

80 YEARS
STILL GOING STRONG.
PLANNED PARENTHOOD HUDSON PECONIC



2 0 1 3 A N N U A L R E P O R T

Message from Our Chair & President

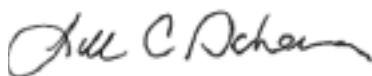
By all measures, it was a banner year for Planned Parenthood Hudson Peconic (PPHP). We celebrated 80 years of caring for the women and families of Suffolk, Westchester, Rockland, and Putnam counties. No matter what. We marked this very special occasion with a gala, honoring long-time supporters Ruth and Sid Lapidus, at the Beach Point Club in Mamaroneck. And what a grand party it was: headlined by Pulitzer Prize-winning author Anna Quindlen and 400 people commemorating our rich history.

This anniversary is not just about our past. It's also about our present and our future. At 80, we are still going strong and getting better every day. Thanks to the generosity of our contributors and our hard-working staff and volunteers, we experienced new growth in every aspect of our mission in 2013. From patient care to education to advocacy, PPHP achieved its goals — flexing, evolving, and soaring.

Patient visits increased by 4 percent over 2012. We saw a 50 percent increase in HIV and STD tests, along with a boost in pregnancy tests, prenatal visits, and medication abortions. Our Smart Wheels van hit the road in Suffolk County, a mere 12 months after we kicked off the capital campaign for this new, state-of-the-art mobile education van that brings care to those who might otherwise never receive it. And, we made strides in our outreach to young people with a new group of college student promotores and the largest ever Teen Information and Peer Services (TIPS) graduating class.

PPHP's accomplishments and vitality at the 80-year mark are a testament to our supporters locally and to the strength of Planned Parenthood nationwide. It is truly our time. In April, President Obama became the first sitting president to address Planned Parenthood. The President's message at Planned Parenthood Federation of America's (PPFA) national conference was one that we are sure many of you can relate to: he appreciates the essential role we play in keeping women and families healthy across the nation, and notes that every day our staff is "making this nation healthier and happier." In this historic moment he also asked for our help educating Americans, including the patients who rely on Planned Parenthood health centers, about the Affordable Care Act (ACA) and assisting them with enrollment in plans. PPHP rose to this challenge. By the end of 2013 we had touched more than 3,800 individuals with enrollment information through our ACA canvasses, tabling, and other presentations.

When we look back on everything we have achieved and all that is still left to do, we are grateful for the supporters and activists who inspire us to do our best every day. Thanks to you it's a bright future. We know we'll be here for another 80 years – or more – caring for our communities.



Jill Scheuer
Chair



Reina Schiffrin
President/CEO



10 Highlight Moments



1.

MORE PATIENTS

More than 34,300 patients visited one of our 11 health centers – a **four percent increase** over 2012.

2.

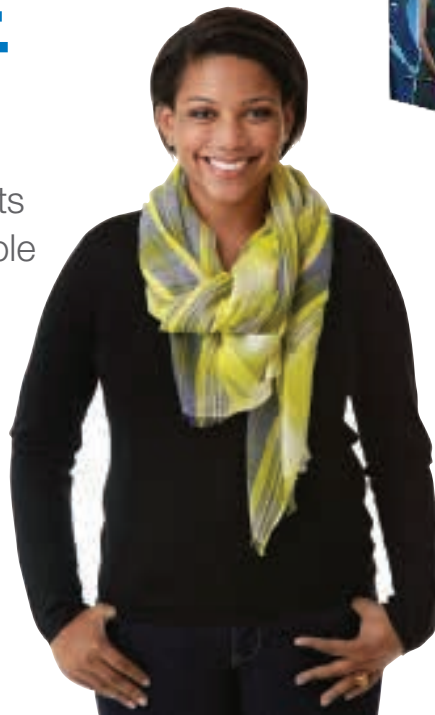
HEALTH CENTER ON WHEELS

A new **SmartWheels** mobile education and testing van began visiting Suffolk County communities thanks to a successful capital campaign.

3.

HEALTH CARE EXPANSION

Thousands of local residents learned about new affordable health insurance plans and access to birth control and other preventive care without copays as the **Affordable Care Act** went into effect.



4.

