



# Building Bridges to Care

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*2019 Annual Report*



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# Introduction

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*Good Days is a national, independent 501(c)(3) non-profit patient assistance and advocacy organization that provides resources for life-saving and life-extending treatments to people in need of access to care.*

Since 2003, Good Days has provided more than 800,000 grants for healthcare resources.

Our programs ensure that people who have chronic and rare conditions can maintain access to the treatments

and services they need to lead productive lives.

**Thanks to the generous support of our donors, we protect the lives of hundreds of thousands of individuals every year.**



# Letters From Our Leadership

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## *A message from our Board Chair*

The cost of care should never stop someone from accessing treatments that can drastically improve or extend their life. Yet, this is an experience that takes place among hundreds of thousands of people everyday across the country.

The types of programs that Good Days provides are the sole way through which Medicare beneficiaries on fixed incomes can receive help for obtaining lifesaving treatments. Likewise, for over 30 years, patient assistance organizations have acted as the last option for people with rare illnesses whose doctor prescribed treatments are prohibitively costly. Simply put, Good Days bridges

gaps in care. The impact our programs have on individual patients, their families and communities is invaluable.

The need to support individuals who have chronic and rare conditions far outpaces the amount of charitable assistance available. Thanks to the generosity of our sponsors, breadth of assistance programs and dedication of our staff, Good Days is helping to close that gap. Today, we provide assistance to double the number of individuals we supported just five years ago. Our consistent growth and ability to reach more patients each year would not be possible without the trust and collaboration of stakeholders across the healthcare spectrum. Our shared commitment to the chronic and rare disease community makes more good days possible for hundreds of thousands of people every year.

Good Days will have a lasting and positive impact on many more lives in the years to come. On behalf of the board of directors, thank you for making our mission possible.

Sincerely,

**Hon. Glen M. Ashworth**  
**Board Chair, Good Days**





## *A message from our President*

Good Days was founded to support Americans with life-altering conditions by helping to pay for their costly medical treatments. In the sixteen years since we began operations, we have come to be known as much more than a financial assistance organization - we are a beacon of hope.

Beginning with our board of directors and executive leadership and through to our professional staff of care navigators and administrators, Good Days truly appreciates the challenges that families confront when they cannot access care they desperately need. The connections we build with those we serve inspire us to stretch our resources and provide every ounce of support we can.

We were honored to receive \$37 million more dollars in 2019 than the previous year, with contributions and grants totaling \$272,663,929.

Our continued growth is a reflection of the trust our generous donors have in our ability to deliver meaningful results to qualified individuals who have an urgent need for assistance. Good Days delivered assistance to more than 200,000 people in 2019. Our expanded resources allowed us to develop new assistance programs and provide 32,469 more people with access to care resources than in the year prior.

This year we launched a series of patient-centered programs to support some of the most at-risk communities in the country, including a treatment and prevention fund that substantially helps cover the out-of-pocket costs associated with specialty medications for HIV and AIDS. Building on our travel assistance programs, we are proud to have begun a partnership this year with Uber that leverages the convenience of the most popular ride-hailing app for flexible and accessible travel for patients and their caregivers. In addition to the individuals and families we serve, Good Days strives to be a resource for the public and for policymakers by spearheading Chronic

Disease Day and through our advocacy collaborations with leading patient-led non-profits.

The assistance that we provide allows people to focus on their health and their loved ones, rather than the cost of care. Perhaps more importantly though, we impart hope. The light that we shine lets patients know that they are not alone in their fight. In the year ahead, we will continue to deepen and expand our ability to provide access to care and critical healthcare resources.

We are immensely grateful for the support of our individual and corporate donors. Your continued support enables us to help others when they need it most. Above all, I would like to thank the patients that we serve. We're proud to be your ally.

Sincerely,

**Clorinda Walley**  
**President, Good Days**

# We Build Bridges to Care

## *How We Help*

Non-profit charitable assistance is a critical safety net for many patients and their families, particularly those living with rare, chronic, complex or life-threatening conditions.

Once an individual is diagnosed with a condition and is prescribed a treatment, they, their caregivers, family members, specialty pharmacy personnel or a patient's doctor can then reach out to Good Days to apply for assistance for related and available grant programs. Our in-house team of Care Navigators and online enrollment platform help to ensure fast and accurate processing.





