



## The Pill Turns 50!

By Kristen Glundberg-Prossor  
Director of Public Affairs

**On June 23, 1960, the FDA** granted full approval of *the Pill* – called Enovid – for contraceptive use in the United States. No other medicine has been more tested and contested than this transformative medical breakthrough. For the first time, women were provided with an effective, convenient and a nonintrusive means of avoiding pregnancy. Loretta Lynn summed it up best in her 1975 hit, “Since I’ve Got the Pill” ...

*All these years I’ve stayed at home/  
While you had all your fun/And  
every year that’s gone by/Another  
baby’s come/There’s a-gonna be  
some changes made/Right here on  
nursery hill/You’ve set this chicken  
your last time/’Cause now I’ve got  
the Pill...”* (McHan, 1973)

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## Welcome to the Great Northwest Patient Care Coordinators Provide Delight

By Patricia Ploesch

### Patient Care Coordinators (PCCs) are vital to the success

of Planned Parenthood of the Great Northwest (PPGNW) because they are the first face a patient sees. Their work is a barometer of how successfully PPGNW offers reliable, quality, accessible health care for thousands of men, women, and teens each week.

Kacey Martinez, Alex Kattar, and Kathy Yurman are PCCs in Idaho, Washington, and Alaska health centers. When talking about their work, they provide a snapshot of the vital health care offered to their respective communities. At the top of their list of priorities they each emphasize a patient’s privacy, comfort, and informed decision-making.

To ensure these priorities, Alex, a Senior PCC, notes the importance of immediately assessing each patient’s needs at the front desk and matching them to the right resources. Kacey points to gauging a patient’s body language as key in opening up and maintaining communication. Kathy, who is also a Senior PCC, describes the role as wearing many hats and wearing them well. She remarks that many patients are overwhelmed when they first arrive, so it is her job to identify and address their needs as quickly and privately as possible.

Another key way a PCC can facilitate a safe and positive appointment for a patient is by providing language translators as needed, to ensure patients are clear about their options

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# PPGNW CEO Honored with Ruth Green Award

By Patricia Ploesch

**President and CEO** Christine Charbonneau was honored with the Ruth Green Award in March. This highest honor Planned Parenthood Federation of America (PPFA) bestows upon a CEO recognizes Chris' outstanding achievements in planning, public affairs, and fundraising. Chris' leadership is defined by her distinct ability to develop innovative ways to make PPGNW more accessible to patients, while at the same time maintaining stability within the organization. This balance makes her, according to PPFA President Cecile Richards, "a true visionary among health care providers."



Chris Charbonneau, Lee Minto, and Cecile Richards

Chris began her work with Planned Parenthood (PP) in 1982 as a volunteer Patient Care Coordinator in Seattle. Later, she worked as a sexuality educator and in public policy. In 1986, Lee Minto, former PP of Seattle-King County (PPSKC) CEO, sent Chris to Little Rock, Arkansas to develop an affiliate and volunteer base. She returned to PPSKC in 1988 as COO. She became CEO in 1993 and led the mergers of PPs of

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## Executive Update

### A Message from Chris

#### I am humbled by the honor

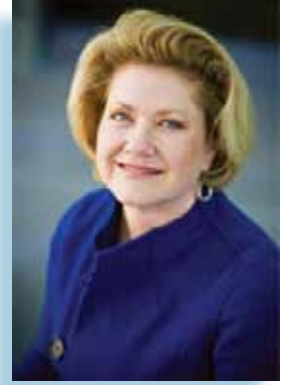
bestowed me by my organizational colleagues. Winning the Ruth Green Award feels terrific, and yet there's still so much to do. I know that I could not have achieved so much without your support!

Planned Parenthood Federation of America (PPFA) President Cecile Richards has referred to me as "visionary." As flattered as I am, we need to remember that it takes a very large and capable team to accomplish everything we have achieved. Success comes from putting the right people in place and then enabling them with ideas, direction, and resources to get things done.

