

Annual Report 2012-2013



 **Planned
Parenthood**[®]
Care. No matter what.

Planned Parenthood of Western Pennsylvania

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At Planned Parenthood, care is much more than the services we provide; it is the way we approach our world.

PRESIDENT'S MESSAGE

Change is underway!

The coming implementation of the Affordable Care Act, along with fast-paced technology advancements, ushered in both opportunities and challenges that defined the 2013 fiscal year for Planned Parenthood of Western Pennsylvania (PPWP).



PPWP responded by launching a series of initiatives designed to enhance our ability to adapt to this evolving health care environment and secure our long-term commitment to our community. These endeavors are the foundation necessary to fulfill our mission in the most creative and effective way possible.

Key accomplishments in 2012-2013:

- Launched “Committed To Care”, PPWP’s capital campaign to fund the changes needed to meet new state facility regulations for our downtown building, prepare for changes under health care reform, and establish a building fund.
- Initiated a strategy to secure contracts with the major insurance companies in western Pennsylvania. As a result, PPWP is a participating provider in all of the plans offered in the state health exchange and in all Medicaid Managed Care organizations in western Pennsylvania.
- Obtained an Ambulatory Surgical Facility (ASF) license, allowing PPWP to continue to offer abortion service.
- Developed a multi-pronged approach to reach, educate, and engage individuals in our community about the benefits available under the Affordable Care Act.



- Initiated the planning process for implementation of electronic medical records, which will improve the overall patient experience through increased efficiencies and our ability to collect clinical–outcome data that will continue to ensure quality care.
- Introduced a media literacy component to our Peer Education curriculum which focuses on gender stereotypes and defining appropriate relationship roles within social media.
- Expanded our role in educating the community about legislative attacks that infringe on women’s health care. Through phone calls, letter writing, and door–to–door canvassing, PPWP supporters and volunteers worked to fight back against these threats while also developing a powerful response team.



We are delighted to present this year’s annual report to you—our stakeholders. Your support has allowed us to create a community in which personal choices are valued, families can thrive, and every person can find the resources and information needed to protect his or her reproductive health.

We thank you for your personal and financial investment in our work.

Sincerely,

A handwritten signature in black ink that reads "Louanne Baily".

Louanne Baily
Chair, Board of Directors

A handwritten signature in black ink that reads "Kimberlee Evert".

Kimberlee Evert, MPH
President and CEO

WE CARE. DEEPLY. WITH RESPECT. WITHOUT JUDGMENT.

HEALTH SERVICES

This past year, PPWP's health centers underwent technology upgrades and construction modifications in anticipation of necessary changes under the Affordable Care Act and in response to additional legislative requirements. These efforts have increased our ability to be both relevant and responsive to the health care needs of an expanding population without compromising access to a full range of services including abortion.



74% of our clients live in low-income households.

Because of your generous support, PPWP was able to provide preventive health services to every person who turned to us for care.

Stricter Rules for Abortion Providers

Act 122, which was passed in December 2011, recognized free-standing abortion providers in Pennsylvania as ambulatory surgical facilities (ASF). Several abortion centers in the state were forced to close as a result of this new law, further limiting women's access to abortion.

To comply with these new requirements, PPWP's abortion center needed significant building modifications. We quickly launched a capital campaign and – thanks to the help of our generous supporters—PPWP was fully licensed as an ASF and can continue to offer abortion service.

Expanded Services

Rapid HIV Testing:

Using a simple mouth swab sample, the client receives results within 20 minutes, with accuracy equivalent to a blood test.

Bridgeville Health Center Walk-ins:

The popularity of our Tuesday walk-in services has been so high that we are considering adding a second day to the schedule.



26,669 STD tests
2,253 breast exams

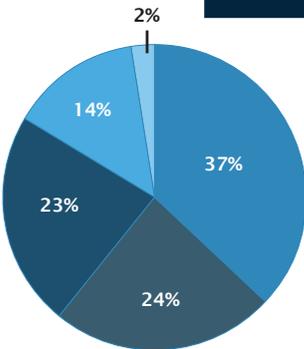
Insurance Contracting

Anticipating more insured individuals in our community due to the implementation of the Affordable Care Act, PPWP initiated a project to secure contracts with the major insurance companies in western Pennsylvania. As a result, PPWP is a participating provider in all of the plans offered in the state health exchange. In addition, PPWP is a participating provider in all Medicaid Managed Care organizations in western Pennsylvania.