## *Types of Assistance*

### **Copay Assistance**

We cover what insurance won't - the copays for treatments that can extend life and alleviate suffering. Our ability to pay for the otherwise unaffordable co-insurance ensures access to some of the most sophisticated treatments in healthcare to help individuals get back to leading happier and more productive lives.

### **Travel Assistance**

Transportation costs can be a significant barrier to treatment access. The Good Days Travel Assistance program pays for travel costs to ensure patients have access to the care they need.

Our dedicated, specially-trained team of Care Navigators make all travel arrangements and stay in constant contact with the patient, physician and case manager throughout the course of the patient's treatment. By coordinating travel from start to finish, the Travel Assistance program ensures patients can easily adhere to important medical appointments.

### **Premium Assistance**

Patients fighting chronic or life-altering diseases are often forced into financially demanding situations. Our Premium Assistance Program is for individuals who need help paying their monthly medical insurance premiums. In cases where the member already has

insurance coverage and only needs help with their monthly premium costs, Good Days will make payments to continue that coverage. Premium Assistance may also cover plans for the patient's family where applicable, providing significant financial relief.

### **Diagnostic Testing Assistance**

Many insurance plans do not cover diagnostic testing, which could be key in obtaining a proper diagnosis and an appropriate treatment plan. Good Days offers financial assistance to cover the cost of diagnostics so that the cost of testing does not prevent patients from having the most accurate understanding of their condition as possible.

## Who We Serve

Good Days supports individuals in all 50 U.S. states. To receive support from Good Days, an individual must:

1. Have a valid Social Security number and receive treatment in the United States.
2. Earn an annual income at or below 500% of the Federal Poverty Level.
3. Have an insurance plan which covers at least 50% of the cost of treatment.
4. Be diagnosed with a disease covered by an available grant program at Good Days that is accepting enrollments.
5. Have a prescription to treatment that is FDA approved for their medical diagnosis.

## What Does Effective Compassion Look Like?

In 2019:

- Three in ten of all adults report not taking their medicines as prescribed at some point in the past year because of the cost ([Kaiser Health](#)).
- One in ten of all adults say their condition got worse as a result of not taking their prescription as recommended ([Kaiser Health](#)).
- The average household income of families we assisted was ~\$39,000
- We delivered \$253,007,670 in assistance grants to patients in need
- Our programs provided 211,140 individual patients with access to care resources
- We were ranked a top non-profit by patients and peers

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# 2019 Highlights

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## *Eliminating transportation gaps in healthcare with Uber Health*

In 2019 we launched a partnership with Uber Health to help ensure that people no longer have to miss important medical appointments because of transportation difficulties.

According to the Community Transportation Association of America, 3.6 million Americans miss doctor appointments every year due to a lack of reliable transportation. Our partnership with Uber Health leverages the ride-hailing power of Uber to offer flexible ride scheduling for individuals and their caregivers.

Riders don't need the Uber app, or even a smartphone, to get a ride with Uber Health. Good Days Care Navigators can coordinate transportation needs up to 30 days in advance and riders are updated via text message or phone call with trip details. Good Days handles all billing and payment so that scheduling rides is simple.



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## *Providing access to life-saving HIV/AIDS treatments*

The CDC estimates that more than one million people are at high risk of contracting HIV. Available FDA-approved treatments help people living with HIV stay healthy and prevent transmission of the virus to others. But challenges with access to care lead to skipping doses which contributes to drug resistance. The **Centers for Disease Control and Prevention** estimates costs of nearly \$20,000 per year for an HIV infection.

The Good Days HIV and AIDS Treatment & Prevention Financial Assistance Fund established earlier this year provides copay assistance for eligible patients who are



already prescribed pre-exposure prophylaxis (PrEP) or post-exposure prophylaxis (PEP) treatments.

Qualified patients can receive up to \$7,500 per year from Good Days, substantially helping to cover the out-of-pocket costs associated with specialty medications for HIV/AIDS. With millions of individuals living in the U.S. in need of access to daily HIV and AIDS treatment and prevention regimens, Good Days is proud to make this innovative assistance fund available to the public.