EMPOWER GALA

More than **400 supporters** attended our 80th anniversary event honoring Ruth and Sid Lapidus and featuring Pulitzer Prize-winning author Anna Quindlen.

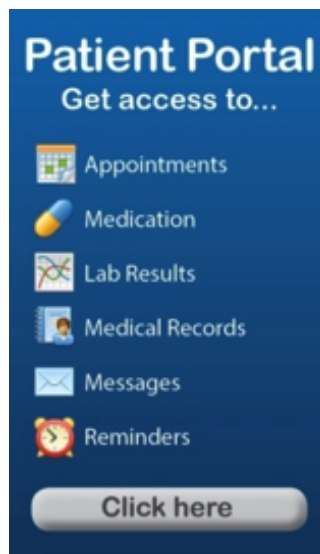


Photo: Leslye Smith

5.

PATIENT PORTAL

12,000 patients signed up for our new patient portal, going online to view their lab results, request a prescription refill, check or update their information, or send a message to a clinician.



6.

ENGAGING YOUTH AND IMMIGRANTS

The largest-ever group of Rockland County TIPS peer educators (**TIPSters**) and an inaugural group of *promotores* began bringing sexual health knowledge to their high schools and colleges.



7.

FOCUS ON PATIENT CARE

A new centralized lab has a designated registered nurse to review lab results, follow up with patients, and provide telephone assistance.

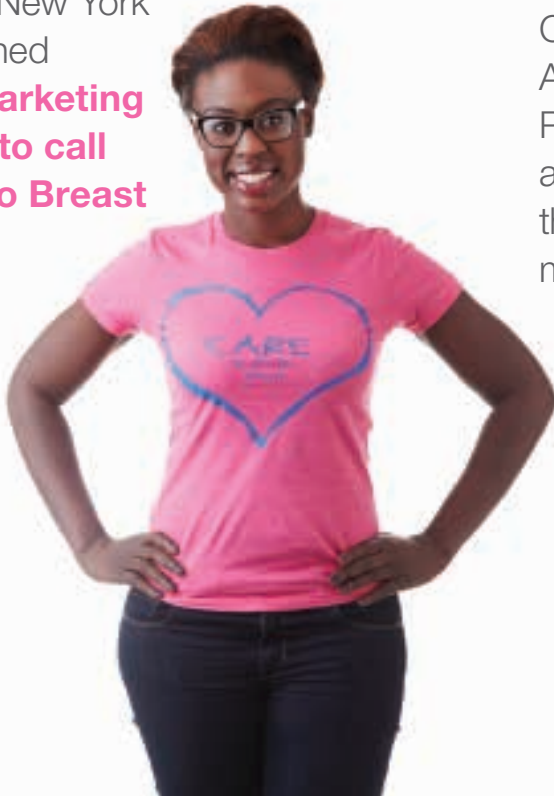


8.

FIGHTING BREAST CANCER

Planned Parenthood affiliates throughout New York State launched a digital marketing campaign to call attention to Breast Cancer

Awareness Month and encourage women to get screened.



9.

YOUTH ONLINE

Two public service announcements about healthy relationships and sexual risk reduction were created by 12 teens in our Comprehensive Adolescent Pregnancy Prevention Program and promoted through social media.



10.

WOMEN'S EQUALITY ACT

Advocates rallied for an equality package that would advance women's rights and strengthen reproductive health laws in the state.



Caring

More than 34,300 patients visited one of our 11 health centers for services ranging from cancer screenings and contraception to medication abortions and testing for HIV and sexually transmitted diseases (STDs).

More Patients. The volume of patient visits increased almost 4 percent in 2013 – to close to 69,000. Health centers also saw increases in HIV and STD testing, pregnancy tests, prenatal visits, and medication abortions. The largest jump was a 50 percent hike in the number of STD tests and treatments that our staff provided. 860 people were tested for HIV on the SmartWheels education and testing vans.

Call Center Numbers Up. PPHP's call center received 167,040 calls (an increase over 166,677 calls in 2012). Of those calls, 81% resulted in an appointment.

Promoting Intrauterine Contraceptives (IUCs). A demonstration project funded by a grant from PPFA promoted the copper intrauterine contraceptive as a method of emergency contraception (EC) at our New Rochelle, Yonkers, and Mount Vernon health centers. Studies have shown that long-acting reversible contraceptives (LARCs) are the most effective methods of birth control and those three communities have Westchester's highest rates of unintended pregnancy among young women ages 15-19.

