

These Doors Stay **Open.**

2015 Annual Report



Planned Parenthood Hudson Peconic

...we never backed down and **our
doors stayed open.**

**Our staff was there every day for
our patients, providing the vital health
care they need.**

A Message from Our Chair & President/CEO

In July 2015, a fraudulent smear campaign was launched against Planned Parenthood with the intent to shut down the organization and end safe and legal abortion in this country. The campaign, by a fake company called “Biomax” funded by the Center for Medical Progress, featured heavily edited fraudulent videos of Planned Parenthood staff members, and alleged that Planned Parenthood was illegally selling fetal tissue donations, which, of course, was not true.



Reina Schiffrin and Ann Pogue

The attacks led to five Congressional investigations, five hours of incredible testimony from Planned Parenthood President Cecile Richards before Congress, and many state investigations, none of which showed Planned Parenthood broke any laws. There were multiple Congressional votes to defund Planned Parenthood, a shut-down of all Planned Parenthood websites for several days, defunding of Planned Parenthood affiliates services from the state level, and most tragic, a shooting at a Planned Parenthood health center in Colorado Springs in November that killed three people and injured several more.

Through all of this, we never backed down and our doors stayed open. Our staff was there every day for our patients, providing the vital health care they need. Our supporters came to rallies to show they Stand with PP, both locally and nationally.

PPHP has had many successes in 2015 that we are proud of including increased use of long-acting reversible contraception (LARC) by our patients following a surgical abortion, training for health center staff to expand our male and LGBTQ services, launching our Patient Education and Engagement Portal in our health centers, and surpassing our fundraising goal.

We thank you for your continued support to PPHP and our services to women, men, and young people.

Ann Pogue
Chair

Reina Schiffrin
President/CEO



2015 Accomplishments

- **Rallied back** against a fraudulent smear campaign through public events and communications with our supporters, **making us stronger than we were before.**
- Began implementing Planned Parenthood Experience (PPX) to **improve staff and patient experiences at PPHP.** This included extensive staff training, facility improvements, Press Ganey patient satisfaction surveys, and more.
- Established new **two-week training program** for all Health Center Assistants so everyone is trained in all aspects of the job, not just one specific area. This improved the staff's ability to work together and support each other in the health centers.
- Trained Clinicians at our Smithtown, White Plains, and New Rochelle health centers to provide prenatal care. This will increase our ability to provide **prenatal services to our patients** throughout our region.



- Installed our **Patient Education and Engagement Portal** (PEEP) in our health center waiting rooms. PEEP contains educational and entertaining information about PPHP services, reproductive health care, and important news for our patients.
- **Enhanced internal technology** including card-access system, emergency text-messaging to staff, and WiFi hotspots in health center waiting rooms.
- Transitioned to eClinicalWorks Healow Appointment Request System so **patients can request appointments online.**
- **Created an Instagram** account and increased our followers on Facebook and Twitter.
- Surpassed our **fundraising goal by 23%** thanks to the generosity of our supporters who stood with Planned Parenthood.

Health Care

In 2015, PPHP saw 34,429 patients in our 10 health centers and two *SmartWheels* education and testing vans in Suffolk, Westchester, Rockland, and Putnam Counties. Women, men, and young people came to us for birth control, HIV testing, sexual transmitted infection (STI) testing and treatment, prenatal care, cancer screenings, gynecological care, and abortion services.

With an increased focus on patient-centered care, we initiated extensive training for our medical staff and changed the way a patient is seen in our health centers. Training for staff included LGBTQ services, male services, prenatal care, and long-acting reversible contraception (LARC). We also established an internal training program for all Health Center Assistants to improve patient care in the health centers. Lastly, staff received domestic violence/intimate partner abuse training so they will be better equipped to recognize patients who may be at risk for abuse and refer them for additional services.

Our health center staff was amazing during many difficult times. They showed up to work, often with protesters yelling at them, and provided care. No matter what.

