



Annual Report
to the Community

2010



Planned Parenthood[®]
of the North Country New York, Inc.

A Message from the CEO and the Board Chair

The merger of Planned Parenthood of Northern New York and Northern Adirondack Planned Parenthood became official on January 4, 2010. The merged entity, Planned Parenthood of the North Country New York (PPNCNY) serves Jefferson, Lewis, St. Lawrence, Franklin and Clinton counties. In our first year, our activities focused on merging systems, protocols, and procedures for every department in our organization, including our Board of Directors. We also focused on efficiencies and cost savings that would enable us to continue to provide high quality services to our low-income population. When our Boards first began talking about merger, we believed that our combined and enhanced financial and human resources would enable us to better cope with financial downturns and complex changes in health care delivery systems, and would ultimately improve patient care. The last year has confirmed those beliefs.

The still difficult economic environment presented many challenges for us in our first year: from loss of fund raising and grant revenue to an increased need to devote resources to advocating for our state and federal funding. Our increased size allowed us to react to these conditions with restructuring and budget adjustments that neither of the original affiliates could have sustained.

Just four months after merger, PPNCNY underwent Planned Parenthood Federation of America's accreditation process. Accreditation involves a comprehensive review of the affiliate's ability to meet a list of 100 standards, each of which has a number of "Elements of Performance." The result of our

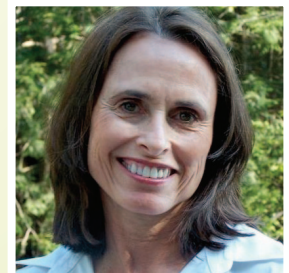
accreditation was not a surprise to us: because we were so close to merger, we still had work to do to complete that process and receive full accreditation as a merged affiliate. PPNCNY staff and Board, working closely with PPFA, have made tremendous progress toward meeting (and exceeding) all of the PPFA standards.

Just as merger work began to wind down, we started to plan for the implementation of the Affordable Care Act (ACA), also known as Health Care Reform. In many ways, the ACA has potential to change the way we do business. Unfortunately, much work needs to be done on the state and national level before we can know exactly what these changes will mean for us. Nevertheless, we began moving forward with a critical piece of that puzzle by teaming up with other New York State affiliates to move to a new practice management system that will set the stage for our use of electronic medical records.

All of the challenges of 2010 have proved to us that our merger was a smart, strategic move. We are so thankful that you have supported that PPNCNY and have trusted the Board and Staff to continue to fulfill the mission you care so deeply about.



Kathie Wunderlich
President & CEO



Susan Delehanty
Board Chair

Revenue

Government Grants for family planning and community services . . .	46%
Fees for service, self-pay and insurance	35%
Medicaid, and FPEP/FPBP	15%
Donations, Foundation Grants and Community Funds	3%
Other	1%

Expenses

Medical Services	65%
Administration and Fundraising	17%
Sexual Assault Services	5%
Community Services	5%
Public Education	5%
Community Relations	2%
Advocacy	1%

Patient Income

<100% of FPL	49%
101-200% of FPL	34%
Over 200% of FPL	17%

*FPL: Federal Poverty Level. In 2010, this was an annual income of \$22,050 for a family of four.

Services by Type of Visit

Problem Visits	39%
Annual Exam	23%
Initial Exam	10%
Birth Control	14%
Pregnancy Test	10%
Counseling	2%
Abortion	2%

Patient Age

<18	13%
18-29	66%
30-39	13%
>40	8%

Board of Directors

Susan Delehanty, *Chair*
 Cheryl Douglass, *Vice-Chair*
 Cheryl Maid, *Treasurer*
 Jan Mosher, *Secretary*

Lynda Ames
 Chris Badger
 Natalie Clark
 Lin Griffin
 Donna Lafave
 Betsy Metz
 Nancy Rendaro
 Jonathan Schneiderman
 Robert Simmonds
 Cheryl Weller
 Laurna Wickham Will
 Sherry Wilson



Health Care

Patients seen in 2010: 12,992

Visits in 2010: 22,443

The continued deterioration of the State of New York's economy had a deepening impact on our work in 2010. Both budget cuts and delayed payments from the State had a negative effect on our bottom line, as did the transition to APGs, the new Medicaid reimbursement system. Despite the introduction of APGs, we do not receive reimbursement that fully covers our costs to care for patients receiving Medicaid. And other services, such as the HPV vaccine, are not covered at all. In fact, the lack of Medicaid reimbursement for the vaccine is a major barrier to our provision of this cost-effective, preventive health service as nearly 40% of our patients are Medicaid recipients.

Loss of revenues led us to look closely at clinical schedules and hours of operation and to revise our organizational chart. In August, we made the decision (with the approval of the New York State Department of Health) to close our Gouverneur health center. That center had seen declining patient numbers in recent years. Prior to closing, we looked closely at where those patients would be able to continue their care, including at other PPNCNY health centers. PPNCNY is committed to maintaining services that are accessible to our patients, and are glad to report that the vast majority of Gouverneur patients have been able to continue their care with us in Canton or Watertown.

A new practice management system was implemented for five western sites, and the new affiliate moved hosting for that system to another affiliate's server in an effort to streamline, consolidate, and save costs associated with billing and data collection. By the time the year ended, we were involved in further collaborations with other New York State affiliates in choosing a new system that will prepare us for electronic medical records.