Centralized Lab Follow-up Program. A nurse took on follow-up responsibilities for five PPHP health centers, improving patient-centered care on site and contributing to a more consistent approach to lab results. The success of the program will allow PPHP to expand it to all centers.

Staff Education Days.

This full-day program for clinicians, nurses, and health care assistants addressed motivational interviewing, contraceptive counseling, and informed consent. Clinicians practiced inserting long-acting reversible contraceptives with the help of a pelvic simulator, a lifelike model used for educational purposes.



Educating

More than 29,000 men, women, and teens took part in 1,656 community and school programs about issues related to human sexuality and sexual health. A new SmartWheels van and several teen initiatives highlighted 2013.

Teen PSAs. Two public service announcements were developed, cast, and filmed by 12 young people as part of our Comprehensive Adolescent Pregnancy Prevention Program. The PSAs – one focused on healthy relationships and the other about sexual risk reduction and Planned Parenthood services – are being promoted through social media and educational presentations.



College Promotores. Nine community health educators from the Latina community were trained to serve as resources on four local college campuses as well as within their home communities in Westchester County. Our *promotores* – we now have 17 – have successfully completed 90 referrals, delivered 19 sexual health presentations, and participated in 15 outreach events, reaching more than 1,000 individuals.

Peer Educators. PPHP trained the largest group of youth ever for its Teen Information and Peer Services Program (TIPS). Twenty-three young people completed 30 hours of training, which prepared them to serve as educators and presenters at their respective schools in Rockland County. In 2013, TIPSters reached 2,408 youth through 104 presentations, school health fairs, and local community events.

SmartWheels. PPHP successfully raised funds for the purchase of a new SmartWheels mobile education unit for its outreach and education efforts in Suffolk County. The van allows PPHP to perform HIV tests, deliver educational presentations, and provide referrals to PPHP services. Since beginning operations in August, the mobile van in Suffolk has provided HIV testing or sexual health information to 898 people.

Sex Ed in the Age of the Internet. The newly created Jean L. and Robert A. Stern Legacy Society Educational Series, for individuals who have included PPHP in their estate plans, featured Reina Schiffrin, President/CEO, and Carol Lemus, Director, Education and Training, speaking about “Sexual Education in the Age of the Internet.”

Advocating



Protecting and expanding access to reproductive health services is key to making sure women and families get the care they need.

Women's Equality Act. As part of the Women's Equality Coalition steering committees in the Hudson Valley and Long Island, PPHP organized three rallies and six phone banks in an effort to get Governor Cuomo's 10-point Women's Equality Act (WEA) passed. More than 400 people participated in our rallies in Long Island and the Bronx and another 100 joined us for a Women's Equality rally and lobby day on June 4 in Albany. Our staff and volunteers crowd canvassed at Clearwater Festival, generating hundreds of voicemails to state senators and collecting nearly 200 signatures on WEA petitions.

Putnam Reproductive Health Coalition. We collaborated with the Putnam County Department of Health, and six community organizations, health care providers, and schools to launch the Putnam County Reproductive Health Coalition. In its first year, the coalition grew to more than 17 members.

Affordable Care Act. The Public Affairs team led our efforts to educate patients and community members about the ACA and help them get covered. All PPHP staff were trained to talk about the ACA and our Health Center Advocacy Program (HCAP) focused on patient education and outreach about the ACA from August through the end of December, with 12 volunteers leading HCAP phone bank, canvass, and health center waiting room efforts. PPHP reached 3,843 people through 9 canvasses and 51 presentations in 2013.

Breast Health Awareness. A statewide breast health marketing initiative launched in the fall to coincide with National Breast Cancer Awareness Month. The campaign used mobile ads on Google, Facebook, and Pandora to raise public awareness and bring more women into Planned Parenthood health centers. We saw an 8 percent increase in family planning patient visits in September 2013 over the same period in 2012, and a 21 percent increase in October 2013 over the same period in 2012.

Giving

Celebrating 80 years of providing care, education, and advocacy brought a particularly festive air to PPHP's fundraising benefits in 2013.