PPGNW has been fortunate to have an internal community that's dedicated to our mission. These pages are a reminder of their energy and creativity in providing access to health care for our patients. Whether behind the scenes harnessing technology, or as the first face our patients see in our health centers, our people make the difference and are winning awards along the way.

Congratulations to Carole Miller, PPGNW Vice President of Education, Training, and Organizational Effectiveness, for receiving the Joan Helmich Educator of the Year Award. A hearty congratulations, as well, to our volunteers, who were recognized by PPFA for volunteer program excellence in managing our Teen Clinics, a program Carole started years ago. We had the support of over 1,000 volunteers last year; the hours and energy they've provided are truly priceless!

The PPGNW team is rolling out Electronic Medical Records and testing telemedicine, allowing patients to seamlessly navigate our health center system and receive prompt, consistent care no matter their location. Our Bremerton Lab is expanding;



we now share it with other affiliates in order to not only create greater financial stability for them, but also to leverage your generous gifts into more lab services for patients within the affiliate.

We could not have navigated this economic downturn without your financial support. Sure, we're all excited about health care reform and private insurance for all. Unfortunately, most of those changes are three years away. While we all have our eye on 2014, we still need to get there from here; and here is fraught with barriers and hurdles erected by state and local groups that do not share our vision.

Legislation in Idaho has been passed allowing licensed medical providers the right to refuse "select services based on their personal or moral beliefs." Pharmacists in Idaho may now interfere with the doctor/patient relationship. In Alaska we continue to fight parental consent notification. Both of these issues have been defeated in courts in the past and we have the energy to fight again, but the wherewithal comes from your financial and volunteer support.

As we look to the future and extend access to health care throughout the Great Northwest, we need to remember our successes come from teamwork and should be shared. And our team includes staff, volunteers, and donors who share our vision. Thank you for the Ruth Green Award. And thank you for your ongoing support, together we can go a long, long way.

Respectfully,

Chris Charbonneau  
CEO Planned Parenthood  
of the Great Northwest



## Legislative Updates

By Kristen Glundberg-Prossor  
Director of Public Affairs

**Monitoring three** legislatures in three states in three vastly different political climates is the job of the PPGNW public affairs team. From family planning budget wins in Washington, to the passage of the pharmacist refusals bill in Idaho, to the ongoing parental notification ballot measure in Alaska, our work is cut out for us. PPGNW is the Northwest's largest provider and advocate for essential reproductive health care in our tri-state region. It has never been more important to keep abreast of state policies that could impact the success of the historic health care reform legislation, which is now the law of the land. If you have questions regarding state specific policy or would like to get involved, please contact [kristen.glundberg-prossor@ppgnw.org](mailto:kristen.glundberg-prossor@ppgnw.org).

### Alaska

Alaska's legislative session closed on April 18 with some decisive victories for women and children. Denali KidCare, Alaska's state health care program for children and pregnant women, was successfully increased to 200% of the federal poverty level. PPGNW and our United Way partner organizations worked tirelessly throughout this process. After two full years, a vote in the last hours before adjournment secured access to basic health care services for hundreds more Alaskan children and pregnant women. The bill has yet to be transmitted to the Governor for his signature.

In addition, PPGNW supported the Alaska Nurses Association's opposition to the Governor's appointment to the Alaska Board of Nursing. This victory helped to ensure that the Board of Nursing in Alaska continues to include only those most qualified to uphold the licensure and practice of nurses.

### Idaho

The 60th Idaho legislative session adjourned on March 29. It was a grueling session marked by the passage of Senate Bill 1353 (S1353), allowing all licensed medical providers in Idaho the right to refuse to provide select services based on their personal or moral beliefs. Additionally, S1353 codified the definition of emergency

contraception as an "abortifacient drug" and completely disregarded the accepted medical definition of contraception.

*Idaho's state capitol, Boise*

On the bright side, the passage of this devastating bill has proven to be a great organizing tool and we have signed up over 400 new activists in the past two months. Idaho staff are working hard to implement a strategy for either overturning or amending the bill in 2011.

