aged 65 and older in the U.S. have at least one chronic illness.

(BOTH ACCORDING TO THE CDC)

Irvin earned his good days. Helping him experience more of them is our reward.



Irvin Gers has seen a lot. He joined the United States Navy in 1944 right out of high school. From the peaceful countryside outside of Harrisburg, Pennsylvania, he was thrust into a war zone, serving in Okinawa. Returning home, he first worked the mines, then surfaced to spend 35 years in the insurance industry, helping the people in his community secure their futures and negotiate life's ups and downs. His connection to his community is even stronger as a 60+ year Freemason and Shriner.

His life, indeed, has been one of service. Now, at 91, he gives as much time as he can to his three grandchildren and five great grandchildren.

"Between regular visits, birthdays, holidays and babysitting," Irvin says, "it can get pretty busy."

But all of that was threatened by an onset of macular degeneration. While injections can help him continue to see his family, quite literally, the cost was too much for this long-retired veteran, even with a private Aetna plan supplementing his VA health plan.

"It doesn't matter what coverage you are with, they won't cover everything," Irvin says. "Each injection costs about \$420 out-of-pocket."

Recounting his situation to his family, Irvin learned his sister-in-law and her husband had received assistance from Good Days. The warmth of the Good Days team made a great impression on him; they quickly coordinated with his physician's office to ensure access to his treatments.

"The only thing I can say is it's been a wonderful experience," Irvin says. "I don't think I deserve this much attention and help, but I'm getting it."

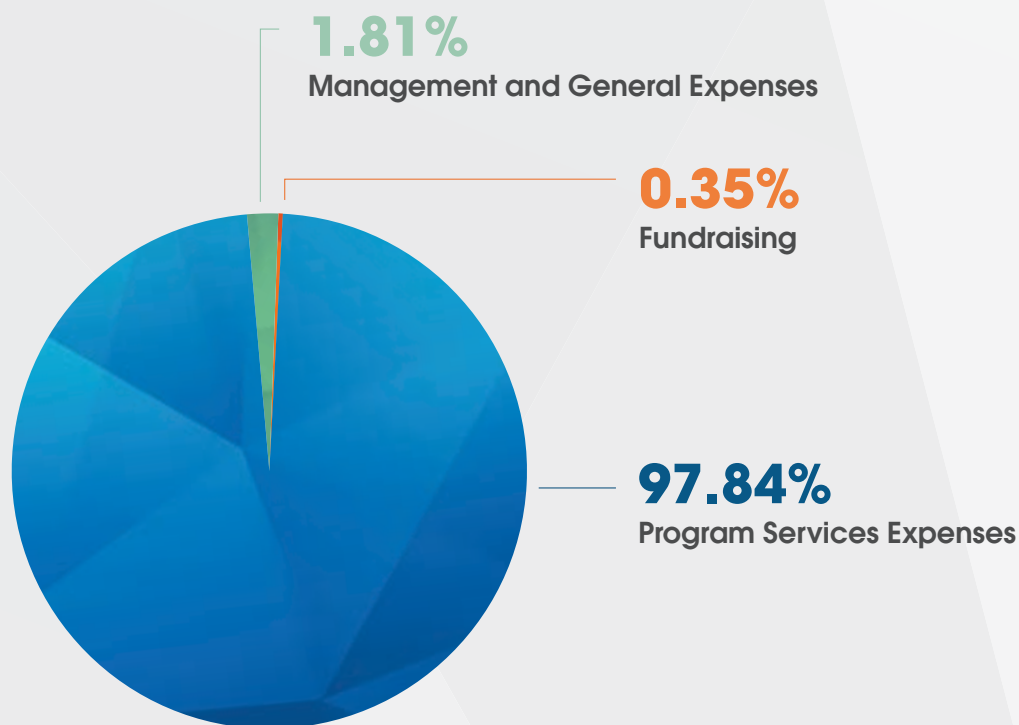
On that last point, we strongly disagree. Irvin, you deserve every bit of help, and we're only too glad to provide it.



“I’ve been so lucky. I wake up each morning and think ‘how can I give back, too?’”

Irvin Gers

2017 financials



2017 expenses

Program Services	\$249,623,861
Management and General Expenses	\$4,614,079
Fundraising	\$890,013
Total Expenses	\$255,127,953

2017 revenue

Donations	\$174,390,361
Investment Income	\$1,591,170
Misc. Income (software license, program services, sponsorship, other income)	\$3,660,177
Total Revenue	\$179,641,708

the leaders behind our efforts



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.



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.



Maribel Borysyuk, PharmD | Trustee

Maribel has dedicated her 14+ years as a healthcare provider to improving patient outcomes, ensuring relevant, valuable products and services for the consumer, and creating an environment of personal and career growth for her team members. As a Specialty Supervisor, Maribel manages tactically to develop region-level strategy, localize corporate initiatives, and enable execution through her pharmacy leadership team. Both as a healthcare provider and operations leader, Maribel prioritizes the foundational values of care, customer satisfaction, team engagement and continual learning. She earned her doctorate of pharmacy from the Rutgers University Ernest Mario School of Pharmacy in Piscataway, New Jersey.

our executive leadership team



Clorinda Walley | President & Ex Officio Board Member

Clorinda Walley leads Good Days with more than 20 years of experience in the health-care industry and over eight years in strategic philanthropy. She is responsible for effective oversight of strategy and operations for the charity's staff and programs, as well as the expansion and execution of its mission. Her in-depth knowledge of Good Days core programs, operations and business plans ensures the organization's programmatic excellence. With her proven expertise, Clorinda ensures consistent quality of finance and administration, donation procurement, internal and external communications and development of all patient care initiatives.



Randie Odebralski | Chief Operating Officer

Randie Odebralski brings more than 21 years of leadership experience in the health-care industry. Prior to joining Good Days, he spent 19 years in multiple leadership roles for the Walgreen Company. At Good Days he continues to provide direction, strategy and vision necessary to ensure the proper brand messaging, controls, procedures, and systems are in place to best position the organization to continue to deliver patient-focused navigation solutions centered on advocacy, care, collaboration, and service.



Tricia Freels, PHR | Vice-President-HR & Compliance, Board Secretary

Tricia Freels is a certified professional in human resources with more than 20 years of experience in the healthcare industry. In her previous roles, including her extensive experience in the Specialty Pharmacy, she has effectively led numerous key organizational initiatives. This includes strategic management, M&A, organizational development, overseeing organizational leadership and culture, and ensuring compliance with employment laws. Her primary areas of responsibility remain on organizational behavior, human resource management and compliance with a focus on Privacy, Security, and Licensing.

**Help us continue to
provide the effective
compassion that
provides dignity to
thousands each day.**

Learn more at mygooddays.org