Electronic Health Records

PPWP launched the effort to move to electronic health records (EHR), which will allow more coordinated client care and improved quality management systems. In preparation for the transition, software was purchased and customized for our organization while teams of staff members designed new workflows and went through training. PPWP's first site will be moving to EHR in August 2013. All other centers will transition to EHR in 2014.

25,382 patient visits throughout the year



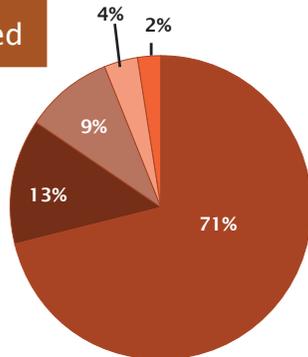
Client Profile by Fee

- Reduced fee
- No fee
- Self-pay (sliding scale fee)
- Medical Assistance
- Private Insurance

34,459 units of birth control dispensed

Breakdown by Type

- Birth control packs
- Nuvaring rings
- Depo injections
- Emergency contraception
- Other (IUDs, patches, and implants)



We are unwavering in our belief that all people deserve high-quality, affordable health care.

EDUCATION

A total of **22,277** individuals across western Pennsylvania were empowered to make safe, healthy and informed decisions because of information they received through our comprehensive sexuality education and outreach activities.

Peer Education

The Peer Education Program is a teen pregnancy prevention program that provides students in seven area schools with the skills necessary to avoid certain risk-taking behaviors associated with unintended pregnancy and sexually transmitted diseases.

PPWP introduced an exciting new component to our Peer Education curriculum which focuses on media literacy, gender stereotypes, and defining appropriate relationship roles within social media.

At A Glance

240 students participated in Lifeskills program to learn decision-making techniques, self-esteem enhancement, and effective communication skills.

209 Peer Helpers used their communication skills to encourage self-exploration and responsible decision-making among themselves and their peers.

Once again, we met two big goals in the program: **99%** of Peer Helpers avoided pregnancy and **100%** of eligible Peer Helpers completed school.



Far left: Peer Helpers learned how to work as a team through a rowing field trip.

Center: As part of a community service requirement, Peer Helpers cleaned up areas in the South Side and Mount Washington.

More than **6,500** individuals participated in **650** community programs.

Community Programming

This year, PPWP's education staff established a regular schedule of programming for incarcerated youth at the Allegheny County Jail. The monthly sex education program focuses on topics such as gender roles and healthy relationships.

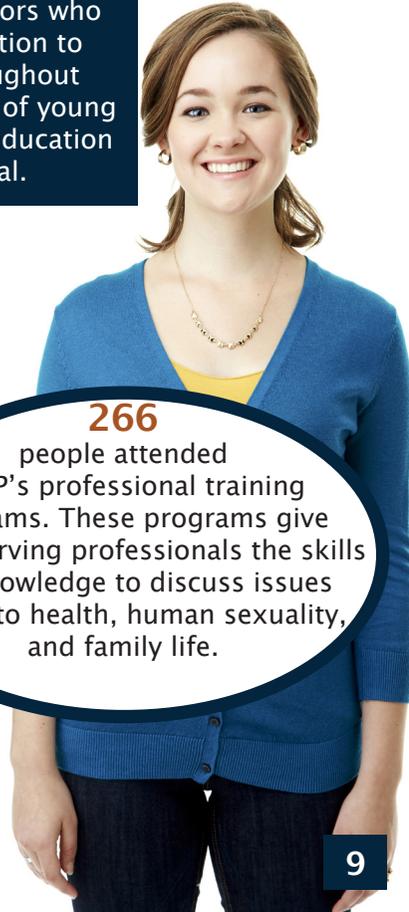
Baby Think It Over Program

The Baby Think It Over program educates individuals about the responsibility involved in taking care of a newborn.