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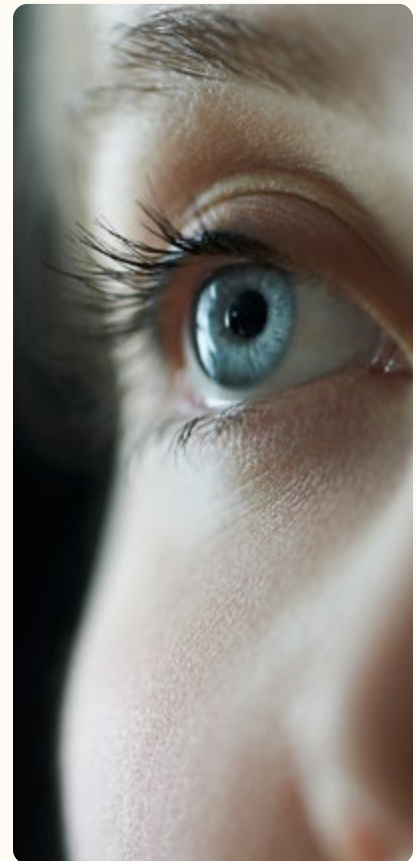
### *Helping people save their vision so they focus on their lives*

The newly opened Chronic Non-infectious Uveitis (CNIU) fund supports thousands of people at risk of losing their sight, many of whom are on fixed incomes and need access to treatments for years to come.

CNIU may be caused by problems occurring in the eye or can be part of an inflammatory disease affecting other parts of the body. It is often associated with other systemic and costly conditions such as Ankylosing spondylitis, Behcet's disease, Crohn's disease, multiple sclerosis, psoriasis, rheumatoid arthritis, sarcoidosis or ulcerative colitis.

Timely diagnosis and effective management with the appropriate treatments are crucial to fighting vision loss associated with CNIU. Our programs address the financial burdens of chronic eye disease and vision loss so that people can focus on their lives and loved ones.

There are severe limitations that vision loss imposes on patients in terms of employment, daily function, and quality of life. We're easing the financial burden of these treatments so we can help people save their vision and focus on their lives. This program immediately provides needed support for people who are at risk of losing their sight.



# Stories From Those We Serve

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## Andra

In 1984, Andra suffered from an ectopic pregnancy that required an emergency blood transfusion and was unknowingly infected with hepatitis C. It was not until Andra's health was failing in 2004 that her medical team realized her diagnosis. Left untreated, hepatitis C can cause serious health problems including liver failure and liver cancer.

Although treatments to cure Andra were available, thousands of dollars in out of pocket costs meant they were out of reach despite having health insurance. Andra's family began to consider what they can sell, such as their home, to raise money for the treatments that would save Andra's life.

"We had to consider every option, my mother's well-being is worth more than any possession or monetary number. We had no idea what we were going to do to get my mother this treatment," says Andra's daughter Ari. When Andra's doctor's office explained that she might be eligible for assistance through Good Days, Andra and her family found new hope.

"We will always be thankful for the support that Good Days provided our family in our time of need," says Ari.

*"We will always be thankful for the support that Good Days provided our family in our time of need"*



# Stories From Those We Serve

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## Everett

When Everett enrolled at the University of Evansville, Indiana in 1950, he was one of only eight African Americans there. "I faced a new experience and helped influence others positively. My time there provided so much value," says Everett.

After finishing college, Everett would go on to be an executive assistant to the president of the University of California, Fullerton and later held the same position at Southern Methodist University, where he continued to work for 26 years.

In 2008, at 74 years old, Everett was diagnosed with Multiple Myeloma, a type of cancer. On his fixed income, even with insurance, there was no way he could afford the high cost of treatments alone. After speaking with his pharmacist to learn about what resources might be available to him, Everett learned about an assistance program at Good Days that would ensure he did not have to forgo his cancer treatments.

Everett was approved for assistance soon after submitting an application. "It's been a tremendous experience. Good Days is always so pleasant and is always responsive to calls or requests for guidance," says Everett. "I am very blessed to still have the ability to get around, exercise and spend time with my friends."

*"It's been a tremendous experience. Good Days is always so pleasant and is always responsive to calls or requests for guidance"*





# Stories From Those We Serve

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## William

William has served his country as a sailor in the United States Navy, his community as a pastor, and victims of natural disasters as a disaster relief specialist. But when an unpreventable and unexpected blood condition threatened to stop his life short, he was not sure where to turn for support.

“Life’s been a blessing to me all along,” says William, who lives in Kissimmee, Florida, with his wife of 33 years and stepdaughter.

William has a rare blood cancer that affects just two out of every 100,000 people. Left untreated, the condition can cause dangerous blood clotting or leukemia. After his initial treatment regimen stopped working, William’s hematologist prescribed a new medication that would greatly improve his quality of life. William was relieved when he learned that Good Days could assist with the costs of his prescribed treatments not covered by his Medicare plan.