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Education

PPHP's Education and Training Department conducted 2,345 programs for 30,122 participants. We offered outreach programs, school and community programs, smart-talk series, and evidence-based programs designed to promote accurate, unbiased information about issues related to human sexuality and reproductive health. Additionally, staff members provided HIV testing to 1,274 individuals in the community on our two *SmartWheels* education and testing vans.

In our commitment to providing excellent patient care, we added three staff training specialists devoted to extending the clinical expertise in our health centers, incorporating cultural sensitivity throughout PPHP, and focusing on customer service skills for new and existing staff.

Our staff is educating youth and adults about reproductive health so they make informed decisions about their futures.

The Comprehensive Adolescent Pregnancy Prevention (CAPP) Program continued our Social Media Advisory Group (SMAG). SMAG worked with 11 youth to develop content that promotes PPHP health services to their peers. Through canvassing and sex education efforts across Rockland County, our Teen Information and Peer Services (TIPS) Program reached 3,362 youth, nearly double the teens reached in 2014.

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Advocacy

The year got off to a snowy start and we had to postpone our Day of Action in Albany until May when more than 40 PPHP advocates met with their legislators to discuss reproductive health issues including paid family leave insurance and “the Boss Bill.” To celebrate the 42nd anniversary of *Roe v. Wade*, we hosted two screenings of *Obvious Child*, which was partially filmed in our New Rochelle health center, followed by discussions on abortion stigma.

In July, our focus shifted to educating the public about the vital health care services we provide to women, men, and young people, and that Planned Parenthood had not broken any laws through its fetal tissue donation program. Our supporters rallied with us at several events including one with U.S. Congresswoman Nita Lowey and several state and local legislators, and another with New York Lt. Governor Kathy Hochul.

We continued to fight for legislation that would improve the lives of New Yorkers such as the Comprehensive Contraception Coverage Act and the “Boss Bill” because each individual should determine their own reproductive futures.

Our supporters rallied with us at several events including one with U.S. Congresswoman Nita Lowey and another with New York Lt. Governor Kathy Hochul.





Support

PPHP has thousands of wonderful supporters who helped raise \$2.9 million dollars for our health care services, education programs, and advocacy efforts. Whether it was an online donation, sponsoring a special event, or an employee contribution, more than 3,700 donors stood with Planned Parenthood and showed their support, knowing that 84 cents of every dollar raised goes towards programs and services.

In 2015 we hosted four major fundraising events: the 27th Annual East End Benefit, the Rockland Benefit, the Summer Benefit in Suffolk County, and the Empower Gala. We also hosted a reading of *Vagina Monologues* and held a discussion "Religion, Sex, and Politics: Three Things We Have to Talk About in Polite Company."

In addition to those who supported us with financial contributions, we are also grateful to those who gave us their time. More than 150 volunteers gave 7,200 hours of time this year, through an event committee, in the thrift store, on a college campus, or in our health centers and administrative offices. We truly appreciate everyone who helps us keep our doors open.

