Planned Parenthood of Metropolitan New Jersey

Coming Soon!

2014 Annual Report

Serving Essex, Hudson and Passaic Counties
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*Existing Chubb Center/Newark Location*
Message from the Chair of the Board & President and CEO

Dear Friends,

Challenging, rewarding, inspiring, yet complicated….all of these words brilliantly describes PPMNJ’s 2014. In retrospect, this fast paced year seemed to come and go in a flash.

We knew in January that it would be quite a ride. Enhanced technology, new medical services, expanded programming, Affordable Care Act (ACA) opportunities and accreditation were all waiting in the wings and we were well prepared.

With our 2014-2016 Strategic Plan in hand, we charted a path into the brave new year. A PPMNJ team embarked on a quest to develop the expertise required to transition from paper medical charts to electronic health records (EHR). Though a costly investment in both dollars and staff time, the implementation process was initiated and by year’s end three health centers were “live on EHR.”

Grant support awarded by the Healthcare Foundation of New Jersey and the National Family Planning and Reproductive Health Association provided PPMNJ with the opportunity to engage in activities to enroll both patients and community residents into the health insurance marketplace and enhanced Medicaid through the Affordable Care Act. Through the efforts of our two Certified Application Counselors, over 1200 individuals from Essex and Passaic Counties were enrolled during the year.

In our ongoing quest to meet the changing needs of the communities we serve, several new initiatives were created. PPMNJ’s Family Life Institute hosted its first Hudson County Teen Summit in Jersey City, NJ at New Jersey City University. Additionally, medication abortion services are now available in more than half of our centers.

PPMNJ was awarded Planned Parenthood Federation of America’s three year accreditation after undergoing an extensive evaluation process designed to ensure that affiliates are complying with required standards and guidelines for excellence.

The year though triumphant in many arenas, forced us to make the difficult choice to close our Pompton Lakes Health Center on December 31, 2014. After waging a strong marketing campaign designed to attract new patients, we determined that the location had an aging demographic and the revenue being generated could no longer sustain operations.

Another curve ball was the decision by Rutgers University not to renew the lease for PPMNJ’s administrative office and largest health center in downtown Newark. The structural integrity of the tower adjacent to our building was in poor condition and it was ultimately determined that the cost to demolish it and leave our rented space in tact was too prohibitive. After thirty one years in the same location, we were suddenly thrust into the market for finding a new home. After a nearly yearlong process, we signed a lease for new space and anticipate moving in by December 2015. (see front and back cover artist rendering)

Despite the highs and lows of the year, over 18,000 women, men and teens received health care services at our six centers. Our education programs reached nearly 9,500 people in Essex, Hudson and Passaic Counties.

2014 was a testament to our partnership with those who supported our work and PPMNJ’s commitment to Care…No Matter What as an unwavering ideal. Thank you! Get ready 2015– because we are ready for you!

Sincerely,

Terry Booker
Chair, Board of Trustees

Roslyn Rogers Collins
President & CEO
Vision and Mission Statements

**Mission**
Planned Parenthood of Metropolitan New Jersey will empower individuals to make voluntary, informed decisions about their reproductive lives by providing safe, affordable and accessible health care, educational services and championing public policies to make those services available to all.

**Vision**
Planned Parenthood of Metropolitan New Jersey will be recognized as the leader in reproductive health care by providing a standard of excellence in clinical services, education and advocacy for the women, men and families of Essex, Hudson and Passaic Counties. Together, with the national Planned Parenthood movement, we will create a healthier generation and a more just society by putting sexuality education and sexual health care in the hands of people — giving them the information and power they deserve to shape the future.

**Core Values**
Planned Parenthood of Metropolitan New Jersey is dedicated to serving clients with professionalism, compassion and respect. We will responsibly advocate for clients and their rights. We will serve all people regardless of age, race, ethnicity, religion, gender, national origin, socioeconomic status, disability or sexual orientation with excellence, integrity and pride. We will practice kindness, flexibility, patience, confidentiality and dependability. We will have the courage to make choices that strengthen our communities.
At A Glance

• Since 1928 we have provided affordable reproductive and preventive health care and education programs to more than 1,500,000 women, men and teens.

• 83% of our revenue supports patient services and public education efforts.

• Our Affordable Care Act Enrollment Project enrolled 1,200 patients into Medicaid or a Qualified Health Plan.

• Who are our patients?
  o 50% of our patients are 20-29 years old; 15% are 19 years old or younger, 30% are 30-44 years old and 5% are over 44 years old
  o 81% of our patients are at or below 150% of the Federal Poverty Guideline

• Our Family Life Institute reached 9,500 individuals through over 400 workshops, education and trainings.