“I had no idea that an organization like this existed,” says William. “When I was approved, I was jumping for joy. There is no way to describe the emotions I felt. It’s a lifesaver for me.”

*“When I was approved, I was jumping for joy.”*



# Advocacy in Action

## *America Recognizes Chronic Disease Day with Good Days*

Good Days leads the national awareness and advocacy efforts for Chronic Disease Day each July 10th to recognize that seven of the top 10 most common deaths in America are due to chronic illness.

Good Days established Chronic Disease Day ([www.chronicdiseaseday.org](http://www.chronicdiseaseday.org)) to raise the national dialogue on challenges related to access to care and the growing crisis of chronic illness in America. If we work together, we can lower the number of preventable illnesses and



dedicate more resources for those whose access to medical care is critical and cannot be addressed through lifestyle or behavioral changes.

In 2019, 27 state governors joined Good Days by officially proclaiming Chronic Disease Day on July 10, along with dozens of mayors in cities across the country including Austin, TX, Chicago, IL, Des Moines, IA, Indianapolis, IN, Jackson, MS, Nashville, TN, Newark, NJ, Philadelphia, PA, Phoenix, AZ and Rapid City, SD.

Leaders of patient groups and individuals they support were joined by congressional leaders and more than 100 congressional staff members at a special luncheon event on Capitol Hill in Washington, D.C. to advocate for protections for individuals with chronic and rare conditions.

*“Chronic Disease Day presents an opportunity for Congress to reflect on what we can do to improve health and wellness, and support those impacted by chronic diseases.”*

**U.S. Senator Kevin Cramer (R-ND)**



## Protecting patient assistance for vulnerable populations

In 2019, Good Days helped establish and was named Chair of United for Charitable Assistance, a patient-led, patient-focused coalition dedicated to education, advocacy and awareness about the importance of non-profit charitable assistance to American patients and their families – particularly those living with rare, chronic, complex, or life-threatening conditions.

### In 2019 we:

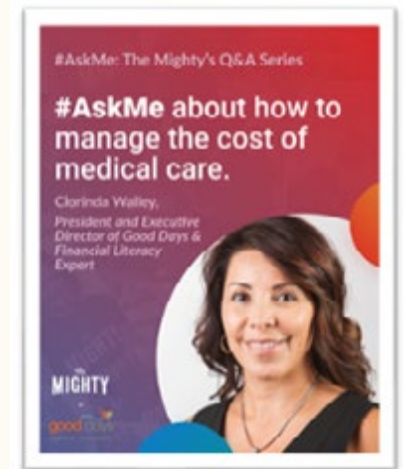
- Met with Members of Congress and their staff to ask that they enact an access to charitable assistance legislation designed to codify safeguards to the non-profit patient assistance model.
- Sent more than 1,300+ letters to Capitol Hill lawmakers to ask that they protect vulnerable patients in need of charitable assistance to access healthcare resources.
- Convened advocacy summits with patients and patient group leaders to educate lawmakers.



## Good Days & The Mighty

Good Days was invited by The Mighty, a leading health publishing and social engagement platform dedicated to chronic and rare disease communities, to participate in an ongoing, multi-channel awareness and education campaign on self-care and financial wellbeing.

- We held a Financial Literacy Week, followed by a week-long Ask Me Anything Q&A about how to manage the cost of medical care.
- Both initiatives and the year-long 52 Small Things weekly self-care guide were shared with The Mighty's 2.5 million community members and 90 million unique monthly visitors, earning significant online engagement.
- Good Days and The Mighty jointly published an article in Yahoo! News on "5 Tips for Becoming Financially Equipped for Living with Chronic Illness."





# 2019 Best in Class Awards

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Good Days earned a 2019 GuideStar Platinum rating, the highest recognition from the world's largest source of information on non-profit organizations. GuideStar contains a profile for every tax-exempt nonprofit registered with the IRS. The GuideStar levels, acknowledged as symbols of transparency in the nonprofit sector, are displayed on all updated participants' profiles in the GuideStar database. Find more information on our impact here: <https://www.guidestar.org/profile/61-1462062>



Good Days is also recognized as a 2019 Top-Rated Non-Profit by GreatNonprofits, the leading provider of user reviews of charities and nonprofits. The GreatNonprofits Top-Rated Awards are the only awards for non-profits determined by those who have direct experience with the charities - as donors, volunteers and recipients of aid. To read more testimonials from individuals who have worked directly with Good Days, visit: <https://greatnonprofits.org/org/good-days>



