



ANNUAL REPORT

YOUR PLANNED PARENTHOOD® ARIZONA SPECIAL EDITION NOTICIAS NEWSLETTER | 2012 – 2013

Letter from the CEO & Board Chair

Progress, No Matter What.

Last year, Planned Parenthood once again was in the headlines.

History was made in April 2013 when President Obama became the first sitting president to address Planned Parenthood when he spoke at our annual national conference in Washington, DC.

Despite the President's forceful victory in an election in which women's health care was prominent, opponents in Arizona, Kansas, North Carolina, Texas, Wisconsin and many other states continued to limit women's health care. In Congress, Arizona's own Rep. Trent Franks introduced legislation banning abortion at 20 weeks despite the fact that federal courts rejected the exact same restriction passed in 2012 by our own state legislature.

Sadly, we aren't surprised that some politicians continue to use their offices to overrule the health decisions of women and their families.

On June 14, 2013, the Arizona legislature adjourned, having failed to pass any new restrictions on women's health care. To our memory, this is the first time in 15 years that has happened. Many legislative and community allies joined us in opposing new restrictions, for which we are enormously grateful.

We also energetically contributed our voice to the successful fight to expand eligibility to health care in Arizona under the state's Medicaid program. With an almost 80-year track record of promoting prevention, this cause was at the core of our mission.

In relation to laws and regulation, Planned Parenthood Arizona (PPAZ) and a supportive community obstetrician successfully sued to head off a law signed in 2012 that bans Planned Parenthood and other providers from serving poor women under Medicaid. One result of our success was that the state was forced to reimburse PPAZ \$215,000 in legal fees.

Our initiative to change state and local school policy to require medically accurate, comprehensive sexuality education for all students is also seeing success. Students in Creighton Elementary School District will be able to receive this vital health information through the Family Life And Sexual Health (FLASH) curriculum (you can read more about this inside).

We continued to blaze a new path in our relationships with Arizonans who support us through our participation and leadership in the Collaborative Fundraising Initiative, a pilot partnership between PPAZ and the national office. Our current 2013-2014 Fiscal Year represents the third and final year of

this effort to fundraise with more effective communication and less expense. An evaluation of the pilot will determine how we work with Arizona donors in the years to come.

Inside this annual report you will also read about the expansion of the services we provide to include primary care, our conversion to electronic health records, and a story from a mother in southern Arizona who shared why she loves PPAZ.

None of this success would have been possible without your support and investment in our work. Thank you for your partnership in making sure women, men and young people can get the care and information they need to be healthy and reach their potential. Thank you for standing with Planned Parenthood.

No matter what.



Emily Chang *Bryan S. Howard*
Emily N. Chang,
Chair, Board of
Directors
Bryan S. Howard,
CEO

Our Mission Planned Parenthood Arizona promotes and protects every person's freedom and right to enjoy sexual health and well-being, to make reproductive choices, and build healthy, strong families.



Audited Fiscal Year 2012-2013 Financials

The financials reflect a time period from July 1, 2012 through June 30, 2013.

REVENUE, GAINS AND PUBLIC SUPPORT - FY 2013

| | | |
|---|---------------------|-------------|
| Patient Fees | \$8,447,658 | 65% |
| Grants | \$1,643,524 | 13% |
| Contributions | \$2,497,925 | 19% |
| PPAA Contributions | \$66,468 | <1% |
| Special Events (net) | \$68,341 | <1% |
| Investment Income | \$181,275 | 1% |
| Other | \$85,665 | <1% |
| TOTAL REVENUE, GAINS AND SUPPORT | \$12,990,856 | 100% |

OPERATIONAL EXPENSES

PROGRAM SERVICES:

| | | |
|----------------------------------|---------------------|------------|
| Patient Services | \$9,893,246 | 77% |
| Public Information and Education | \$286,440 | 2% |
| Public Affairs | \$96,917 | <1% |
| Planned Parenthood Advocates | \$263,198 | 2% |
| TOTAL PROGRAM SERVICES | \$10,539,801 | 82% |

SUPPORT SERVICES EXPENSES

| | | |
|-----------------------------------|---------------------|-------------|
| Management and General | \$1,869,249 | 15% |
| Fundraising | \$396,705 | 3% |
| Total Support Services | \$2,265,954 | 18% |
| TOTAL OPERATIONAL EXPENSES | \$12,805,755 | 100% |

CHANGE IN NET ASSETS

| | | |
|---------------------|--------------------|--|
| TOTAL ASSETS | \$7,954,915 | |
|---------------------|--------------------|--|