### Washington

The Washington State Legislature adjourned on the twenty-ninth day of the first special session on April 12. The great news is that the finally-passed budget largely protects the tightly-stretched family planning infrastructure in Washington State. The planned additional \$3 million cut to Department of Health family planning scheduled to take place in state fiscal year 2011 was restored, securing critical family planning services to 12,500 individuals across the state that may otherwise have had no access to basic care.

In addition, maternity support services were not cut further, digital mammograms for low-income women were protected, the Basic Health Program was not cut any further, and the Apple Health insurance program for low-income kids was preserved. Virtually all the priorities of reproductive health advocates were protected from further cuts, a huge success after the painful cuts endured by many of these programs last year.

You may wonder how family planning prevailed in a particularly dire budget year, but we know it's because of the great work of reproductive health advocates and activists across Washington State speaking up to their legislators again and again. Thank you to everyone who picked up the phone, sent emails, or wrote letters! You have restored critical reproductive health care access to those most in need.



## Telemedicine Technology Increases Access in Rural Communities

By Jacqueline Barsis  
Alaska Area Services Manager

**She was sixteen; scared,** alone, and sitting in the waiting room of Planned Parenthood in Soldotna, AK. She had been meaning to get on the pill, but had not made a doctor's appointment yet, and his condom broke last night. She had seen the commercial about EC, emergency contraception, and wanted to get a prescription today. The medical assistant called her name and asked her to follow her to an exam room where they talked about what happened. The assistant explained the facts about emergency contraception and how it works to prevent a pregnancy and talked to her about starting the birth control pill. Then, the assistant logged on to a computer to talk with Suzanne Edelman, a Nurse Practitioner from Idaho (licensed in both ID and AK) and introduced her to the patient. Suzanne talked with the teenager face to face through the computer screen. She was very friendly, and answered all of the teen's questions. She explained how emergency contraception and the pill works, and asked the assistant to take vital signs. After reviewing the medical history and vital signs, the clinician wrote a prescription for emergency contraceptives. The teenager left the health center with new peace of mind. She has the education needed to make safe and healthy decisions and is protected from pregnancy and STIs.

One of our goals at PPGNW is to ensure people throughout the Great Northwest have access to quality health care. Our recent implementation of telemedicine makes this possible.



PPGNW decided to adopt telemedicine to increase clinician availability in rural areas, such as Soldotna and Sitka, Alaska. It is often difficult to find and maintain full time clinicians in smaller communities. Without a clinician on site, patients would sometimes have to wait for weeks before receiving basic health care and a licensed provider would have to fly to the nearest health center, increasing costs. Now, patients may be seen immediately using telemedicine.

Telemedicine allows patients to consult with clinicians in real time online. Patients and clinicians are able to see and talk to each other as they would if they were in the same room, with the assistance of video conferencing software and local health center staff. Patients can now receive limited services anytime a health center is open, even when a clinician is not available on site. Services offered through telemedicine include discussing birth control methods and receiving prescriptions, emergency contraceptive visits, STI screenings, and options education.

PPGNW currently offers telemedicine in Alaska, but plans to expand the use of this new technology. Telemedicine allows PPGNW providers to continue to deliver quality, accessible health care while we continue to strive toward meeting the needs of people in rural communities, underserved areas, and small towns across our Great Northwest. Learn how you can help expand this access by emailing [gifts@ppgnw.org](mailto:gifts@ppgnw.org).

## Patient Care Coordinators

from page 1

and can make fully informed decisions in a language with which they are most comfortable. The Seattle health center, where Alex works, offers a large range of translators to accommodate its diverse population. In the Boise health center, Kacey notes that they have a full time Spanish speaking PCC on staff, and the patients are also welcome to bring a friend or their own translator. Additionally, translation services are available by phone.

