

# Insider's Special Report

March 2008

## A Plan for Moving Forward Straightforward and Achievable

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Helen Ullrich, *Board Chair*

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Planned Parenthood Mid-Hudson Valley has recently concluded a yearlong strategic planning and visioning process, with the help of local community partners and Planned Parenthood experts from across the country.

We're pleased to share the results of our efforts, during which we reaffirmed our commitment to our mission of providing reproductive health care services; advocating public policies which ensure access to health care services and information; and providing educational programs which enhance understanding of sexuality and sexual health.



*Helen Ullrich and Clare Coleman*

As Planned Parenthood has grown into a professional health provider serving 50,000 people, the agency has had to confront significant challenges. To meet today's challenges, Planned Parenthood Mid-Hudson Valley has adopted four strategies to guide our work in the next two years.

**STRATEGY ONE: Become the best reproductive health care provider** Planned Parenthood Mid-Hudson Valley services, programs and activities should reflect the highest standards of quality, confidentiality and integrity. Ensuring quality is essential to protecting the trust that Hudson Valley residents have in Planned Parenthood Mid-Hudson Valley. Our primary emphasis will continue to be delivering health care.

In Dutchess, Orange, Sullivan and Ulster, we seek to be in centrally-located, convenient, and modern health centers, offering reliable community access and a common package of services, including abortion services, contraception, emergency contraception, pregnancy testing and counseling, STI & HIV testing and counseling, STI treatment, and gynecological services & screening.

Our patients and clients' experience is an important element of ensuring quality, and will be our priority. We are also working to remove language and cultural barriers that affect both the populations we serve and the staff we employ.

For more information about Planned Parenthood's services and programs, please visit us at [www.ppmhv.org](http://www.ppmhv.org).

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### **STRATEGY TWO: Run a sound, well-managed business**

Your support has been central to our ability to provide health care and education to people in need. To earn renewed and increased support from the community, Planned Parenthood Mid-Hudson Valley must continue to be financially sound and viable. We recognize that “non-profit” is a tax designation – not a business strategy. Performance and financial reviews must be conducted on a regular basis, to ensure that our services, programs and activities contribute to the strength of our operations, and funding sources are well-balanced.

### **STRATEGY THREE: Connect with, and in, the community**

Planned Parenthood Mid-Hudson Valley’s work is enriched by the experiences and perspectives of our communities, which differ in areas such as geography, density, economic circumstance, race and ethnicity, sexual orientation, and primary language spoken. Planned Parenthood Mid-Hudson Valley wants to ensure that we are connected to the needs in the region, especially in areas of rapid population growth; make more effort to serve and connect with populations for whom English is not a primary language, and prioritize diversity and commitment to cultural competency in our recruitment of staff and volunteers.

“Planned Parenthood’s work is enriched by the experiences and perspectives of our communities.”

We will also stay connected to and actively engaged with other providers of health services and information, including community health centers, hospitals and other Planned Parenthoods in NYS and around the nation.

### **STRATEGY FOUR: Don’t be afraid to ask the tough questions**

Planned Parenthood Mid-Hudson Valley recognizes that we must be open to absorbing information and making decisions in a fluid health care industry and public policy environment. This rapid change presents unprecedented challenges and opportunities. To seize the moment, we will be an organization that welcomes discussion and does not avoid tough questions; is committed to strong business and service performance standards and accountability; and learns from the strategies of other Planned Parenthood affiliates, including developing or adapting new business models, collaborative efforts, and the potential of merger.

#### **The work continues...**

We remain wholly committed to our mission, and want to be well-prepared to take on challenges that directly affect our ability to ensure access to contraception, abortion services, and sexual health services and information in the mid-Hudson Valley. We hope our focus on these four strategies, with straightforward and achievable goals, will help us make responsible and informed decisions in the years ahead.

**We are grateful for your support, and welcome your ideas.**



Helen Ullrich  
Board Chair



Clare Coleman  
President & CEO

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To make a donation, please visit us online at: [www.ppmhv.org/donate](http://www.ppmhv.org/donate)