DEMOGRAPHICS

TOTAL PATIENT VISITS **64,313**

PATIENT PAYMENT METHOD

| | |
|--|-----|
| Self-pay | 59% |
| Title X (Federal family planning) | 17% |
| Health Plan/Insurance (Commercial and Medicaid) | 24% |

PATIENT SERVICES

| | |
|--|--------|
| Pap Smears | 6,633 |
| Breast Exams | 7,483 |
| HOPE (Hormonal Option Without a Pelvic Exam)* | 8,081 |
| STD Testing Encounters** | 12,478 |
| Contraceptives Visits | 60,371 |
| Emergency Contraception | 3,672 |
| Abortion Care | 7,688 |

*With new recommendations for Pap smears, the HOPE (Hormonal Option without a Pelvic Exam) is becoming the new annual exam for many women. A woman is still able to have the annual visit with her doctor in order to review her health and family planning options without having a pelvic exam.

**In previous years, we reported total number of individual STD tests administered. This year, we are reporting the total number of STD testing encounters. One encounter could be a full STD screening panel, which includes four individual tests.

Please note: This statement of revenue, allocations and expenses is the responsibility of the management of Planned Parenthood Arizona. Planned Parenthood Arizona, as a 501(c)3 organization, maintains a system of internal accounting controls designed to provide reasonable assurance the transactions are properly executed and recorded in all aspects. Assets are safeguarded and established policies and procedures are carefully followed.



"I have been a volunteer with PPAZ since 1982. I donate my time by helping at the Northeast [Phoenix] Health Center for three hours, once a week. I went through the inaugural electronic health records training with the health center staff and I am so impressed at how all of them have easily adapted to it. Our clients have been patient and supportive as we transition."

Carol Heimann, Volunteer with PPAZ for 31 years



Care. No matter what.

Sexuality Education Initiative Success



“Can you still grow after you get your period? Does pee have sperm? What if someone is touching you and you’re too scared to tell?”

Fortunately, for the middle school students who attend school in the Creighton Elementary School District, they did get the answers to these questions.

This year the Creighton Elementary School District took a bold step to address gaps in the sexuality education of their students. As Governing Board Member Tiffany Arenas said, “We recognized that we weren’t providing for our youth in the capacity that they deserved.”

In April, the Governing Board adopted *All About Life* for grades K-3, and the *Family Life And Sexual Health (FLASH)* curriculum for grades 4-8. Planned Parenthood Arizona education staff trained 19 district teachers and staff from four of the district’s elementary schools on the curriculum that originated in Seattle-King County, Washington. Attendees went on to pilot the curriculum with approximately 500 students in grades 6-8. Both the teacher training and the curriculum implementation were positively received, “I think FLASH has been one of the most rewarding things I have ever taught as a teacher. My students were 100% engaged in the entire week...”



We hope to repeat the experience of Creighton Elementary School District students, teachers, and board members as we move forward with year two of the Sexual Health And Responsible Education (SHARE) initiative.

The initiative, a collaboration between the education and public policy departments, seeks to encourage school

boards to approve a policy that demonstrates clear support for comprehensive sexuality education, and adopt a comprehensive sexuality education curriculum, such as FLASH, for grades 4-12. SHARE wants to increase the number of Arizona youth who receive high quality, medically-accurate, age- and developmentally-appropriate sexuality education.

Electronic Health Records Are Under Way

In 2009, the Health Information Technology for Economic and Clinical Health (HITECH) Act was passed. The Obama administration made the commitment to support the adoption of Electronic Health Records (EHR) in order to provide a way that improves convenience and care for the patient, while also increasing efficiency for the provider.

The larger vision for EHR is also better coordinated care between a provider, labs, pharmacies and specialists.

Planned Parenthood Arizona embarked on going paperless last year, with our first two health centers making the transition during the Fiscal Year. Both sites had tremendous success with their transitions – seeing more patients than

anticipated and having high accuracy in information input. The success of the first two go-lives was a yearlong collaborative effort to configure the system, which involved the entire organization and various departments. Ample training and hands-on support of staff and volunteers were a major component of the attainment of implementation in centers.

The remaining Planned Parenthood Arizona health centers will make the move to EHR over the next Fiscal Year. We look forward to the tremendous benefit to our patients, especially as they begin their own transition to having health insurance thanks to the Affordable Care Act. Good things are coming for our health centers in Fiscal Year 2013 – 2014.



fb.com/PlannedParenthoodAZ



@PPArizona

Coalition Work Leads to Editorial Board Meeting

During the most recent legislative session, Senator Katie Hobbs introduced a bill that would require schools in Arizona to adopt a comprehensive sexuality education curriculum. The bill was a response to Arizona's higher than average teen pregnancy and sexually transmitted infections rates. It was also about Arizona youth having better health education and brighter futures.