All three women face challenges in their jobs, including the fast-paced multitasking required of being the welcoming face for patients and the conduit for information between the front desk and back office and exam areas. Additionally, Kathy notes that Juneau is grappling with being a new health center. For instance, there is only one clinician and Kathy running the health center, and they have not yet developed a volunteer base, both which would help with the health center's efficiency and ability to reach out to surrounding communities more effectively. Despite their daily hurdles, their dedication to their patients pays off. Each remembers a time where their hard work has made clear and lasting impressions, from hand-written thank you cards, to an anonymous donor providing IUDs, to daily interactions with patients who clearly need support.

No matter what comes their way, all three love their jobs, they love the differences they make in patients' lives, and they are proud of their health centers. Kathy, Alex, and Kacey truly are the faces of the PPGNW mission.



## EMR Takes Off Issaquah First Health Center to Launch

*Dylan Simosko, Gina Stanyer, Kelly Gordon, Lauren Carr, Joy Hawkins and Pamela Lynn see the light in Issaquah*

*By Susanne Mauney  
Patient Data and Finance Administrator*

### **On April 27, the PPGNW**

Issaquah health center opened for business using NextGen Electronic Medical Records software (EMR). This important milestone reflects a culmination of months of hard work, planning, and participation from virtually all corners of PPGNW. We have now successfully completed most of the ground work necessary for all of our health centers to make this important transition. PPGNW partnered in the EMR template design with NGH, a Planned Parenthood (PP) Managed

Service Organization non-profit formed to develop PP specific NextGen templates and a data warehouse system for member PPs. This partnership brought PPGNW and other PP affiliates together to develop best practices in implementation and use of EMRs.

Issaquah staff received 30 hours of training with EMRs, including a “mock clinic” prior to going live. They exceeded their goal on their first day, seeing 18 patients and serving an additional 11 patients for prescription refills and walk-in pregnancy testing. Built into the EMRs are an interface for lab orders and results, electronic signature capture for patient consents, and full integration

between the clinical documentation and billing software. The implementation was remarkably smooth and a huge success.

The EMR implementation team will be rolling out EMRs to our Federal Way health center next, and EMRs will be implemented in all health centers by the fall of 2011. EMRs will increase efficiency in our organization, improve quality, allow for a new level of patient customer service, and provide a new level of support for our health center staff. Congratulations to the Issaquah health center for piloting this important new step in effective health care.

## PPGNW Bremerton Lab is Now the Laboratory Services Cooperative (LSC)

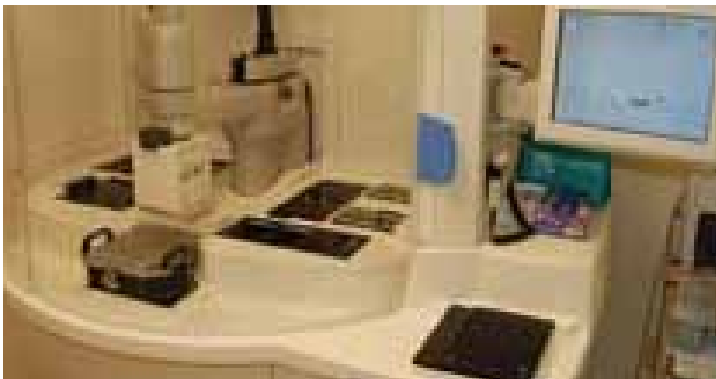
By Michael Romo, M.S.  
V.P. of Clinical Services/COO

### The PPGNW Laboratory in Bremerton,

Washington opened in May 2007, and the successes of having an in-house lab were immediately apparent. The lab provided rapid, high quality test results to patients and created a significant source of new revenue to help fund our programs. The efficiency of in-house lab testing prompted us to explore how this new line of business could be shared with other Planned Parenthood (PP) affiliates who do not have the resources to establish a lab of their own.