Participants must parent simulated infant dolls for several days, ensuring the doll's every need is met. "Caregivers" included high school students, teens in foster care, and individuals with disabilities.



Thank you to the generous foundations and donors who help to bring teen pregnancy prevention education to schools and youth-serving organizations throughout western Pennsylvania. Because of you, thousands of young adults receive age-appropriate, research-based education that is honest, unbiased and nonjudgmental.



266 people attended PPWP's professional training programs. These programs give youth-serving professionals the skills and knowledge to discuss issues related to health, human sexuality, and family life.

10,000 condoms distributed by education staff and volunteers.



ADVOCACY

Reproductive rights and women's ability to make personal health decisions were again under attack. This year, dozens of harmful bills were introduced at the state level including a mandatory ultrasound bill, a ban on funding for Planned Parenthood, an insurance ban on abortion care in the Affordable Care Act (ACA), and a ban that would make it illegal for Planned Parenthood to provide sexuality education in public schools.

PPWP responded with initiatives to expand and educate our support base through outreach activities conducted throughout the city, suburbs and in rural areas. This engagement included reaching elected officials, organizing at the grassroots level, building relationships with coalitions and using social media to elevate our voice.

ACA Prep Work

PPWP received a grant to work with other state and local organizations in a coalition effort over the next three years to ensure that women's health and employment needs are met by the Pennsylvania implementation of the Affordable Care Act.



Voter Engagement

PPWP took part in two voter engagement initiatives this year. One was in partnership with a statewide organization and focused on providing voter registration information to PPWP clients. The program specifically sought to engage young women voters through outreach events and local student groups.

PPWP's Volunteer Escort Program

Last year, **54** trained escorts volunteered their time so that individuals who turn to PPWP can find a friendly supporter as they approach our health centers.

Protesters hover outside our facilities with graphic signs and literature. Our escorts help make the walk into our center easier and less stressful — making a big difference for those who turn to us for care.



We proudly fight for women to be able to get the reproductive services they need.

Volunteer Appreciation Soiree

PPWP celebrated Volunteer Appreciation Month by thanking the many committed volunteers who have dedicated their time and talents to PPWP. This year's celebration event was held at the Allegheny Wine Mixer in Lawrenceville. In addition to thanking our donors, we also honored four outstanding volunteers who received the following awards (photo below):

Vicki Beatty – Eliese Cutler Lifetime Achievement Award

Skyler Wilcha – Volunteer of the Year

Abigail Mundell and Alyssa Pascaros – Student Volunteers of the Year



With your help, we continue to grow and reach more people who need us most.

Visit www.ppwp.org or contact our Volunteer Coordinator at 412.258.9561 or jeagle@ppwp.org to learn more about volunteer opportunities at PPWP.



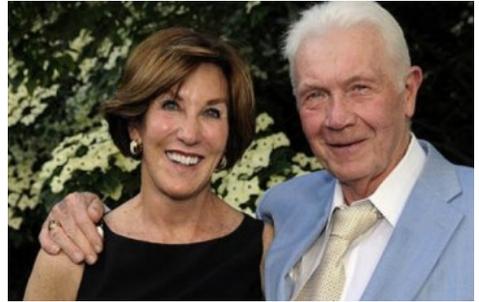
PPWP CEO, Kim Evert; Director Emeritus, Susie Wean; with Board Members, Vicki Beatty, Susan Dobbins, Louanne Baily and Phyllis Stevens.

We do all of this because WE CARE PASSIONATELY ABOUT HELPING WOMEN, MEN, AND YOUNG PEOPLE LEAD HEALTHY LIVES.

DEVELOPMENT

2013 Spring Gala

This year's Spring Gala was held on June 1st in the beautiful home of Ann and Paul Bridges. Using a garden party theme, guests enjoyed specialty cocktails including a rose martini, delicious food, flowers by Christine Glabicki of Studio Bella and the lovely sounds of Flamenco Guitarist, Jon Banuelos.



