STAND WITH PLANNED PARENTHOOD

#StandWithPP

Planned Parenthood Southeastern Pennsylvania
Annual Report Fiscal Year 2015
July 1, 2014 – June 30, 2015
Our Fiscal Year 2015 highlights include the launching of a variety of organizational initiatives that underscored our commitment to serving our communities.

Thousands of PPSP’s patients seek information about our services through mobile devices, and in December 2014, we began offering our patients the ability to schedule appointments online. In the first six months almost 5,000 appointments were scheduled on mobile devices or desktop computers! Online appointment scheduling allows patients to contact us at any time of day, enabling them to schedule, reschedule and cancel appointments. Increasing access to our critical services is a top priority, and meeting our patients where they are by offering “real-time” appointment making is an enormous stride towards fulfilling this.

We know that the most important factor in choosing and staying with a medical provider is the patient’s experience during the visit. In order to help ensure that our patients have the best possible experience, we upgraded our health center interiors to provide warm, welcoming environments. Our enhancements focused on enlarging and repointing waiting rooms for patient comfort and shortening wait times.

Enhancements in our ability to track our patients’ entire experience at our Centers have allowed us to provide service more efficiently and reduce waiting times. We updated our staffing model and modified our hours of operations to ensure that our staff is highly productive and that the needs of our patients are met. And, in order to know what our clients think of us and our services, we installed iPad tablets at our checkout areas, where patients have access to a feedback survey. This feedback will enable us to evaluate and improve our services in order to deliver what our patients want, need and expect from us.

New funding enabled us to expand our community-based outreach and marketing to attract those in need of health services in Upper Darby and Pottstown. A coordinated approach among our Marketing, Education and Patient Services departments led to new collaborations with community organizations and trade schools, and we provided off-site education sessions and STI testing along with referrals to our centers for services. We launched a digital ad campaign that included radio, social media platforms, ad extensions and search-engine marketing.

The second enrollment period for health insurance in the Affordable Care Act exchange gave us the opportunity to host and participate in enrollment events, canvass in neighborhoods, and educate and assist community members. We stood strong against attempts in the PA legislature not only to limit access to abortion, but to defund family-planning services at Planned Parenthood Health Centers.

The positive impact we have on the health and lives of the women, men and teens we serve is made possible through your commitment to our critical work in our communities. We thank you!

Dayle Steinberg
President and CEO

Rev. Marvin A. Marsh
Board Chair
Where the money comes from.

- **33%** Patient Services (Health Centers)
- **22%** Community Support
- **8%** Other Revenues
- **13%** Government Grants & Contracts

Where the money goes.

- **54%** Patient Services (Health Centers)
- **22%** Patient Services (Surgical Centers)
- **14%** Administration
- **4%** Development
- **3%** Public Information & Advocacy
- **3%** Education
PATIENT SERVICES ACCOMPLISHMENTS

The Patient Services Department implemented three important initiatives: the start of Online Appointment Scheduling, with 4,800 appointments made in the first 6 months; a Patient Activity Tracker to measure and monitor visit length for all family planning visits; and intensified Recruitment and Outreach Activities for our Upper Darby and Pottstown Health Centers to attract new patients. Five of our Health Centers experienced an increase in patients compared to last year: Castor Avenue, Elizabeth Blackwell, Media, Pottstown and Upper Darby Health Centers. We continued to provide quality, affordable and convenient reproductive healthcare, detailed as follows:

63,864 family planning visits were provided to 37,146 women, men and teens in 10 health centers; of these, 18,103 visits were “walk-ins” (patients seen without appointments).

9,745 abortions were performed in four sites; 37% of these were medication abortions.

4,406 women were screened for cervical cancer through pap tests; 292 were provided follow-up care.

75,800 STI tests were performed.

4,537 doses of Emergency Contraception were distributed.

872 women had IUDs inserted and 644 had contraceptive implants inserted, marking a 32% increase in Long Acting Reversible Contraceptives.