• In 2014, Planned Parenthood of Metropolitan New Jersey provided care to almost 18,000 women, men and teens, who made more than 29,000 visits to our health centers.

• PPMNJ along with 67 affiliates around the country do more than any other organizations to reduce unintended pregnancy.
PPMNJ has a rich tradition of providing high-quality affordable reproductive health services to the women, men, and young people in Essex, Hudson and Passaic counties. For 86 years, we have been a trusted resource helping individuals and families make informed choices about their health care.

2014 Highlights

- Three of our six health centers implemented to electronic health records, which allowed us to better serve our patients.
- Medication abortion services were added to three health centers as a part of our core service delivery portfolio.
- In December 2014, due to changing community demographics and declining patient visits we were forced to close our Pompton Lakes health center.

Our health centers offer a wide variety of health care services for women, men, and teens, such as:

- Annual Exams
- Birth Control/Family Planning Services
- Emergency Contraception (EC)
- Pregnancy Testing and Options Counseling
- Abortion Referral
- HIV/AIDS Testing and Counseling
- STD Testing
- Colposcopy
- Medication Abortion
Health Services

- **6,016** Pregnancy Tests
- **10,093** Breast Exams
- **8,853** HIV Screenings
- **5,013** Birth Control methods provided
- **447** Medication Abortions
- **3,214** Pap Smears
- **10,938** Gonorrhea Tests

Our Patients

- **29,229** Family Planning Patients visits were made
- **18,706** Women, men and teens accessed services at PPMNJ at one of our 6 health centers
- **54%** of our patients are uninsured
- **12%** of our patients are Male
- **81%** of patients are live 150% below poverty guideline

Patients Per Health Center

<table>
<thead>
<tr>
<th>Health Center</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pompton Lakes</td>
<td>7%</td>
</tr>
<tr>
<td>Ironbound</td>
<td>15%</td>
</tr>
<tr>
<td>Chubb</td>
<td>22%</td>
</tr>
<tr>
<td>Montclair</td>
<td>21%</td>
</tr>
<tr>
<td>East Orange</td>
<td>19%</td>
</tr>
<tr>
<td>Paterson</td>
<td>17%</td>
</tr>
</tbody>
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Age

- **5%** Over 44
- **15%** 0-19
- **50%** 20-29
- **30%** 30-44
- **5%** 44+

Race and Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Caucasian</td>
<td>38%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>46%</td>
</tr>
<tr>
<td>Asian</td>
<td>1%</td>
</tr>
<tr>
<td>Other/Unknown</td>
<td>15%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>5,512</td>
</tr>
<tr>
<td>Non-Hispanic Origin</td>
<td>12,134</td>
</tr>
<tr>
<td>Unknown</td>
<td>196</td>
</tr>
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</table>
The Family Life Institute (FLI) is the education department of Planned Parenthood of Metropolitan New Jersey. For nearly half a century we have worked with community-based organizations and schools in Essex, Hudson and Passaic counties to provide sexual health information, strategy and resources. Our educators teach evidence-based, age-appropriate and medically accurate sexual health material.

FLI offers a variety of education programs covering a wide range of topics including: developing health decision-making and relationship skills, accessing health center services, preventing unplanned-pregnancies and protecting against sexually transmitted infections. PPMNJ educators work in schools, community and health centers, offices, home and faith communities. Our educators work with schools, families and community groups in a variety of ways, including helping teachers with discussing dating violence with students and workshops with parents and students, called Living Room Talks, on how they can effectively communicate with each other about sexuality. FLI is also home to a group of high-school students called the Teen LINKS (Leaders Impacting Neighbors on Knowledge of Sexuality) who are trained annually and available to teach workshops to their peers.

2014 Highlights

- FLI provided educational programs and services to over 9,500 people in our three service counties.
- FLI held three energetic, exciting, and informative Teen Conferences in 2014, the purpose of which is to provide learning activities that help students develop skills that can be used inside and outside of school. Hudson County held its first Teen Summit at New Jersey City University and was attended by nearly 100 teens; the 8th annual Passaic County conference at William Paterson University was attended by over 100 teens; and Essex County’s 32nd annual conference at New Jersey Institute of Technology was attended by nearly 200 teens.
- We hired 12 teens from the Newark Area high schools as Teen LINKS, ranging in age from 13-18.
- We worked with 10 Essex County schools, and have ongoing contracts with 6 schools in Passaic County.
- We partnered closely with 10 community based organizations.