A Year of Celebration. In 2013, PPHP raised almost \$2.3 million from individuals, foundations, and corporations, surpassing the year's fundraising goal by 4.2 percent. The number of major donors increased by 15% from 2012 and an anonymous family pledged a \$1.2 million gift to support operations and technology.

The event season began with the 25th annual Memorial Day East End Benefit where guests mingled in the Channing Family Sculpture Garden and heard from artist and author Eric Fischl. In June, the Rockland County Benefit honored Dr. Sonya and Milton Shapiro and Susan Hito-Shapiro. Dr. Shapiro died in 2014 and we will miss her. The July Stony Brook Benefit honored Rose Brown, former Executive Director of Planned Parenthood Suffolk County and former Executive Vice President of PPHP, at the Old Field Club.

The Empower Gala brought more than 400 guests together to hear from author and columnist Anna Quindlen and honor philanthropists Ruth and Sid Lapidus and their family.

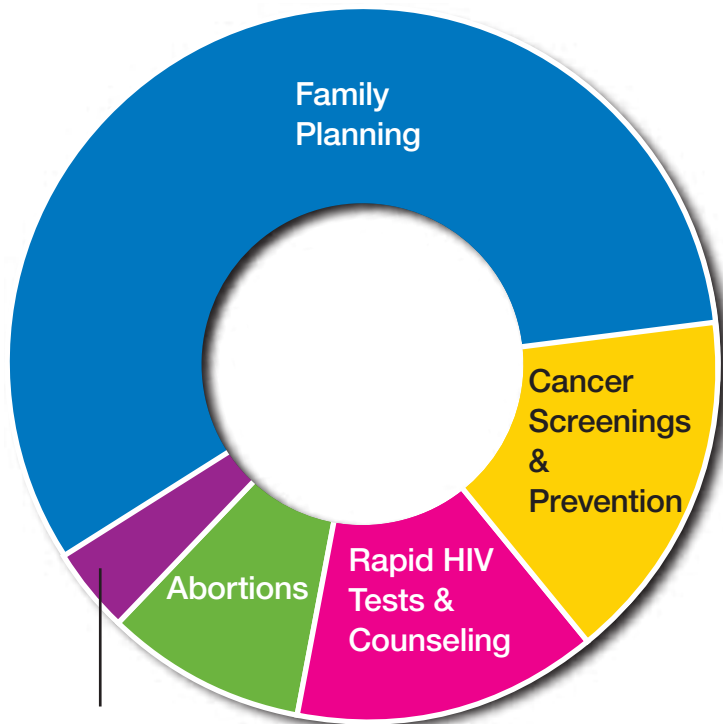
Smaller and more intimate programs helped spark personal conversations and educate supporters about our programs and services. The October Huntington Benefit titled "Religion, Sex, and Politics: Three Things We Have to Talk About in Polite Company" featured PPHP Board members Reverend Dr. Gawain de Leeuw and Rabbi Scott Weiner, and a "Just the Facts" program engaged teenagers and their parents in advocacy and activism. Frankie Stein, former PPHP President/CEO, was the keynote speaker.

Thanks to Our Volunteers. PPHP benefitted from the efforts of 326 volunteers in 2013. They gave 12,786 hours of their time doing everything from serving on our board and benefit committees to assisting in administrative offices to setting up information tables at college campuses and interacting with patients to make sure they get all the information they need.



Photo: George Pejoves

Our Services*



Prenatal Care

Note: Family Planning includes contraception, emergency contraception, wellness exams, and pregnancy tests. Cancer Screenings & Prevention includes Pap tests, breast exams, HPV vaccines, and cervical cancer screenings.

In 2013, we saw 34,320 patients who collectively received 175,919 services.

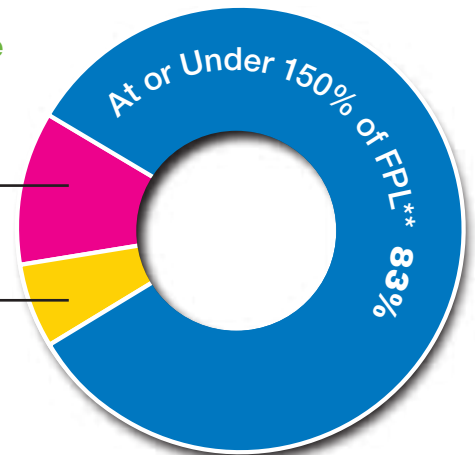
* A service is a discrete clinical interaction, such as the administration of a physical exam, an STD test or the provision of a birth control method.