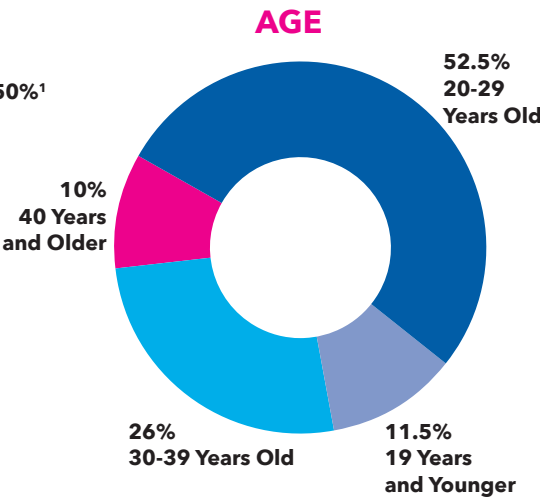
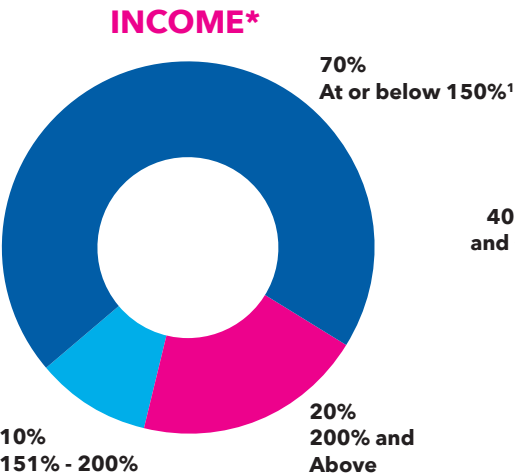
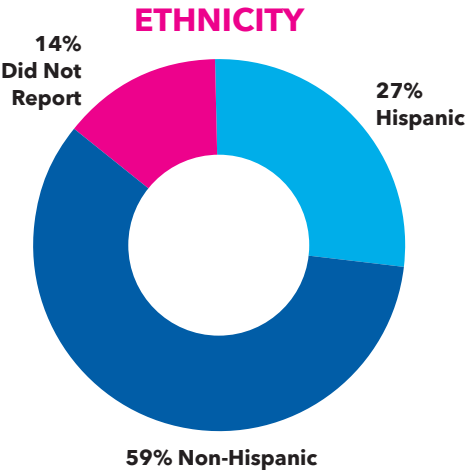
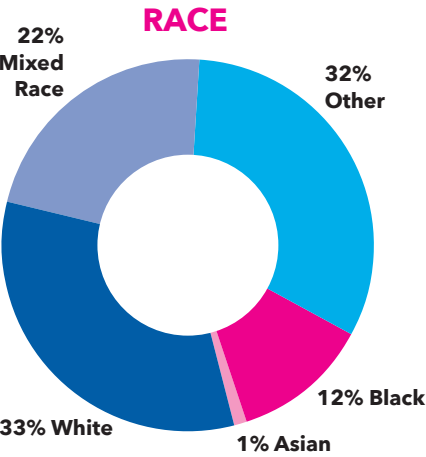
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Patients

2015 Patient Visits

Family Planning*: 47,826
Abortions: 7,451
Prenatal Care: 3,114
Pregnancy Detection Exams: 1,006
Cervical Cancer Procedures & Treatments: 367

* Family Planning includes annual well woman exams, contraception, sexually transmitted infection testing and treatment, cancer screening tests, pregnancy tests, HIV testing and counseling, vaginal infection testing and treatment, menstrual cycle irregularities, and other reproductive health issues.

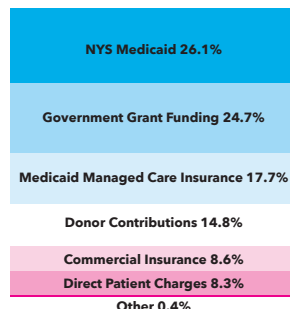


¹ \$17,655 or less for single person
\$36,375 for less for family of four
* as a percentage of the Federal Poverty Level

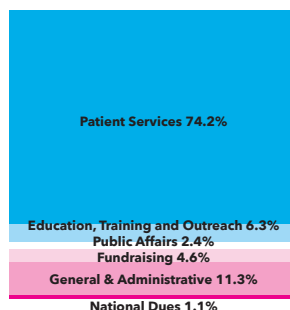
Financials

Fiscal year ending December 31, 2015

REVENUE	Amount	%
NYS Medicaid	\$5,177,321	26.1%
Government Grant Funding	4,893,522	24.7%
Medicaid Managed Care Insurance	3,509,887	17.7%
Donor Contributions	2,937,638	14.8%
Commercial Insurance	1,704,188	8.6%
Direct Patient Charges	1,647,786	8.3%
Other	76,716	0.4%
Operating Revenue	\$19,947,058	100.5%
Dividends and Interest	\$ 417,736	2.1%
Realized and Unrealized Gains	(518,316)	-2.6%
Investment Revenue	\$(100,580)	-0.5%
Total Revenue	\$19,846,478	100%