*“Our industry-leading recognitions highlight our commitment to transparency and accountability, as well as our dedication to having a positive impact on people in need of access to care.”*

*Randie Odebralski, COO of Good Days*

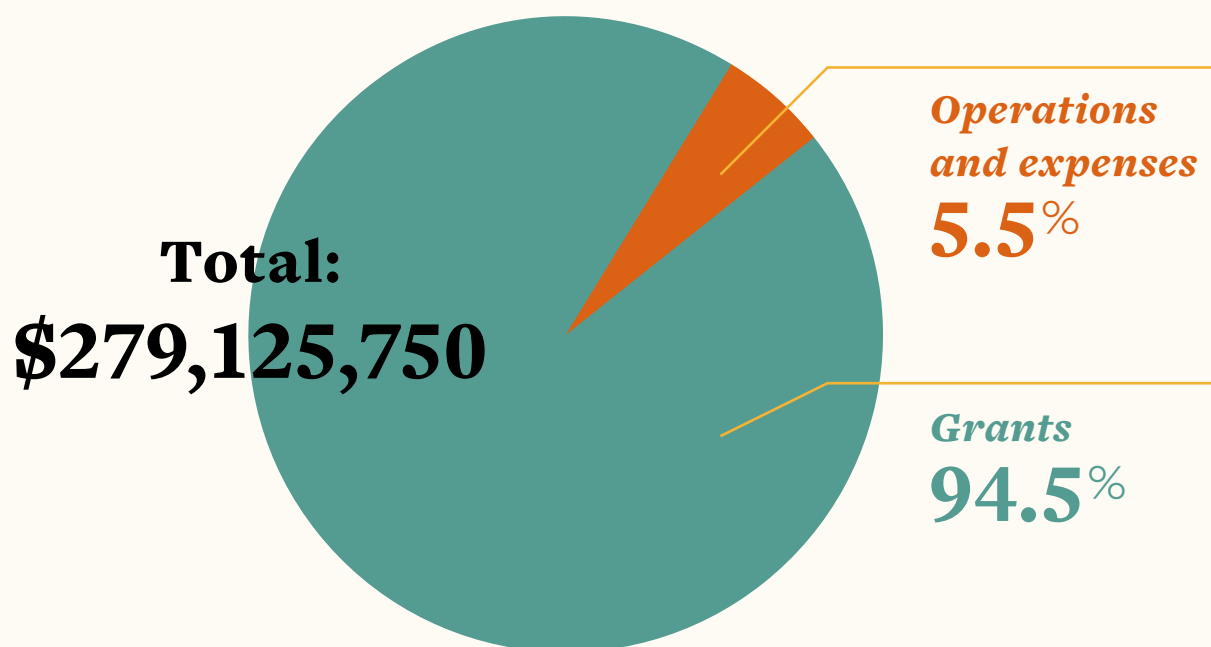


# Financial Statement

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We raised a total of \$272,663,929 in contributions and grants in 2019.

Our assistance programs directly supported 212,469 individuals with \$253,007,670 in grants for access to care.



Approximately 94.5 percent of our revenue was spent on patient assistance programs for Americans with life-altering conditions in need of costly medical treatment.

## Income and assets

- Total income: \$279,125,750
- Net investment income: \$1,408,187
- Total end-of-year net assets: \$71,983,147

For more detailed information and to view our 990 tax return and financial statements in their entirety, visit: <https://www.mygooddays.org/about/annual-report-and-financials>

# Our Board of Directors

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***Hon. Glen M. Ashworth,***  
***Board Chair***

**Board Chair**

**Former District Judge, 86th  
District Court of Texas**

***Gary Barton,***  
***M.B.A.***

**Finance Chair & Treasurer**

**Former Wells Fargo &  
Citigroup Executive**

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

**Medical Chair**

**Vice President of  
Informatics & Medical  
Director, University Health  
System Consortium**

***Maribel Borysyuk,***  
***Pharm. D.***

**Trustee**

**Senior Manager, Patient Care  
and Advocacy, Walgreens**

***Seth Kamber***

**Trustee**

**President & Founder of  
Barking Dog Technologies**

# Executive Leadership

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***Glorinda Walley***

**President**

***Randie Odebralski***

**Chief Operations Officer**

***Tricia Freels***

**Vice President of Human  
Resources and Compliance**



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