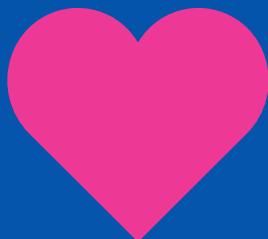


Care. No matter what.



Planned Parenthood Southeastern Pennsylvania
Annual Report Fiscal Year 2014

July 1, 2013 – June 30, 2014



Fiscal year 2014 brought us opportunities for innovation, collaboration and expansion of our patient and supporter base.

The implementation of the Affordable Care Act took center stage during the October through March enrollment period. We collaborated with Planned Parenthood Federation of America (PPFA) and other community partners on activities, including neighborhood canvasses and advocacy in our health centers. Our staff and volunteers knocked on 55,000 doors, had 12,000 conversations, signed up 4,800 new supporters, and spent more than 1,700 hours staffing health center advocacy stations for our patients and visitors.

We continued to increase our supporter base, develop stronger relationships with legislators, and worked in coalition with others. At the same time, we continued to battle threats of attacks on abortion access up until the very close of the Pennsylvania legislative session. We managed to keep damaging legislation at bay, including an attempt to restrict access to abortion by requiring physicians to have admitting privileges at local hospitals. Threats to state funding for family-planning services for low-income women at Planned Parenthood health centers remained on the agenda of far-right legislators.

We merged our former Pottstown and Collegeville sites, and opened our doors to our new Health Center on June 3rd. Located at 2089 E. High Street in Pottstown, the center offers a newer, fresher look that is more attractive and accommodating to our patients. We began work on an upgrade project for all of our health centers, enhancing the appearance of waiting rooms and exam rooms in order to provide warm and welcoming environments for our patients throughout their visit. All who receive PPSP's services deserve to do so in surroundings that reflect our deep commitment to providing high-quality, confidential and non-judgmental care.

Marketing our services is essential, and our work included developing community partnerships to increase visibility around our health centers; an expansion of our Norristown Promotores de Salud (Health Promoters) program to Coatesville; crowd canvassing and tabling at community events; a SEPTA ad campaign; and launching an affiliate-wide patient satisfaction survey.

We began implementing Electronic Medical records (EMR) at our health centers, in order to assure PPSP's ability to participate in the new Health Care Exchanges under the Affordable Care Act. This software allows us to provide clinical-outcome data that enables us to serve as preferred providers within the exchanges, and helps us expand the provision of top-notch care to low-income, uninsured, and under-insured patients in the communities we serve. EMR also made possible two important new technological innovations for our patients – access to their medical records on a secure website and online-appointment scheduling – which will happen before the end of this calendar year.

We were given the opportunity to begin participating in a PPFA-led initiative, Move the Dot. Its objectives are to identify and prioritize opportunities for improvement in customer service, health care delivery, efficiency and expense management. PPSP staff teams were formed to develop operational improvements, revenue opportunities and expense savings specific to service delivery and revenue-cycle management processes. Identifying opportunities for improvement in these areas is critical as we navigate the changing health care landscape.

Your support throughout the year enabled us to provide our health services, education and advocacy programs that improve the lives of those we serve. We are immensely grateful for your commitment.

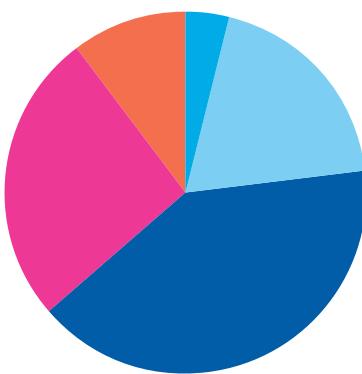


Dayle Steinberg
President and CEO



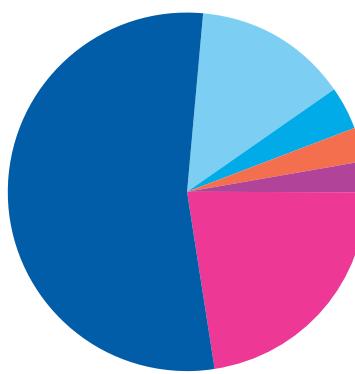
Kimberly C. Oxholm
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Where the money comes from.