Gala hosts Ann and Paul Bridges (photo credit: Bill Wade, *Pittsburgh Post-Gazette*)

The gala provides an opportunity to bring our most generous donors together for a night of celebration and thanks. This year's event raised \$90,000 in support of PPWP's services. PPWP is especially grateful to this year's hosts who graciously opened their home to PPWP.

Off the Record Preview Party

PPWP was fortunate to have been selected to host the preview performance of "Off the Record XII". PPWP supporters enjoyed a hilarious night of humor and satire directed at Pittsburgh politics, personalities and culture.

Off The Record, which was held at the Byham Theater on October 3rd, 2012, provided attendees with a musical satire of Pittsburgh news written by local journalists. The evening also featured local comedian Gab Bonesso as PPWP's emcee and music from Liz Berlin of Rusted Root.



Highlights

PPWP is a Four-Star Charity

PPWP is proud to have the distinction of being listed as a four-star charity by Charity Navigator, America's largest charity evaluator.



Social Media Stats

1,214 Facebook Likes



121 Twitter Followers

No matter who they are. No matter where they live. We will do everything we can to get them the care they need.

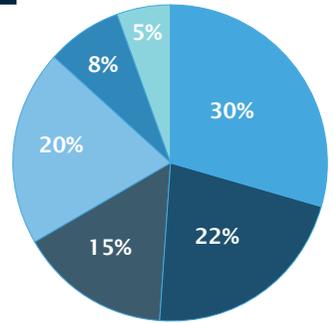
FINANCES

Families, grateful clients, foundations and government grants are just some of the many partners who help ensure that PPWP is able to provide access to high-quality preventive health care and sexuality education to all who need it.

We take the utmost care in the stewardship of all donations in order to maximize our impact in the communities we serve. Your investment in PPWP makes all of this possible. Thank you.

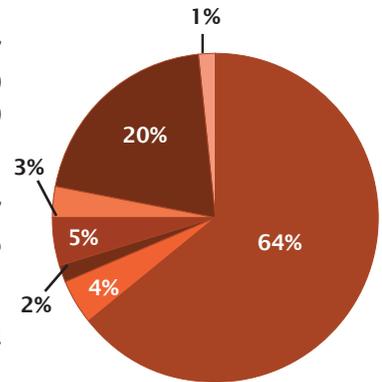
Income

| | |
|-----------------------------------|------------------|
| ● Patient Fees | 1,730,977 |
| ● Medicaid Services | 1,283,169 |
| ● Contributions | 897,422 |
| ● Contributions: Capital Campaign | 1,185,162 |
| ● Government Funding | 453,675 |
| ● Other Income | 316,418 |
| Total | 5,866,823 |



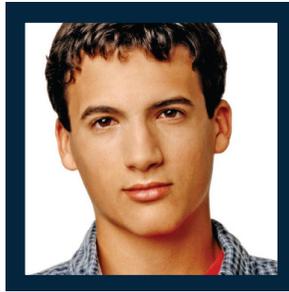
Expenses

| | |
|-------------------------------------|------------------|
| Program Services | |
| ● Medical Services | 3,771,057 |
| ● Education Services | 259,529 |
| ● Public Education | 100,789 |
| Supporting Services | |
| ● Administration | 279,687 |
| ● Development & Publicity | 179,596 |
| ● Replenish Reserves | 1,191,831 |
| ● State & National Affiliation Dues | 84,334 |
| Total | 5,866,823 |



Because we believe that when people are truly cared for, they will make their lives, their families—and even the world—better and healthier.

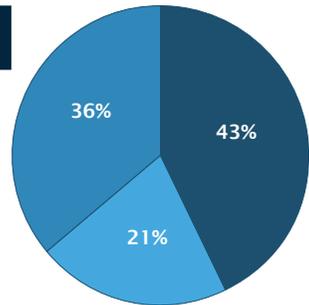
COMMITTED TO CARE



PPWP has served the needs of western Pennsylvania families since 1930. We've faced and overcome many obstacles in 83 years. This year was no different. In response to recent legislation that would limit our services if we didn't comply, our board embarked upon an ambitious—but necessary—\$1.4 million capital campaign.