The bill was not heard in committee, but it was vital to Planned Parenthood and all the members of the Coalition for Healthy Arizona Teens

(CHAT) that this bill did not die without it launching the sex ed conversation. Work began to garner editorial board meetings in the largest metropolitan cities in Arizona. *The Arizona Republic* in Phoenix was receptive.

Senator Hobbs, our own Vicki Hadd-Wissler, Director of Education, and Tiffany Arenas, member of the governing school board for Creighton School District, put before the editorial board all of the reasons why sex ed was necessary (currently sex ed is not required in Arizona schools) and why that curriculum should be comprehensive.

Tiffany Arenas shared her school district's story with the editorial board. Creighton School District had just adopted comprehensive sexuality education for its schools because of the need that they saw.

The result was an editorial column in the newspaper that discusses the merits of sex ed, as well as an accompanying video. The editorial board also requested a follow-up opinion piece from Tiffany Arenas.

Planned Parenthood Arizona, Arizona Family Health Partnership, Arizona PTA, National Association of Social Workers Arizona Chapter,

Arizona Coalition on Adolescent Pregnancy and Prevention, and Children's Action Alliance are among the 12 organizations that make up CHAT. All are organizations that see a future where Arizona's youth can be more than statistics that show the failing of our state. Our youth can be statistics of success and health!

If you want to see *The Arizona Republic* stories that ran and keep in touch with what is going on related to sex ed in Arizona and across the country, follow CHAT on Facebook at www.facebook.com/CoalitionForHealthyArizonaTeens.



A Mother's Story

Anonymous, Tucson, AZ

Back in 1998 my oldest daughter was living on her own and going to law school. She met the love of her life online and they connected in a big way. A few weeks after they had connected, she called me to complain about itching and tenderness of the vulvar area. Being a starving law student, she had no health insurance. I told her to do the usual over-the-counter yeast treatments and really gave it no thought.

A week passed and she said things were not resolving, rather getting worse. I took off work and took her to the specialist at the hospital where I worked. Residents and attendings poured over her poor vulva and decided it was nothing they knew about and it should resolve on its own. Another week passed; the lesions

grew worse and more painful. I took off work and we saw the same doctor. Again, no answer. Blood work was negative.

A couple of days later, she called me at three in the morning sobbing and in pain. I traveled across town and looked at her vulva. There were lesions, pustules, and the area was deep red. I stayed with her and the next morning, I did the only thing I could think of. I called Planned Parenthood.

They saw us early that morning. The nurse practitioner was so gentle and thorough in her examination. She said she had never before seen such an unusual presentation but was certain it was herpes. She began immediate treatment while

sending a sample off to the lab. In one day the symptoms were improving. Three days later, we got the news that the diagnosis and treatment were spot on. She healed and was able to go on with her life. Her partner was notified and he was completely oblivious to the infection he had given her.

They have now been married ten years and have a beautiful daughter, the light of my life.

Planned Parenthood spotted something other pros missed and saved both her sanity and her reproductive capabilities. Now that I am retired, I will try to give back to this organization what they gave to my daughter, her husband and me. What would have happened had they not been there? Haunts me to this day.

Medicaid Expansion in Arizona

As a direct result of the passage of the Arizona state budget, our state will receive almost \$1.6 billion in federal funds to restore and expand Medicaid through the AHCCCS program.

This funding will provide health insurance for more than 300,000 additional low-income Arizonans. We will fulfill the will of the voters who voted to extend coverage to all adults living under the poverty level, all at no cost to the state.

We thank the courageous legislators who participated in a bi-partisan coalition that came together to improve the health of Arizonans and keep language out of the law that would have prevented Planned Parenthood Arizona from being able to provide care to AHCCCS patients; all because we provide abortion.

House Minority Leader Chad Campbell had this to say:

“From a policy perspective, the importance of Medicaid expansion can’t be overstated. Hundreds of thousands of Arizonans will now receive healthcare coverage and billions of new dollars will come into our economy. And, from a political perspective, our defeat of an abortion amendment that was being used as a wedge issue to kill Medicaid was huge. For the first time in many, many years the Center for Arizona Policy’s

extremist views didn’t come out on top. That’s definitely a step in the right direction.”

Like many other health care providers, we were proud to strongly support the expansion of health care to so many deserving Arizonans and are grateful for the strong support these legislators have shown in making Arizona’s women and working poor a priority.

Expanding Services – Introducing Primary Care

During the last Fiscal Year, Planned Parenthood Arizona embarked on a new expansion of its health services to include primary care.

Knowing our patients are busy individuals, we have always made sure they could get what they needed for their reproductive health care – exam, labs, medications – all in one visit. We wanted to help them treat their other health

issues so they could go on with their lives and be healthy.