In order to provide the best business model, PPGNW attorneys determined that the lab needed to become a separate non-profit organization, a 501(e)3 hospital services cooperative, the Laboratory Services Cooperative (LSC) was formed. As of April 1, 2010, after two years of joint efforts, the PPGNW Laboratory began operating as the LSC. The LSC lab is now performing STI testing for Mt. Baker PP and later this year will begin testing services for PP of Greater Washington and North Idaho.

Since the lab opened, it has contributed over one million dollars annually to support PPGNW services and programs. Other Washington PP affiliates will also soon be able to realize the benefits of improved testing and reporting, as well as the new revenue it produces. This 501(e)3 business model is now being actively explored by Planned Parenthood Federation of America as a means of improving patient care and the financial strength of PP affiliates nationwide.



## The Pill turns 50!

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In 1960 the typical American woman had 3.6 children. By 1980, that number had fallen to under two. Along with providing a near fail-safe control for family size, the Pill also gave an entire generation the ability to pursue educational goals beyond high school. As *Time* magazine reports, “From 1970 to ’80, women went from comprising 10% of first year law students to 36% and from 4% business school students to 28%.” Clearly, the Pill has made a tremendous impact on the lives of women and men around the globe.



Planned Parenthood has played and continues to play a central role in making safe and effective family planning, including the Pill, available to women and men around the world. It all started with Planned Parenthood’s founder Margaret Sanger who in 1916 opened the first birth control clinic in America. Sanger’s dream of a “magic pill” for contraception started to become a reality in the 1940s and 50s when Sanger and her collaborator Katharine Dexter McCormick funded much of the early research for the oral contraceptive.

After FDA approval, Sanger and Planned Parenthood worked tirelessly to bring the drug to market. Use of the Pill in all 48 states did not occur until 1965, when the U.S. Supreme Court found in favor of Estelle Griswold, executive director of the Planned Parenthood League of Connecticut, in *Griswold v. Connecticut*, which protected the constitutional right of married couples to use birth control without government interference. Today more than 100 million women start their day with the tiny pill.

Planned Parenthood has provided health care to the daughters and grand-daughters of women who first came to our health centers seeking birth control pills nearly 50 years ago. In 2010, Planned Parenthood is still working to ensure that all contraceptive options, including the Pill, are covered as preventive care under the new health care reform law. In order to both reduce the number of unintended pregnancies and to give women the power to choose when to start a family, we need to continue to ensure that the Pill and all FDA-approved contraceptives are made available to all women, at all times.

If the new health care reform bill is not implemented to include affordable contraception for all women in the U.S. as preventive care, the promise of the Pill and other forms of contraception will still be unrealized, especially for those for whom paying for contraception is out of reach.

## PPGNW Named Educator of the Year

### Carole Miller Wins Joan Helmich Award



By Patricia Ploesch

#### **The Joan Helmich Educator of the Year Award**

honors a long-time educator's contributions to the field of sexual health education locally, regionally, or nationally. The award was first given in 2006 and recognizes community sexual health educators within Washington, Oregon, Idaho, or Alaska. Named for Joan Helmich, Training Director of The Center for Health Training, the award honors an educator's development of innovative and effective programs, significant contributions to professional development, recognition of excellence by peers, and outstanding grassroots service.

This year's recipient is Carole Miller, Vice President of Education, Training, and Organizational Effectiveness at Planned Parenthood of the Great Northwest (PPGNW), and she clearly fits the bill. Her 20 years of service include being an educator, creating the PPGNW Teen Council program, establishing Planned Parenthood (PP) Teen Lobby day in Washington State, forming the APPLE professional network for PP educators nationally, organizing sexual health education conferences, spear-heading the acclaimed PP Speaking of Sex podcast, serving on the Education Steering Committee for Planned Parenthood Federation of America, and being a founder of PP University. Her work in sexual health education has always been collaborative, both locally and internationally.

## Chris Receives Ruth Green Award *from page 2*

Seattle-King, Pierce, and Snohomish Counties to form PP of Western Washington. Last year, Chris led the successful merger of three affiliates, Western Washington, Alaska, and Idaho to form PPGNW. She now leads a team that provides medical services and sexuality education in the largest geographic affiliate in the PP federation, serving more than 100,000 men, women, and teenagers each year.