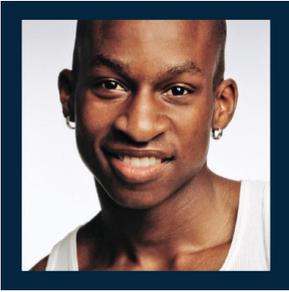
Impact of the Campaign

| | |
|----------------------|---------------------|
| ● Health Care Reform | \$600,000 |
| ● ASF Compliance | \$300,000 |
| ● Building Fund | \$500,000 |
| <hr/> Total | <hr/> \$1.4 million |



PPWP's Capital Campaign Steering Committee: Jody Figas, Carole King, Louanne Bailly, Susie Wean, Kim Evert and Dusty Kirk.

CAPITAL CAMPAIGN



Generous support for our capital campaign allowed us to accomplish three critical goals.

Goal 1: Prepare for a changing health care environment

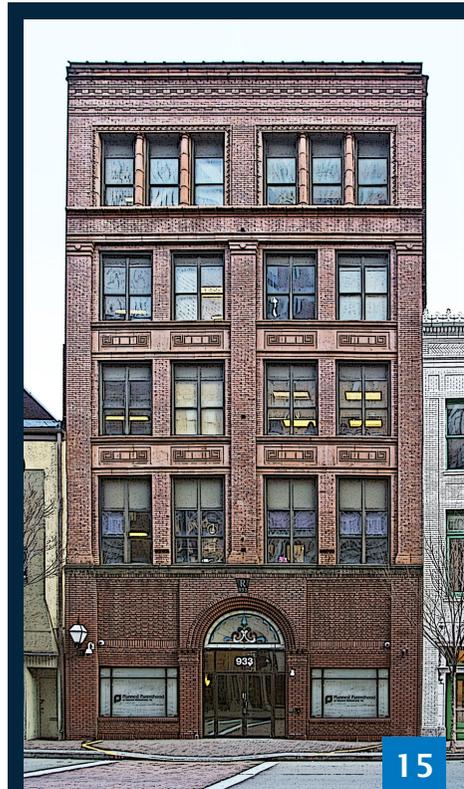
The Affordable Care Act offers PPWP the opportunity to play a larger role in delivering health care. However, the new delivery system required the organization to make costly infrastructure improvements. We purchased a state-of-the-art electronic medical record system that allows us to engage in quality care initiatives and to coordinate patient data. We also updated our call center technology to centralize appointments among all seven centers, reducing costs and streamlining access.