- Patient Services (Health Centers) 39%
- Patient Services (Surgical Centers) 27%
- Government Grants & Contracts 12%
- Other Program Fees 6%
- Community Support 16%

Where the money goes.



- Patient Services (Health Centers) 55%
- Patient Services (Surgical Centers) 22%
- Education & Professional Development 3%
- Public Information & Advocacy 3%
- Fundraising 4%
- Administration 13%

Revenues

Patient Service Revenues (Health Centers)	\$7,363,288
Patient Services (Surgical Centers)	\$4,831,687
Government Grants & Contracts	\$1,843,292
Other Revenues	\$821,935
Community Support*	3,546,852
Total Revenues for Client Services	\$18,407,054

Expenses

Patient Services (Health Centers)	9,960,967
Patient Services (Surgical Centers)	4,169,261
Education & Professional Development	491,724
Public Information & Advocacy	538,148
Fundraising	783,543
Administration	2,554,760
Total Expenses For Client Services	\$18,498,403

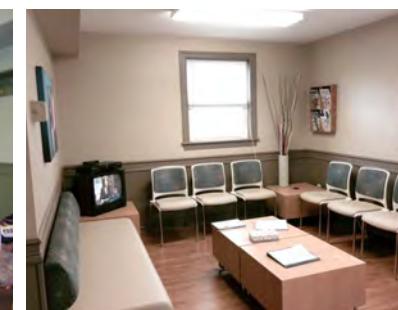
* Includes drawdown from Invested Funds



Patient Services Accomplishments

The Patient Services Department focused on three main projects: the implementation of Electronic Medical Records at eight health centers; making operational improvements specific to service-delivery efficiency at all family planning centers; and the consolidation of our Pottstown and Collegeville Health Centers into a new, larger facility in Pottstown. Four of our Health Centers experienced an increase in patient visits compared to last year: Locust Street, Castor Avenue, Norristown, and West Chester Health Centers! We continued to provide quality, affordable, and convenient reproductive healthcare, detailed as follows:

- **67,037 family planning visits** were provided to 39,259 women, men and teens in 12 health centers; of these, 20,925 visits were "walk-ins" (patients seen without appointments.)
- **10,194 abortions** were performed in four sites; 52% of these were medication abortions.
- **5,995 women** were screened for cervical cancer through pap tests; 369 were provided follow-up care.
- **88,364 STI tests** were performed.
- **6,055 doses of Emergency Contraception** were distributed.
- **729 women** had IUDs inserted and 407 had contraceptive implants inserted, marking a 27% increase in implant insertions over the previous year.
- **12 different clinical trials**, including drug studies, diagnostic testing, specimen acquisition and behavioral intervention, with our first PPSP investigator-initiated and grant funded study, were conducted by our Research Department; 1,065 subjects were enrolled in studies.



Our St. Davids Health Center before (l) renovations and after (r).



Our West Chester Health Center before (l) renovations and after (r).

A woman with long brown hair and bangs, wearing a blue t-shirt, is smiling and holding a black tablet. The tablet screen displays a blue background with white text that reads "Protect. No matter what." Below this, there is a graphic of a pink circle above a stylized white building icon. At the bottom of the screen, the text "We work hard to protect access to reproductive health care for all." is visible.

External Affairs Accomplishments

PPSP's advocacy efforts began with a major focus on Affordable Care Act (ACA) implementation. The Pennsylvania legislature continued to attempt to attack access not only to abortion services, but also birth control. We fought back with the facts and with a pro-active package of legislation known as the PA Agenda for Women's Health. Our highlights:

- **Increased our supporter base** to over 105,000 in our region.
- **Worked on ACA access**, including neighborhood canvasses, health center outreach, reaching out to new community partners, and training staff and volunteers as Certified Application Counselors.
- **Advocated for Medicaid expansion and other issues with coalition partners**, such as Pennsylvanians for Choice, Cover the Commonwealth, and Raising Women's Voices, and joined Neighborhood Networks.
- **Worked on health care finance issues**, including the continuation of the SelectPlan program, insurance contracting, Medicaid and insurance-reimbursement rates, and developing relationships in state government.
- **Fought battles in the PA legislature** on restricting access to abortion services that would require physicians to have admitting privileges at local hospitals, and against a bill that would defund family-planning services for low-income women at Planned Parenthood.
- **Joined with coalition partners** to develop the "Agenda for Women's Health" (www.pa4womenshealth.org).
- **Streamlined the process for bringing volunteers on board.** 8,675 volunteer hours were contributed – an increase of 1,500 hours from last year!
- **Participated in the federation-wide initiative**, "Path to Power," designed to improve the impact of our advocacy efforts.
- **Our media outreach resulted in** 82 inquiries, with 40 media appearances. We were featured in all Philadelphia major newspapers, the suburban papers, regional and national blogs, online publications, and radio.
- **PPSP's social media presence resulted in** 626 new Facebook likes and 478 posts. PPSP gained 287 new followers on Twitter, and tweeted 1,288 times. Our new Tumblr has gained 98 followers and Instagram 53 followers.

Volunteers of the Year

At the PPFA conference in March, PPSP Board Member, Reverend Dr. Marvin Marsh, and his wife, Terry, received the national Volunteer of the Year Award. Marvin and Terry had donated more than 2,600 hours to PPSP since 2006, and this recognition was certainly well-deserved.





Education and Professional Development Accomplishments

PPSP provides sexuality education programs to 3,500 teens, parents and youth-serving professionals of varying backgrounds and cultures each year. Our approach is intensive and realistic, and is delivered via curricula that is age-appropriate, population-specific, and bilingual/bicultural. We continue to provide education and training in our four-county service area, including the following:

- **873 students** visited our Health Resource Centers in 2 Philadelphia high schools.
- **28 young LGBTA women and men** participated in weekly group meetings and activities with their peers in a safe environment at SPOT, a Space to be Proud, Open and Together.
- **101 Achieving Independence Center members** were tested for sexually transmitted diseases; 23 peer educators were trained; 572 attended Healthy Relationship classes; and 33 were referred to our Elizabeth Blackwell and Locust Health Centers.
- **1,719 young people** in our four-county service area benefitted from our *Community Education* programs on STI and pregnancy prevention, and more than a dozen other topics.
- **209 youth-serving professionals** were provided with professional development programs by PPSP.

On June 30th, PPSP mourned the loss of our friend and Vice President for Education and Professional Development, **Karen Fitchette-Gordon**. Karen's lifelong commitment to the health of women and families was demonstrated through her ten years at PPSP and prior to that, the Black Women's Health Project. We remember Karen not only for her leadership of our Education Department and contribution to our mission, but also for her friendly warmth, radiant smile and quick and hearty laughter. She will be deeply missed by all of us whose lives she touched.



Thank You, Donors!

Fiscal Year 2014 Annual Campaign and Special Gifts

July 1, 2013 – June 30, 2014

We are grateful to the more than 7,900 donors in our service area for generously supporting Planned Parenthood Southeastern Pennsylvania and Planned Parenthood Federation of America in Fiscal Year 2014. Your commitment enabled us to provide the reproductive healthcare services and information people need to plan their families and their futures. We are grateful to all of our donors, but space and resources only allow us to acknowledge those supporters who contributed \$250 or more to our healthcare services, education programs, and advocacy initiatives.

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In Memoriam

In August 2013, PPSP lost a dear friend and all of Planned Parenthood lost a dedicated leader.



Henrietta "Tenny" Marshall was an outspoken advocate for family planning and women's rights for all of her adult life, and had a decades-long involvement with reproductive rights. She served on PPSP's Board of Directors several times over a 30-year period, and as our chair in the early 70's. She served as the board chair of Planned Parenthood Federation of America from 1975-1978, and as the Acting President during the search for a national leader. She also served on the boards of the Alan Guttmacher Institute and the International Planned Parenthood Federation. She was born into a family that supported the advancement of women in society, and her grandfather was one of PPSP's founding members in 1929. We miss Tenny's indomitable spirit, and we honor her extraordinary legacy.

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