“The best thing about being a Teen LINK would have been working as a group with my coworkers. I now have some timeless memories that I’ll never forget and wouldn’t change that for the world.” – Hasson Robinson, Teen LINKS Alum
PPMNJ seeks to not only provide reproductive healthcare and education, but to also be an advocate for our patients and community members on areas related to their health and wellbeing. Our advocacy and public affairs efforts reflect our role and vision for the organization to be a vehicle for people to make informed and healthy decisions about their reproductive lives.

### 2014 Highlights

- PPMNJ launched our Affordable Care Act (ACA) Enrollment Project, to assist patients and other community members in enrolling in a qualified health plan or into the expanded Medicaid program. Our Certified Application Counselors formed collaborations with community organizations, attended conferences, and spoke with patients in our waiting rooms. Their efforts helped enroll 1,200 individuals into a qualified health plan or Medicaid in 2014.

- PPMNJ hosted U.S. Sen. Cory Booker and other local advocates at our Montclair center to introduce legislation in response to the U.S. Supreme Court’s Hobby Lobby decision, which stated that a company did not need to provide contraceptive coverage if it went against the owner’s personal beliefs. The Protect Women’s Health from Corporate Interference Act, also known as the “Not My Boss's Business Act,” co-sponsored by Sen. Booker, would make it illegal for any company to deny their workers’ specific healthcare benefits, including birth control, that are required to be covered by federal law (the bill exempts houses of worship and religiously affiliated nonprofits).
PPMNJ is proud of the work we do each year in the community to affect the reproductive health of thousands of people. To share our story and invite new people to learn about our work, PPMNJ hosted a number of events in 2014.

2014 Highlights

• In April 2014, PPMNJ Board members and guests enjoyed a relaxing spring evening at the Van Vleck House & Gardens in Montclair, NJ for our Spring Soiree. The invitation only event, was an opportunity for new friends and current supporters of PPMNJ to learn more about our programs and services.

• On May 17, 2014, PPMNJ hosted a Get Yourself Tested (GYT) Walk-A-Thon at Brookdale Park in Bloomfield, NJ. The event raised money to support PPMNJ’s services including expanding our sexually transmitted disease and HIV testing and educations services.

• PPMNJ hosted its 4th Annual Taste of the Good Life fundraising event on October 16, 2014, at BMW of Bloomfield. Over 100 supporters gathered for a fun-filled evening featuring samples from the finest local restaurants and wine and spirit vendors, silent auction items, and jazz music. The event celebrated the power of education and empowerment of young people and highlighting our Family Life Institute which serves teens and families, providing them with the skills needed to address critical issues related to their health and wellbeing.
This financial summary reflects the highlights of our 2014 financial statements which were audited by Tait, Weller & Baker, LLP. The complete audited financial statements, including the auditors’ unmodified opinion and required footnote disclosures are available upon request.

### Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Federal</td>
<td>$1,748,014.00</td>
</tr>
<tr>
<td>State</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$415,118.00</td>
</tr>
<tr>
<td>Contributions, Foundations and Other Grants</td>
<td>$625,926.00</td>
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<tr>
<td>Patient Fees</td>
<td>$1,550,520.00</td>
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<tr>
<td>Medicaid</td>
<td>$1,280,275.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,719,853.00</strong></td>
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### Expenses

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<th>Category</th>
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<td>Public Education</td>
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<tr>
<td>Patient &amp; Community Services</td>
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<td>External Affairs</td>
<td>$111,698.00</td>
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<tr>
<td>Development</td>
<td>$164,986.00</td>
</tr>
<tr>
<td>Management and General</td>
<td>$164,986.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,862,164.00</strong></td>
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As of December 31, 2014

Terry Booker, Chair
Ena Marsan, DO, 1st Vice Chair
Jessica Restaino, 2nd Vice Chair
Lorita Jackson, Treasurer
Karyn D. Jefferson, Esq., Secretary
Paul Feldman, DMD, Nominating Chair

Ruth Bedford
Leslie Brown
Tammy A. Castro, PhD
Alan Goldman
Dede Horowicz
David Robin
Tuwisha D. Rogers
Stuart Rosenblatt, CPA
Angela Pandolfo Roy
Margaret Stevens, PhD
Edward Stuart
Sheryl Hilliard Tucker
Valerie Wilson
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Administrative Office
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Blanche Duke, Vice President of Health Services
Joanna Lewin, Vice President of Finance
Christine Reynolds, Vice President of Clinical Compliance

Sophia Collier Bryan, Director of Operations
Kathy Butts, Benefits Administrator/Controller
Melinda Gallian, Medical Billing Supervisor
Kalimah Johnson, Certified Application Counselor
Rena Jordan, Director of External Affairs
Frank McClain, Director of Facilities
Lisa McMillan, Accounts Payable
Sandra Mercorelli, Certified Application Counselor
Megan Munford, Accounts Receivable & Accounting Associate
Rhonda Nichols-Wyche, Medical Director
Reginald Rosarion, Director of Education
Prudence Walters, Administrative Assistant

Call Center
Dalitza Sanchez, Call Center Manager/Medical Admin Assistant
Bonnie Black, Centralized Appointment Rep.
Dawn Randleman, Centralized Appointment Rep.