** Federal Poverty Level. FPL is used to determine financial eligibility for certain federal programs, including Medicaid. For example, a family of four making \$23,850 is living at the Federal Poverty Level.

PATIENT DEMOGRAPHICS

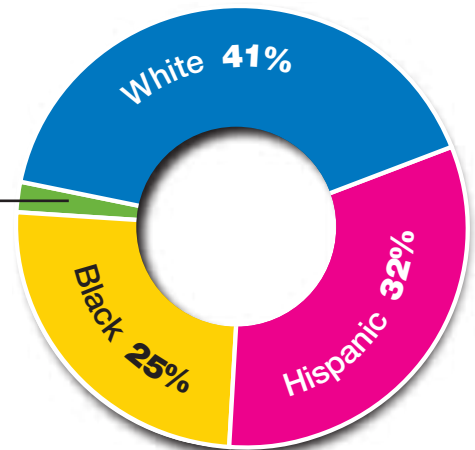
Income

Above 200% **11%**
151-200% **6%**



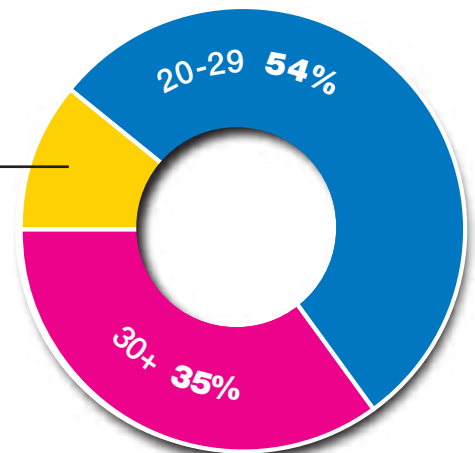
Race

Asian **2%**



Age

19 & under **11%**



Financials

PPHP ANNUAL REPORT FINANCIAL INFORMATION

For the Year Ended
December 31, 2013

	2013	
REVENUE	Amount	%
Government Grant Funding	\$4,845,994	23.9%
NYS Medicaid	4,621,280	22.8%
Direct Patient Charges	2,426,060	12.0%
Donor Contributions	2,388,989	11.8%
Medicaid Managed Care Insurance	1,928,652	9.5%
Commercial Insurance	1,693,192	8.4%
Other	263,211	1.3%
Operating Revenue	\$18,167,378	89.7%
Dividends and Interest	\$347,353	1.7%
Realized and Unrealized Gains	1,748,101	8.6%
Investment Revenue	\$2,095,454	10.3%
Total Revenue	\$20,262,832	100.0%

	Amount	%
OPERATING EXPENSES		
Patient Services	\$13,005,153	72.6%
Education, Training and Outreach	1,283,802	7.1%
Public Affairs	498,087	2.8%
Fundraising	777,326	4.3%
General & Administrative	2,147,055	12.0%
National Dues	210,807	1.2%
Total Expense	\$17,922,230	100.0%

2013 Surplus **\$2,340,602**

PPHP BALANCE SHEET

As of December 31, 2013

ASSETS	12/31/13
Current Assets	
Cash	\$3,350,523
Investments	17,069,056
Net Receivables	2,196,381
Other Current Assets	624,795
Total Current Assets	\$23,240,755
Net Fixed Assets	\$5,276,498
TOTAL ASSETS	\$28,517,253
LIABILITIES AND FUND BALANCES	
Current Liabilities	
Accounts Payable & Accrued Expenses	\$1,112,857
Other Current Liabilities	2,127,208
Total Current Liabilities	\$3,240,065
Fund Balance	
Opening Fund Balance: 1/1/13	\$22,936,586
Net 2013 Activity	2,340,602
Ending Fund Balance: 12/31/13	\$25,277,188
TOTAL LIABILITIES AND FUND BALANCES	\$28,517,253

Audited financials are available.
990 available.