16 clinical trials were conducted. More than 1,000 subjects were enrolled in studies that provided the opportunity to participate in cutting-edge research, diagnosis and treatment for reproductive and sexual health.
EXTERNAL AFFAIRS ACCOMPLISHMENTS

PPSP’s Advocacy efforts received a boost this year with the help of a grant to add another Grassroots Organizer to our team, expanding our local community outreach and power-building! We were busy fighting legislative attacks, and working on our proactive efforts, such as promoting the PA Agenda for Women’s Health. Our highlights:

**Increased our supporter base** by 4,000 to 109,000. Our email list expanded to 49,000 – almost double last year’s number!

**Added more dedicated volunteers to the PPSP team** with some trained as new leaders, augmenting the enormous gifts of time and talent given to us by our volunteers.

**Organized Planned Parenthood’s first statewide Volunteer Summit** in April. Activists of all ages came to Harrisburg to learn, network and plan to create change in their communities, followed by a fabulous Day of Action at the Capitol, attended by 115 PPSP supporters.

**We reached out to new lawmakers** from southeastern PA and the Wolf administration to introduce them to PPSP and develop relationships. We continued to drive the PA Agenda for Women’s Health, providing an opportunity to interact with a greater number of lawmakers.

**Avert another attack on abortion-service provision** in the form of an admitting-privileges bill that we prevented from coming to a vote and against ongoing threats to defund services at Planned Parenthood health centers.

**Continued our statewide public policy work** on health care finance for traditional Medicaid expansion in PA, and continuation and expansion of the Medicaid Waiver program, providing additional family planning services under Medicaid.

**Strengthened our Health Center Advocacy Program**, focusing on such issues as the Agenda for Women’s Health, voter registration, Affordable Care Act enrollment and defunding.

**Expanded our campus partnerships** to more than a dozen colleges and universities across our service area, collaborating with students on events, presentations and tabling to recruit more supporters.
PPSP appeared in the media 23 times. Stories included the Supreme Court Hobby Lobby decision, the Roe v. Wade anniversary, Medicaid Expansion in PA, sexuality education in local schools, a PPSP handholder interviewed on WHYY, an op-ed on the 20-week abortion ban, and more.

Our social media reach grew by 26.4% and resulted in 341 new Facebook likes, 163 new followers on Twitter, 97 new followers on Tumblr, and almost triple our Instagram followers to 150.

Extended our clergy and faith outreach, lifting up the voices and creating more spaces for faith and lay leaders to show their support for Planned Parenthood.
EDUCATION AND PROFESSIONAL DEVELOPMENT ACCOMPLISHMENTS

PPSP provided sexuality education programs to 3,600 teens, parents and youth-serving professionals of varying backgrounds and cultures this year. Our education programs are age and developmentally appropriate, medically accurate, population-specific and informed by science and sexuality health education’s best practices.

541 students visited our Health Resource Centers in 2 Philadelphia High Schools.

28 young LGBTQA men and women participated in weekly group meetings and activities with their peers at SPOT, a Space to be Proud, Open and Together.

100 Achieving Independence Center members were tested for sexually transmitted infections; 25 peer educators were trained; 203 attended Healthy Relationship classes; 197 received supportive one-on-one counseling; and 10 safer sex workshops were presented.

2,066 young people in our four-county area benefitted from our Community Education programs on STI and pregnancy prevention and other topics.

630 Latino community members in Coatesville and Norristown participated in Community Education programs through our Promotores Program.

84 community members were tested for sexually transmitted infections when we launched a new offsite testing initiative in Upper Darby.

177 youth serving professionals participated in professional development programs.

3,282 people were reached through tabling and crowd canvassing; 75 health center appointments were made for education participants; 378 patients were referred to PPSP health centers; and 15,301 safer-sex materials were distributed.
THANK YOU, DONORS!

Fiscal Year 2015 Annual Campaign and Special Gifts
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We are grateful to the more than 7,200 donors in our service area for generously supporting Planned Parenthood Southeastern Pennsylvania and Planned Parenthood Federation of America in Fiscal Year 2015. 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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or more to our healthcare services, education programs, and advocacy initiatives.
## Fiscal Year 2015 Annual Campaign and Special Gifts

July 1, 2014 – June 30, 2015

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