

# A Little Easier Recovery Empowering Cancer Patients Now



**FOUNDED:** 2006

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*A Little Easier Recovery's* mission has always been clear- to make cancer treatment and recovery "A Little Easier." *A Little Easier Recovery* has been instrumental in easing the burden for over 12,000 cancer patients to date.

The goal was simple, to take firsthand knowledge from an actual patient's experience and look at it from all aspects, then design essential tools that would allow the worst case scenario patient to feel better and do more.

*A Little Easier Recovery* empowers patients with advanced-stage breast cancer to lead a better quality of life throughout all phases of their cancer treatment and recovery. Funded by grants, donations, and corporate partnerships, *A Little Easier Recovery* distributes its *Jacki* recovery garment free of charge in 76 hospitals in 20 states, reaching 3,000 patients annually. The *Jacki's* unique design helps patients manage the pain and discomfort of post-surgical drains, limited range of motion, radiation, and chemotherapy while restoring their dignity, independence, and control. At a time when patients are overwhelmed and exhausted, the *Jacki* is the essential recovery tool.

The *Jacki* has been proven to ease recovery for breast cancer patients, and also has been proven effective for others needing extensive surgery, including those with lung, brain, and liver cancers, cardiac disease, and gastric surgery. Total addressable market for the *Jacki* is conservatively estimated at over 200,000 patients annually.

#### Key Milestones:

- Pioneered meeting the unmet needs in advanced breast cancer patients, beginning at extensive surgery and have now proven to help other cancer patients including women, men, and children.
- 3 styles have evolved from the original classic *Jacki*.
- Proven model with exponential growth, unstoppable demand, 18 sponsors, and true champions.
- Manufactured in Massachusetts.
- Defensible patent and the backing of Dana Farber Cancer Institute to obtain a healthcode.

#### INVESTMENT OPPORTUNITY

There are two ways to support *A Little Easier Recovery*.

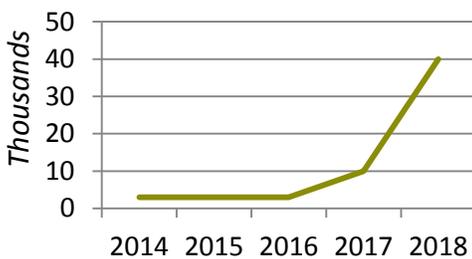
Philanthropic support: Grants to our 501(c)3 which will enable this strong program to reach advanced cancer patients NOW.

Investment funding: Provides resources needed for obtaining a healthcode, a 24 month research study and application process, and also subsequent growth in staff to manage increased distribution. Investment need estimated at \$500,000.

## LEADERSHIP & GOVERNANCE

Cathy McGrath, Founder, brings her experience as a patient and as a sales professional to *A Little Easier Recovery*. She surrounded herself with a compassionate team with decades of business experience including Richard Trussell, a multi-million dollar franchise owner, program director, Maureen Cardinal, 18 years of experience at epsilon, along with a myriad of talented volunteers and dedicated oncology staff.

## Patients Served



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I cannot express how wonderful this program is; across all corners of the nation the response has been a resounding YES to the *Jacki*. Ms. McGrath has made the simplest yet the greatest contribution to the community of breast cancer patients, allowing them to maintain their dignity during this most difficult of times.

DR. Mehra Golshan, Dir. Breast Surgical Services  
DANA FARBER CANCER INSTITUTE

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## Company History

*A Little Easier Recovery* was founded by Cathy McGrath, a Stage IIB breast cancer patient who quickly realized key problems that should be addressed when enduring surgical treatment. She refers to herself not as entrepreneur but “patient-preneur,” vowing to make this fight “a little easier” for others. This patient-centered approach is a cornerstone of the *Jacki* Program. Without adding worry or logistical concern over where to get it or how to pay for it, the surgical oncology team provides the *Jacki* directly to the patient, simultaneously addressing the psychological and physical burden of an advanced cancer diagnosis.

In 2006, the first dozen *Jacki* recovery garments were tested in Brigham & Women’s Hospital and at Tufts Medical Center, where the *Jacki* received rave reviews from doctors, nurses, and patients. Since then, the program has taken off dramatically, with requests for *Jacki*’s coming in daily from throughout the United States and around the world.

To date, *A Little Easier Recovery* has reached over 12,000 patients and has raised over \$1million in donated revenue and has developed a committed set of partners who support the organization. Key partners include: Mass Challenge, Genentech, Macy’s, Covidien, Boston Scientific, Converse, John W. Henry Family Foundation and Verizon. In early 2008, *A Little Easier Recovery* established a “lifetime partnership” with Polartec to supply soft wicking material at a discount.

## Financial Sustainability and Future Plans

*A Little Easier Recovery* is currently a 501(c)3 nonprofit and has provided our essential *Jacki* recovery garment through the generosity of corporate and foundation grants.

The demand is unstoppable and the cross-over from our primary patients in advanced breast cancer has grown to other cancers such as lung, brain, liver, and other serious illnesses such as cardiac and gastric disease.

To address this demand, a pivot from nonprofit to for-profit will be taken on simultaneously to the 24 month period required to obtain a healthcode.

The healthcode will provide insurance reimbursement and sustainability, covering the cost of goods and returning a profit. As the production guarantees increase, and styles expand, profits will grow.

Bringing this to scale will require a partner who exists in this industry that has strong distribution and market share. Partnering will be essential to the end goal of reaching all that need it annually and ultimately changing a culture from vulnerable to empowered...for good.