Timeline



1916 Founding of Planned Parenthood Federation of America (PPFA)

1933 Opening of Mount Vernon clinic

1933-1937
Three more family planning clinics open in Westchester

1936 Establishment of Rockland County Birth Control Committee

1937 Opening of Spring Valley clinic

1939 The Yonkers community opens a clinic

1951 Opening of Planned Parenthood Center of North Suffolk

1960 FDA approves birth control pill

1963 Establishment of Planned Parenthood of East Suffolk



1965 The U.S. Supreme Court ruling in *Griswold v. Connecticut* legalizes birth control for married couples

1970 New York State legalizes abortion



1971 Creation of Planned Parenthood of Westchester

1973 Historic *Roe v. Wade* U.S. Supreme Court decision legalizes abortion throughout the nation

1979 Merging of PP North Suffolk and PP East Suffolk into PP Suffolk County (PPSC)

1994 Opening of part-time Putnam County center in Brewster

1998 Merging of PP Westchester, Rockland, Putnam, and PP Suffolk County as Planned Parenthood Hudson Peconic (PPHP)

1999 The U.S. Food and Drug Administration (FDA) approves the Plan B emergency contraceptive for prescription use

2000 FDA approves mifeprax (RU-486) the “abortion pill”

2000 PPHP establishes the PPHP Action Fund, its advocacy and political arm

2004 March for Women’s Lives, Washington, DC

2013 Plan B is approved to be sold over the counter with no age restrictions



Find Us

*ADMINISTRATIVE HEADQUARTERS

4 Skyline Drive
Hawthorne, NY 10532
(914) 467-7300
www.pphp.org

SUFFOLK REGIONAL OFFICE

70 Maple Avenue
Smithtown, NY 11787
(631) 361-7526

SmartWheels Mobile Education Van

Suffolk: (631) 240-1147
Westchester, Rockland, and Putnam:
(914) 220-1047

Health Centers

SUFFOLK COUNTY

1 Huntington

755 New York Avenue,
3rd Floor
(631) 427-7154

2 Patchogue

450 Waverly Avenue
(631) 475-5705

3 Riverhead

550 East Main Street
(631) 369-0230

4 Smithtown

70 Maple Avenue
(631) 361-7526

5 West Islip

180 Sunrise Highway
(631) 893-0150

WESTCHESTER COUNTY

6 Mount Vernon

6 Gramatan Avenue
4th Floor
(914) 668-7927

7 New Rochelle

247-249 North Avenue
(914) 632-4442

8 White Plains

175 Tarrytown Road
(914) 761-6566

9 Yonkers

20 South Broadway
11th floor
(914) 965-1912

PUTNAM COUNTY

10 Brewster

2505 Carmel Avenue
(845) 278-7313

ROCKLAND COUNTY

11 Spring Valley

25 Perlman Drive, 2nd Fl.
(845) 426-7577

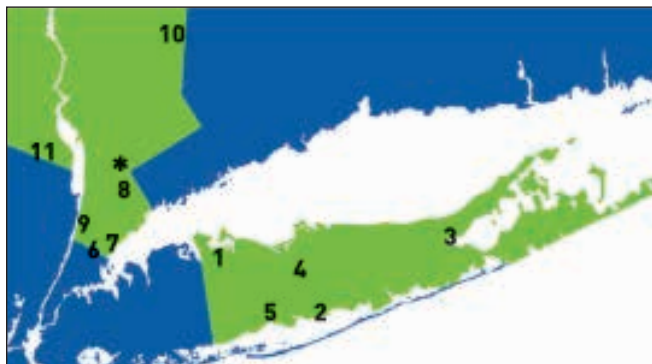
Services and Programs

Health Care

Gynecological exams
Birth control
Breast exams & self-exam instruction
Prenatal care
Emergency contraception
Medication abortion to 9 weeks
In-clinic abortion to 17.6 weeks
Pregnancy testing & options counseling
Gardasil® - the HPV vaccine
Testing & treatment of sexually transmitted diseases
Confidential, rapid HIV testing & referral to treatment
Colposcopy
Cryotherapy & LEEP
Reproductive health care for teens
Smoking cessation
Mammogram referral
Mid-life services
Miscarriage management
Mobile medical services & education aboard SmartWheels vans