While it was a year of challenges, we were also able to make great progress toward another goal of merger: increasing access to abortion services in the North Country. Grant funds allowed us to offer financial assistance, in the form of gas cards and hotel rooms, to patients who had to travel great distances to one of our health centers for an abortion. PPNCNY's Choice Fund, which is funded entirely by donations, also helped a record number of women. At the end of 2010, we learned that we were awarded grant funding from PPFA and an anonymous foundation that will allow us to purchase equipment and upgrade security systems in preparation for our offering medication abortion in Canton and Watertown.

Education

In 2010, PPNCNY educators offered...



1,098 education sessions in schools

PPNCNY education staff reached 20,343 students in 48 local schools with a wide range of programs – from child sexual abuse prevention to sessions with our infant simulator dolls to birth control methods. Our college and university programs reached 550 students at seven local institutions of higher learning.

241 education sessions for community-based and youth-serving organizations

PPNCNY moves beyond the classroom to provide education to hard-to-reach populations. We provided an eight week sexual assault prevention program to the Girls and Boys Club on the Akwasasne Reservation. Our staff worked with three local hospital outpatient addiction services programs, along with two adolescent chemical dependency programs, to present safer sex, HIV/AIDS, sexual decision-making and contraceptive information to group members. We saw an increase in the number of requests for one-on-one education sessions from local agencies serving the developmentally disabled population and those facing mental health challenges. The most frequently requested topics were appropriate touching and sexual decision-making, along with dating violence and safer sex.

121 education sessions targeting males

Our educators reach males through programs at the Credo Men's Residence and Twin Oaks (residential substance abuse programs) and at nine correctional institutions (two local jails and seven state prisons). These programs focus on male involvement in preventing unintended pregnancy, reproductive health care, self-esteem and healthy relationships. Outreach efforts in 2010 also included the continuation of a Male Facts Packs campaign that provided a packet of information on men's reproductive health, with a safer sex kit, to our male patients and male partners of our female patients. We also provided more than 1200 "Welcome Home" packs for military soldiers returning to Fort Drum from active duty overseas. The packs contained condoms, men's health information, and a description of PPNCNY's male services.

25 tabling events and health fairs

Over 156 hours were spent providing educational information, referrals and contact information to more than 12,860 participants. Venues included Fort Drum, local community colleges, SUNY campuses and private universities, Head Start facilities, Women's Wellness fairs, the YMCA, local school/community open houses, and county employee fairs.

Community Services

Teen Aged Service Act Program

This home visit program served 73 Medicaid-eligible pregnant or parenting clients under age 20 in Jefferson and St. Lawrence counties in 2010.

- Reduced need for public assistance due to increased parent/family income
- Secured part time employment
- Enrolled in, returned to or maintained school or education programs
- Attended all prenatal care appointments
- Decreased risk of secondary pregnancy
- Increased effective utilization of health care system
- Prevented/reduced risk of foster care placement of children

Community Health Worker Program

Case managers worked with 117 pregnant or parenting clients, mostly 20-somethings, in Jefferson and St. Lawrence counties

- Helped clients enroll in prenatal care and complete all visits
- Ensured all eligible clients were enrolled in NYS WIC nutrition program
- Educated 100% of clients about dental health, HIV/AIDS and family planning
- Screened all clients for risk of depression, domestic violence and substance abuse
- Ensured clients completed well baby visits and that children were immunized and screened for lead poisoning
- Made nearly 200 referrals for social and support services in the community
- Increased rate of breastfeeding at hospital discharge to 58% (10% increase from previous year)

Sexual Assault Services

Sexual Assault Services provides counseling and advocacy for survivors of sexual assault, their partners and their families in Clinton and Franklin Counties.



Sexual Assault Services

- Provided assistance in completing compensation claim form for 21 victims and provided information to 85 others
- Opened 84 new cases
- Provided 1,054 in-person counseling sessions
- Provided 525 telephone counseling sessions
- Conducted 1,670 follow-up contacts during 2010
- Maintained the 24-hour hotline, providing services for 120 callers
- Provided 566 information and referral services for clients
- Offered criminal justice support and advocacy 315 times
- Provided personal advocacy for specific victims 978 times
- Made 845 home/hospital/offsite visits for victims
- Provided accompaniment to two Forensic Rape Exams

Advocacy

Number of hours of work contributed by PPNCNY volunteers in 2010: more than 7,300

Eight PPNCNY advocates, both volunteers and staff members, attended Family Planning Advocates' Day of Action in January. Having just completed our merger, we had many more legislators than before—PPNCNY's service area is represented in Albany by 3 state Senators and 3 Assembly members. We had a second opportunity to speak with our legislators in April, when clergy volunteers from across our area joined others from around the state to share their perspectives on faith, choice, and reproductive health care. In May, we returned to Albany once more, to talk with legislators about the importance of offering culturally competent care.

Not all of our advocacy efforts required travel to the State Capital. Advances in technology and collaborations between Planned Parenthood affiliates meant that PPNCNY volunteers had the opportunity to participate in statewide and national phone banks. In June, volunteers called pro-choice New Yorkers to talk to them about our efforts to update New York's abortion law. We also teamed up with other affiliates to make calls about legislation happening in their states.

Twice in 2010 our health center in Plattsburgh was the target of the anti-choice 40 Days for Life Campaign. We ramped up our pledge-a-picketer program during these campaigns (in Spring and Fall) and trained more escorts to greet patients and maintain a safe and welcoming atmosphere in the face of the anti-choice presence.

PPNCNY staff and volunteers are always looking for ways to raise awareness of our work. The most fun visibility event in 2010 was PPNCNY's float in the Saranac Lake Winter Carnival's "Adirondack Cowboys"-themed parade. The cowpokes from "The Nested P Ranch" braved cold temperatures, but received a warm reception from parade viewers.