Chubb Center, Newark
Lillian L. Williams, Center Manager
Hannah Benniman, LPN
Lummie Little, Clinical Assistant
Arlene Martinez, Clinical Assistant
Angela Peterson, Lab Tech
Lisandra Rivas, Receptionist
Aneekah Simmons, Physician Assistant
Sharhonda Ward, Clinical Assistant

East Orange Center
Kelly Ferreira, Center Manager
Kisha Anderson, Nurse Practitioner
Katherine Davis, Clinical Assistant
Akira Frierson, LPN
Yudelka Gonzalez, Clinical Assistant
Antinette Rhymes, Receptionist

Ironbound Center, Newark
Rebecca Lopez, Center Manager
Vanessa Morel, Receptionist
Jennyfer Vedia, LPN
Diana Vidal, Clinical Assistant
Bonnie Probert, Nurse Practitioner

Montclair Center
Phyllis Rowan, Center Manager
Jacquelyn Centalonza, Receptionist
Lashonda Cherry, Clinical Assistant
Maritza Morales, Clinical Assistant/Biller
Mary Sessa, Nurse Practitioner
Towanda Williams, Registered Nurse

Paterson Center
Paula Hudson-Lambkin, Center Manager
Sylvia Bryant, LPN
Janet Ferrer, Clinical Assistant
Yury Gomez, Clinical Assistant
Trishaun E. Huertas, Clinical Assistant
Lori Marino, Physician Assistant
Aileen Morales, Clinical Assistant

Pompton Lakes Center
Evelyn Malave, Clinical Assistant
Demetria Manrads, LPN
Felicia Teabout, Receptionist

Per Diem Clinicians
Barbara Martin, Nurse Practitioner
Barbara Podinker, Nurse Practitioner
Kellie Volcy, Nurse Practitioner
Mary Yori, Nurse Practitioner
Health Centers

Chubb Center/
Newark
151 Washington Street
Newark
NJ 07102
P: 973.622.3900

Paterson
680 Broadway
Paterson
NJ 07514
P: 973.345.3883

Ironbound/
Newark
70 Adams Street
Newark
NJ 07105
P: 973.465.7707

East Orange
560 MLK Blvd.,
Suite 100
East Orange
NJ 07018
P: 973.674.4343

Montclair
29 N. Fullerton Avenue
Montclair
NJ 07042
P: 973.746.7116

Pompton Lakes
750 Hamburg Turnpike
Pompton Lakes
NJ 07442
P: 973.839.2363

PPMNJ Administrative Offices
151 Washington Street
Newark, NJ 07102
P: 973.622.3900
F: 973.596.2851
AT PLANNED PARENTHOOD, CARE IS MUCH MORE THAN THE SERVICES WE PROVIDE; IT IS THE WAY WE APPROACH OUR WORLD.

WE CARE.
DEEPLY. WITH RESPECT. WITHOUT JUDGMENT.
WE ARE UNWAVERING IN OUR BELIEF THAT ALL PEOPLE DESERVE HIGH-QUALITY, AFFORDABLE HEALTH CARE. WE ARE TIRELESS IN OUR EFFORTS TO PROVIDE EDUCATION AND INFORMATION SO PEOPLE CAN MAKE THEIR OWN HEALTH DECISIONS. WE PROUDLY FIGHT FOR WOMEN TO BE ABLE TO GET THE REPRODUCTIVE SERVICES THEY NEED. WE DO ALL OF THIS BECAUSE WE CARE PASSIONATELY ABOUT HELPING WOMEN, MEN, AND YOUNG PEOPLE LEAD HEALTHY LIVES.

NO MATTER WHO THEY ARE. NO MATTER WHERE THEY LIVE. WE WILL DO EVERYTHING WE CAN TO GET THEM THE CARE THEY NEED. BECAUSE WE BELIEVE THAT WHEN PEOPLE ARE TRULY CARED FOR, THEY WILL MAKE THEIR LIVES, THEIR FAMILIES – AND EVEN THE WORLD – BETTER AND HEALTHIER.

PLANNED PARENTHOOD. CARE. NO MATTER WHAT.
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Facebook: www.facebook.com/ppmnj
Twitter: twitter.com/ppmnj