Goal 2: Comply with Ambulatory Surgical Facilities code

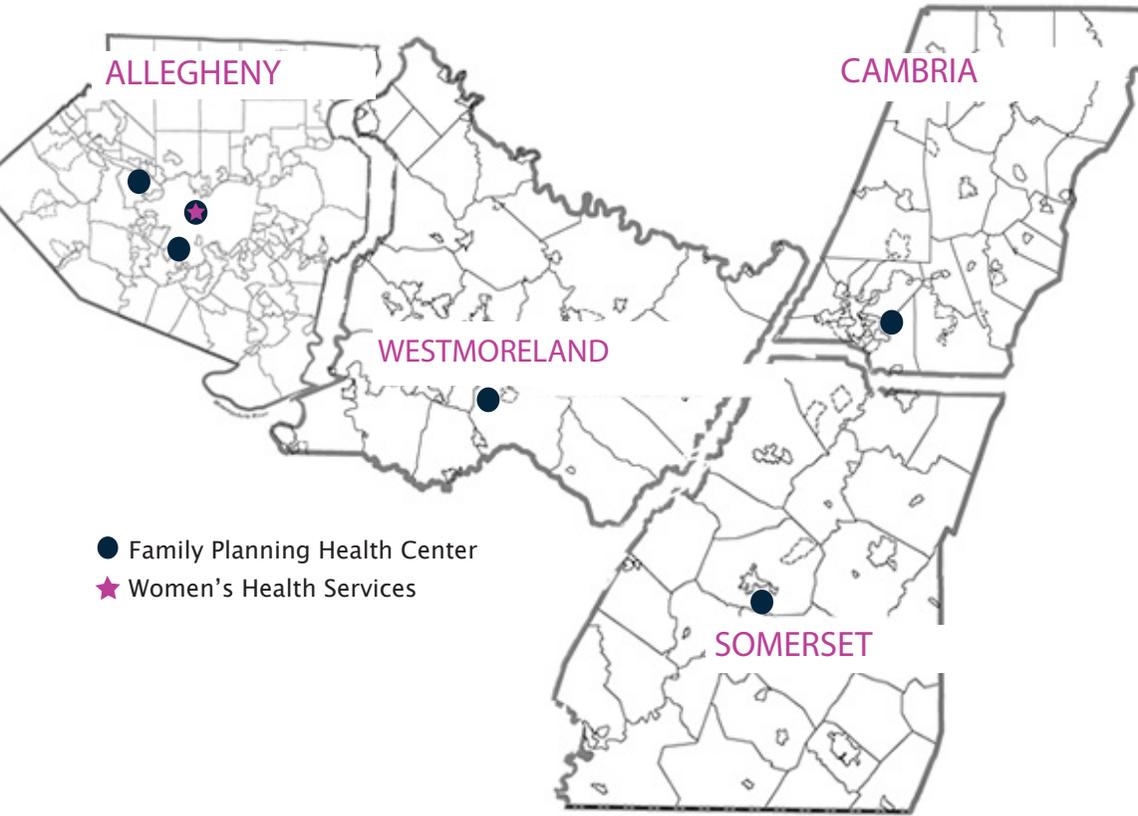
Due to new regulations, we had to make expensive, onerous renovations to our downtown Pittsburgh building in order to continue providing abortion services. Although abortions represent a small part of what we do, PPWP remains committed to offer the full range of reproductive medical care to those most in need.

Goal 3: Establish a maintenance fund

The unpredictable upkeep and maintenance costs of our downtown Pittsburgh building also threaten to interrupt our ability to serve clients. The board decided to create a building reserve fund that will provide timely upkeep of our flagship facility and maximize our general operating budget for client services.



OUR LOCATIONS



- Family Planning Health Center
- ★ Women's Health Services

Allegheny

- ★ 933 Liberty Avenue
Pittsburgh, PA 15222
- 412.434.8971
- ★ 412.562.1900

- 533 Washington Pike
Bridgeville, PA 15017
412.257.9880

- 935 Beaver Grade Road
Moon Township, PA 15108
412.264.7205

Westmoreland

- 125 Nature Park Road
Greensburg, PA 15601
724.552.0352

Cambria

- 817 Franklin Street
Johnstown, PA 15901
814.535.5545

Somerset

- 118 South Kimberly Avenue
Somerset, PA 15501
814.443.6549

OUR LEADERSHIP

Board of Directors

Louanne Baily

Chair

Carole Bailey

Vice Chair

Mary Ellen Johnson

Treasurer

Bitu Moghaddam

Secretary

James Abraham

Jacob Bacharach

Donna Bauman

Vicki Beatty

Jamini Vincent Davies

Susan Dobbins

Rebecca Foster

Rebecca Gibbs

Michael Hauser

Carole King

Susan Kurtz

Larry Leahy

Cynthia Liefeld

Beatriz Luna

Pat Millham

Richard Parsakian

Carolyn Reed

Cathy Reifer

Patricia Schroder

Tim Smith

Harold Smoliar

Phyllis Stevens

James Walker

Stacy Weiss

Elaine Zelmanov

Director Emeritus

Gordon D. Fisher

Sue Liken

Barbara Logan

Eliza Nevin

Karen Oberg

Richard Reed

Theresa Scheetz

Susanne C. Wean

Executive Staff

Kimberlee Evert, M.P.H.

President and CEO

Beth Mautino, C.P.A.

CFO

Beatrice Chen, M.D.

Medical Director

Debbie Cain

V.P. for Operations

Sue Steele

V.P. for Education

Rebecca L. Cavanaugh, J.D.,

V.P. for Public Affairs

Jody Figas, M.P.A.

V.P. for Development