Educational Programming and Professional Training Topics

Abstinence
Adolescent development & sexuality
Birth control
Body image
Contraception/family planning
Decision-making & communication skills
Gender roles
Healthy relationships
HIV/AIDS
Human sexuality
Lesbian, gay, bisexual, transgender, & queer issues
Male sexuality
Minors' rights
Planned Parenthood services
Postponing sexual involvement
Puberty
Reproductive anatomy & physiology
Safer sex
Sexuality education & developmental disabilities
Sex, drugs, & alcohol
Sexual orientation
Sexually transmitted diseases
Technology, media & sexuality
Teen pregnancy



Leadership

Our mission is to empower individuals to determine their own sexual health and reproductive futures.

2014 OFFICERS

Jill C. Scheuer
Chair

Ann Pogue-Campbell
Joan S. Rosen
Vice Chairs

Wendy M. Gardner
Treasurer

Meg Cameron
Secretary

BOARD OF DIRECTORS

2013-2014

Johanna Alter Wilson
Augustine R. Backer,
Ph.D.

Deborah A. Blatt
Eileen Cheigh Nakamura

Vivian Vilorio-Fisher
Jeffrey A. Hastie
Rev. Dr. Gawain de
Leeuw

Judith Myers
Senator Suzi

Oppenheimer
Tia M. Palermo, Ph.D.

Adam A. Rothman
Teresa A. Sarno

Barbara Shapiro
Luz Shulgin

Gerald M. Stokes
Ilissa Warhit

Rabbi Scott B. Weiner
Jane E. Yahil, Ph.D.

Judith D. Widman

EMERITUS

DIRECTORS

Reverend Mark Bigelow

Ruth Lapidus

Betsey Metz

Daphne Philipson

Carol H. Stix

Tamra C. Stoller

LEADERSHIP TEAM

Reina Schiffrin, MPH*
President/CEO

Andrew Bracco, CPA,
MBA*
Chief Financial Officer

Bronwyn Fitz, MD*
Medical Director

Leslie Pargament, MBA*
Chief Operating Officer

Janet Pollack, MBA*
*Vice President,
Development*

Lisa Winjum, JD*
*Vice President, Public
Affairs*

Michael Andrea, MA
*Director, Facilities and
Security*

Patricia Costanza
Director, Reimbursement

Jane Hagerty, MBA
Vice President, Finance

Ann Kaczynski
Director, Call Center

Carol Lemus, MPH
*Director, Education
and Training*

Martin McNicholas
*Director, Information
Technology*

Susan Merguerian, RN,
NP, MS
*Director, Medical
Services and Quality*

Sharon Peckham
*Director, Health Center
Operations*

*member of Senior
Management Team

AFFILIATE MEDICAL COMMITTEE

2013
Rachel Bergeson, MD
Karen Bergstein, RN,
CNM

Howard Blanchette, MD,
FRCS(C), FACOG

Jacalyn Sue Bitterman,
MD, FAAP

Richard Bronson, MD,
FACOG

Lynnea Carstens-Elliot,
CNM, NP

Susan Coupey, MD
Deborah Morgan

Davenport, MD,
FACOG

E. Hakim Elahi, MD
Ted Goldman, MD

Todd R. Griffin, MD,
FACOG

Richard Halpert, MD
Magdalen E. Hull, MD,
MPH

Michael Kessler, MD,
FACOG

Nicholas Klein, MD
Mitchell Kramer, MD

Jay Lupin, MD
Kevin Meacham, MD

Marcia J. Nackenson,
MD

Herbert Newman, MD
Paul L. Ogburn, Jr., MD

Hiramani Ram
Pardanani, MD

Joseph Ponticiello, MD
J. Gerald Quirk, MD,
PhD

Arash Rahi, MD
Malcolm Schoen, MD
F. Michael Shaw, MD

Andrew Silverman, MD,
PhD

Keith Sommers, MD
James L. Tomarken, MD,
MSW, MPH, MBA,

FRCPC, FACP
Joel Ullman, MD



Photo: Richard Lewin



[Facebook.com/plannedparenthoodhudsonpeconic](https://www.facebook.com/plannedparenthoodhudsonpeconic)



[@pphp \(twitter.com/pphp\)](https://twitter.com/pphp)