

### ABOUT PINK RIBBON GOOD

#### Mission

Pink Ribbon Good (PRG) exists to serve every person and family affected by breast and gynecological cancer. PRG provides free healthy meals, rides to treatment, housecleaning essentials and peer support so no one is alone in the fight.

Pink Ribbon Good now provides services to people battling breast and gynecological cancer in 8 regions of the US from Buffalo, New York to San Francisco, California. PRG also offers a nationwide peer support network and educational resources to reduce isolation.

With a presence across multiple states, PRG fills critical gaps in care that directly affect patient adherence, outcomes and their ability to advocate for themselves.

#### The PRG Story

After meeting Alexis, a 23 year old single mother who was nearing the end of her battle with Stage 4 breast cancer and looking for someone to care for her baby girl, Heather Salazar's life changed forever. Heather and her husband Steve cared for Alexis through her final months and added baby Lexi to their family, giving them four kids under 8.



18 months later, the unthinkable happened, at just 31 years old Heather was diagnosed with the same aggressive breast cancer that took Lexi's first mom.

After a bilateral mastectomy and over a year in intense treatment, Heather was declared cancer free. It was clear to Heather that the love and support of her family and friends played a vital part in her cancer journey and that was what motivated her to start providing the same love and support to others battling breast and gynecological cancer through **Pink Ribbon Good.**



### WHAT WE DO

#### PRG Provides:



**Healthy Meals:** Nutritious, customized meals delivered right to the doorstep of our patients and their families. **In May 2025, we delivered our 1,500,000<sup>th</sup> meal!**



**Rides to Treatment:** Free transportation provided to and from treatment across 8 regions in the U.S.



**Housecleaning Essentials:** To support healing in a clean environment, PRG provides all-natural cleaning products and a lightweight vacuum.



**Peer Support:** 13 monthly peer support groups (virtual & in person) for a range of specific audiences including YA's, metastatic, women of color, early stage, and 1:1 peer mentor support

**Education:** Monthly webinars, tip sheets, and other helpful educational content

**Patient Content:** Plain-language, patient-centric information for breast and gyn cancers

**Engagement Channels:** Monthly email newsletter with a reach of 12K+ community members, social media and PRG website

### PROVEN REACH – REAL WORLD IMPACT



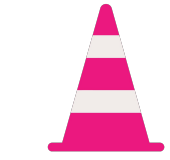
#### In 2024 alone, PRG:

- Served **261,838** healthy meals
- Provided **29,858** rides to treatment
- Distributed **2,839** cleaning kits
- Supported **13,500+** patients and families
- Hosted **165+** education and peer support events with **8,870+** participants
- Engaged **12,000+** patients via monthly newsletter and surveys



**The rides have been truly incredibly helpful and have meant the difference in getting care or not.**  
- Sheila, PRG Client

### SUPPORTING CLINICAL RESEARCH



#### PRG partners with research teams to improve trial success by addressing real-world barriers:

- Only 6.3% of all oncology patients participate in cancer treatment clinical trials<sup>1</sup>
- Food-insecure cancer patients are 2.3x more likely to delay or skip treatments.<sup>2</sup>
- Cancer patients are nearly twice as likely to report delays in care due to transportation issues compared to adults without a cancer history.<sup>3</sup>



- PRG **riders completion rate** with Uber Health rides to **scans, tests, appointments, and treatments is 96%**.
- No-show rates for medical appointments decrease. In 2024, **PRG's Uber rider no-show rate** was a very low 2.8%, indicating the success of PRG's concierge transportation.
- 28% reported reduced stress 8 weeks after enrolling in PRG services
- Peer support improved motivation and communication with care teams

#### When patients receive support with meals, rides, education and emotional care, clinical trial participation and outcomes improve:

- Involvement in peer support groups can improve quality of life and adherence.<sup>4</sup>
- Providing support for trial related expenses such as travel can increase trial participation.<sup>5</sup>
- Clear, culturally relevant education builds informed consent, trust and confidence in trial participation. Education tailored to patient health literacy levels improves understanding of risks, protocols and decision-making.<sup>6</sup>

### FEE-FOR-SERVICE COLLABORATION OPPORTUNITIES

#### PRG offers tailored services for clinical trials, including:

- ✓ Recruitment material development
  - ✓ Patient education guides
  - ✓ Peer support connections
- ✓ Trial promotion via PRG channels
  - ✓ Survey distribution
- ✓ Logistics (meals, rides) for trial participants

**Let us help you build trust, reduce barriers, and retain participants in your clinical cancer trials.**

### LANGUAGE ACCESS SUPPORT

- PRG employs a program coordinator who is bilingual in Spanish and English
- For other non-English languages, PRG utilizes a translation service to onboard clients
- PRG has on boarded patients in 100+ different languages

### CONCLUSIONS

Integrating patient-centered support services into clinical trials for breast and gynecologic cancer has the potential to significantly **improve** trial performance and **reduce** stress for participants. Based on PRG's proven real-world impact, anticipated benefits include:

- Improved adherence through practical support
- Increased retention via emotional support
- Stronger enrollment and consent with tailored education
- Empowering patients to stay engaged in their care
- A scalable model to increase access and improve outcomes

Our data suggest that incorporating PRG's services into clinical trials may provide a powerful means to enhance recruitment, retention and the overall participant experience.

### LET'S WORK TOGETHER

**Meals. Rides. Peer Support. Education.**  
**Not extras. Essentials—for better recruitment, retention and research outcomes**

#### Tambre Leighn

Director of Strategic Healthcare Partnerships & Education  
tleighn@pinkribbongood.org

**Scan QR code to schedule a consultation call**



<https://bit.ly/4kZa3IT>