OPERATING EXPENSES	Amount	%
Patient Services	\$14,206,821	74.2%
Education, Training and Outreach	1,196,768	6.3%
Public Affairs	467,813	2.4%
Fundraising	883,386	4.6%
General & Administrative	2,168,960	11.3%
National Dues	214,917	1.1%
Total Expense	\$19,138,665	100%
2015 Surplus	\$ 707,813	
Operating Margin		4.1%



BALANCE SHEET for the year ending December 31, 2015

Current Assets	
Cash	\$2,677,378
Investments	19,017,155
Net Receivables	2,033,801
Other Current Assets	777,805
Total Current Assets	\$24,506,139
Net Fixed Asset	\$ 4,918,992
TOTAL ASSETS	\$29,425,131

LIABILITIES AND FUND BALANCE

Current Liabilities	
Accounts Payable & Accrued Expenses	\$1,300,942
Total Current Liabilities	\$1,300,942

Fund Balance

Opening Fund Balance: 1/1/15	\$27,416,376
Net 2015 Activity	707,813
Ending Fund Balance: 12/31/15	\$28,124,189

TOTAL LIABILITIES AND FUND BALANCE	\$29,425,131
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Location

ADMINISTRATIVE* HEADQUARTERS

4 Skyline Drive
Hawthorne, NY 10532
(914) 467-7300

Suffolk Regional Office

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

SmartWheels Education and Testing Van

Suffolk: (631) 240-1147
Westchester, Rockland, and
Putnam: (914) 220-1046

HEALTH CENTERS Suffolk County

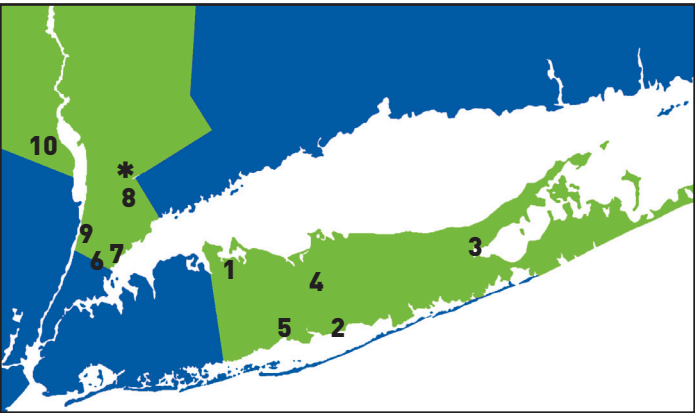
- 1. HUNTINGTON
755 New York Avenue
3rd Floor
(631) 427-7154
- 2. PATCHOGUE
450 Waverly Avenue
(631) 475-5705
- 3. RIVERHEAD
550 East Main Street
(631) 369-0230
- 4. SMITHTOWN
70 Maple Avenue
(631) 361-7526
- 5. WEST ISLIP
180 Sunrise Highway
(631) 893-0150

HEALTH CENTERS 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

Rockland County

- 10. SPRING VALLEY
25 Perlman Drive
2nd Floor
(845) 426-7577



Leadership

2016 OFFICERS

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Vice Chair

Wendy M. Gardner
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Maria Goreth Fidalgo
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Anthony Campanella
Director, Facilities & Security

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Vice President, Finance

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Martin McNicholas
Director, Information Technology

Susan Merguerian, RN, NP, MS
Director, Clinical Training

Gail Perry-Ryder, MA, MS
Director, Education & Training

Jenifer Van Deinse
Director, Development



Services

Our health care services include:

- Birth control
- Breast exams
- Cervical cancer screenings
- Colposcopy and LEEP
- Domestic violence screening and referrals
- Emergency contraception
- Family planning
- Gynecological services
- HIV testing and counseling
- HPV vaccination
- Men's health services
- Medication abortion services
- Miscarriage management
- Pregnancy testing
- Prenatal care
- Sexually transmitted infection (STI) testing and treatment
- Surgical abortion services
- Well-woman exams







Planned Parenthood Hudson Peconic

Planned Parenthood Hudson Peconic's mission is to empower individuals to determine their own sexual health and reproductive futures.

www.pphp.org



facebook.com/PlannedParenthoodHudsonPeconic



@pphp



PPHPHealth