Thanks to a generous grant from the Nina Mason Pulliam Charitable Trust, we were able to pursue this endeavor. Women and men can now come to Planned Parenthood Arizona for adult wellness and sick care, getting the same personal, confidential care on which they have always relied.

Dr. Laura Dalton, Director of Family Planning and Primary Care, is heading up the expansion at Planned Parenthood Arizona.

“Being able to provide primary care is not only a wonderful service for our current patients, but it is also a great service for those who live in our neighborhood,” says Dr. Dalton. “We aren’t an urgent care with long waits. We are Planned

Parenthood, which means expertise and care with a focus on our patients.”

Primary care is being launched at our Central Phoenix and Scottsdale Health Centers and then will expand to our other health centers across the state over the next year.

For more information on our primary care services, visit online at www.ppaz.org.

Volunteers Make the Difference

Each year, volunteers give hours, days, and weeks of their time to support Planned Parenthood and we are truly grateful for these contributions. This past year was no exception. Through the dedication of our volunteers we were able to reach 1,300 people through presentations and general

outreach; we were able to celebrate **five** successful *I Stand with Planned Parenthood* events hosted across the state; and we continue to have a fantastic blog through the informative, fun, smart contributions of volunteers (reaching almost 134,000 people with thoughtful, accurate

information). Find the blog at www.ppaz.org.

Volunteers make the difference for an organization like Planned Parenthood Arizona. If you are interested in volunteering with us, start by filling out an online application at www.ppazvolunteer.org.

“I volunteer with the Speakers Bureau and the education department. There is such a strong need for sex education in Arizona, and I am proud to volunteer with PPAZ to share the most up-to-date and medically accurate information on sexual health and sexuality. Plus, it’s a lot of fun!”



Kate Rogers, MPH
Volunteer with
PPAZ for 11 years



Planned Parenthood Arizona, Inc.

5651 North 7th Street | Phoenix, AZ 85014-2500

Care. No matter what.

Contact Us

Health Care – 855.207.PLAN (7526)
Planned Parenthood Arizona is committed to providing high quality, confidential health care services. Our trained customer services representatives are available to answer any question.

Fundraising – donate@ppaz.org
Your generous donation allows Planned Parenthood to continue providing medically accurate sexuality programs, quality confidential medical services, and public policy advocacy to defend access to reproductive health care. We welcome gifts of cash, check, credit/debit cards, monthly recurring gifts, stocks and securities, workplace gifts, and planned gifts and bequests.

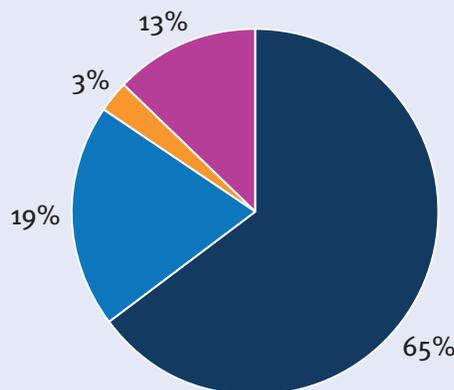
Education – education@ppaz.org
Planned Parenthood's education staff partners with parents, schools, and community agencies to create the healthiest generation of young people by providing education on sexual health topics in a variety of community settings. Our programming promotes and embraces sexuality as an essential lifelong aspect of being human, and empowers individuals to make healthy choices.

Public Policy – advocate@ppaz.org
Planned Parenthood Arizona advocates for the rights of all individuals to have access to the full spectrum of sexual health care and comprehensive sexuality education.



STATEMENT OF ACTIVITIES

Revenue and Support*

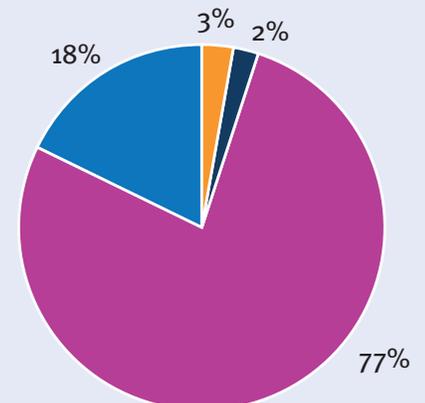


- Patient fees
- Contributions
- Contracts and grants
- Events and other

*Investment income was 1.4%

FUNDING ALLOCATIONS

Program and Supporting Services



- Public information and education
- Patient services
- Public Policy and PPAA
- Management and fundraising

The financials reflect a time period from July 1, 2012 through June 30, 2013



To make a donation today, please visit www.ppazdonate.org.