Chris highlights how the Ruth Green Award has been the result of a deeply collaborative effort. Despite being "radically undercapitalized" during the national economic downturn, Chris has managed to lead the way through medical and technological advancements, such as employing telemedicine, online scheduling, and an upcoming transition to Electronic Medical Records. Chris' vision epitomizes the reliability and innovation central to the PP mission's success.

## PPGNW's Teen Clinic Wins 2010 Affiliate Volunteer Excellence Award

By Patricia Ploesch

#### **The Planned Parenthood**

Federation of America 2010 Affiliate Volunteer Excellence Award recognizes the PPGNW Teen Clinic. This award is given to the affiliate whose outstanding volunteer program makes a clear impact in the health and well-being of its communities. In order to receive this award, a volunteer program must be highly structured yet flexible and must create a collaborative atmosphere with health center staff in order to better serve patients. It must also make innovative use of limited and cross-departmental resources. Teen Clinic, based in western Washington, does just that by bringing together education, volunteer, and clinical departments and connecting staff with volunteers. These bridges help improve teens' access to reproductive health care.



Teen Clinic creates a safe, non-judgmental, teen-friendly atmosphere in which teen volunteers provide a space in health center lobbies where teen patients aged 19 and younger can ask questions and express any anxieties about health care. Through Teen Clinic, teen patients learn about birth control methods, STI risk-reduction, and general reproductive health. Teen Clinic enjoys many return visitors who often bring their friends. These patient returns prove Teen Clinic's success in empowering young people to make their own decisions about their reproductive health.

If you'd like to offer your time with Teen Clinic, please contact [volunteer@ppgnw.org](mailto:volunteer@ppgnw.org); to offer financial support, please contact the development department at [gifts@ppgnw.org](mailto:gifts@ppgnw.org).

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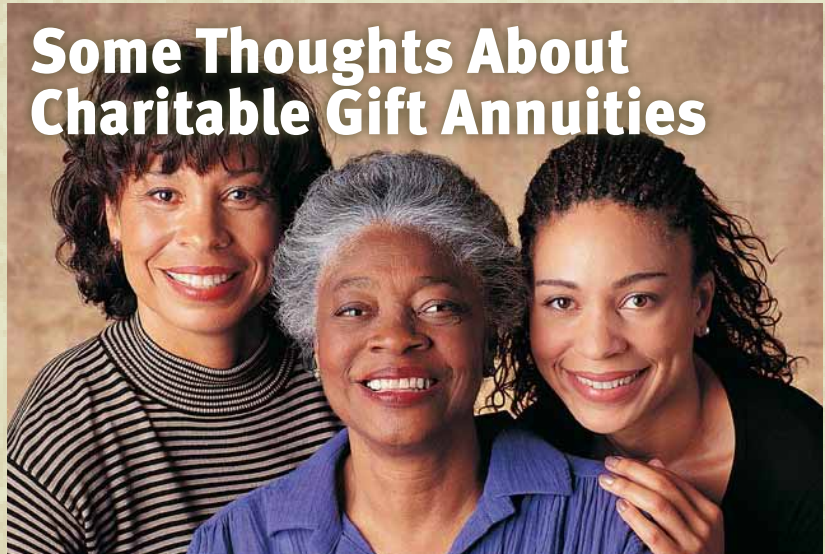
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## Some Thoughts About Charitable Gift Annuities



If you've been thinking about a charitable gift annuity (CGA), now may be the time. A CGA can help stabilize your income during volatile economic times like we're going through right now.

For a stable, life-long income with a Planned Parenthood CGA, please contact Rebecca Poedy, VP of External Affairs, at (206) 328-7527 or [rebecca.poedy@ppgnw.org](mailto:rebecca.poedy@ppgnw.org) for more information.