Insuring the Future

We’re very excited to be expanding our services – our Health Centers are now accepting insurance!

Over the past year, our staff has been developing the infrastructure needed for this project, and the hard work is paying off.

From negotiating contracts with major insurance companies to satisfying numerous credentialing criteria to updating our patient software and training staff on new procedures, Patient Services has been working tirelessly to make our insurance transition happen. This accomplishment is a large step in being able to meet the needs of our patients and in ensuring the sustainability of Planned Parenthood. As we look forward to the opening of the Health Care Marketplaces (Exchanges) on October 1, we’re thrilled to be a part of so many patients’ insurance networks.

According to Deanna Obregon, VP of Clinical Business Services, “our staff has done an amazing job at preparing the affiliate to accept insurance. This will allow us to attract new patients and continue to grow our business, and I am very proud of their work in this transition.” Our Health Centers are currently accepting patients from Florida Blue (Blue Cross/Blue Shield), Health Options, Cigna, and America’s Choice Provider Network, and we are in the process of establishing contracts with eleven other insurers.

Patients began to use their insurance with us in May, and we’ve been very pleased to see that 60% of individuals contacting us about continued on page 8
Dear Planned Parenthood Friends,

Great strides have been made in our country since I last wrote: the Affordable Care Act, also known as Obamacare, is being implemented, the Defense of Marriage Act was struck a great blow, and California became the thirteenth state with marriage equality. However, women’s health care is still facing dangerous challenges.

Nearly every state has seen efforts to restrict or eliminate access to these services. We’ve beaten many of the attacks on women’s health but we’ve also seen some tough losses this year – losses that will have a devastating impact on women who already have the least access to health care. In the first six months of 2013, states enacted 43 restrictions on access to abortion, which is as many as in all of 2012.

Texas State Senator Wendy Davis lit a fire when she stood for 13 hours to filibuster one of the toughest anti-abortion bills in the country. Although the Texas legislature later passed the restrictive and damaging law, they did so against a backdrop of thousands of protestors chanting, “Shame!” People have had enough, and they’re standing up to demand that women’s health and rights be respected.

In Florida, we made it through our 2013 legislative session with no “bad bills” passing. However, the fight for the right to basic health care persists. This year the Florida Legislature continued to focus their efforts on limiting the Affordable Care Act and denying health care access to the 1.2 million Floridians eligible under Medicaid expansion. Politicians should be working to increase access to health care – not take it away.

At Planned Parenthood, we believe health care is a right and these attacks we’re seeing are unacceptable. People deserve access to the health care services they need. Just like my colleagues in North Carolina, Ohio, Texas and Wisconsin – to name a few – we’re doing everything we can to defend and expand access to health care for our patients.

Florida’s legislative session starts in 7 months and they need to know that these kinds of attacks on health care are unacceptable. I thank you for your continuing support. Together, we’ll work to make sure everyone has access to the health care they need – no matter what.

With respect and admiration,

Barbara Zdravecky, President/CEO
Outreach with young supporters – Online and on Capitol Hill!

Our Public Policy team took its annual trip to Planned Parenthood Federation of America’s Organizing and Policy Summit (OPS) in DC.

This week-long meeting brings together colleagues from around the country who share new and exciting ideas about how to best engage with our communities. In particular, our staff were especially excited about a two-day “Train the Trainer” program focusing on the Affordable Care Act and OPS’s first-ever Digital Strategy Day.

While many people use Facebook now, it and other forms of social media are still considered a new frontier when it comes to engaging with our supporters. Many people aren’t close enough to a Planned Parenthood office or health center to volunteer or rally with us, but there are lots of ways to support our work online! We’re looking forward to rolling out some of these opportunities in the near future. The first step: have you liked us on Facebook yet?

In DC, we were joined by 15 college-age students from our service area who attended the simultaneously-occurring Youth Organizing and Policy Conference (YOPC), which welcomed 250 participants from around the country. Participants came from Eckerd College, Florida Gulf Coast University, New College of Florida and the University of South Florida.

Almost 30 attendees and Planned Parenthood staff from around Florida made lobby visits on Capitol Hill, with young people sharing their stories of why Planned Parenthood and women’s health are important to them. They had a wonderful time and their stories and presence had a great impact on our elected officials.

Fifty Planned Parenthood supporters handed out hundreds of condoms and condom leis in St. Petersburg this June to more than 100,000 upbeat parade attendees at the largest Pride parade in Florida.
Education through Blogging

More and more often, our patients are looking to the internet for information about sexual health.

As we all know, a simple Google search can quickly lead you down a rabbit hole, away from useful and accurate medical answers. We wanted to help fill this void and in November 2011 we launched The Feronia Project (FeroniaProject.org), a blog and website that provides a safe place to learn about sexual health, engage in discussions around social and reproductive justice, and find trusted resources for comprehensive, medically-accurate sex education. And boy, has it been a success! Since November 2011, The Feronia Project has helped to answer the sexual health questions of more than 220,000 people around the world.

While we’re thrilled to be answering questions in Ecuador, the Philippines, and even Iran, we’re most excited to be answering the questions of the nearly 14,000 Floridians who have visited the Feronia Project. This joint project between our education, marketing, and public policy teams has broken exciting new ground and has partnered with and been promoted by national experts on sexual health, including PPFA, Scarleteen, and Bedsider, an initiative of the National Campaign to Prevent Teen and Unplanned Pregnancy.

The Feronia Project addresses the questions of a young and diverse audience: 57% of our readers are under age 35 (65% female, 35% male).
male) and Feronia Project readers are 37% more likely to be African-American and 22% more likely to be Hispanic than readers of an average website. We’re timely, too – within minutes, a post can tackle the latest news in sexual and reproductive health or public policy, from the state of the Affordable Care Act in Florida to the link between oral cancer and the HPV virus. (Interested in reaching this young and diverse audience? We do accept digital advertisements! E-mail advertise@feroniaproject.org for more information on sizes and rates.)

We here at Planned Parenthood of Southwest and Central Florida recognize the need to reach our patients where they are and to make sure that we can answer their questions even when they’re not at one of our Health Centers. With the Feronia Project, we’ve taken 220,000 steps to do just that. Visit us at FeroniaProject.org to see us in action.

Is 20 the Magic Number?

Anti-women’s health legislators nationwide are pushing for new restrictions on reproductive care: the 20-week abortion ban has been co-opted across the country. In July, Texas became the 11th state to implement such a ban. This fight has struck a nerve for people everywhere. This isn’t about one bill or about one state; it’s about unrelenting attacks on women.

Abortion late in pregnancy is extremely rare: nearly 99 percent of procedures take place before 21 weeks. When it does happen, the situation is often heartbreaking and tragic – a time when a woman and her doctor need to evaluate every medical option available. When politicians tie doctors’ hands, women and their families are put into unimaginable situations: what can you do when you need to end a pregnancy for serious medical reasons, but you’re unable to do so?

While they’re claiming to protect women’s health, lawmakers don’t seem to realize how incredibly cruel and dangerous it is to strip women of the ability to make their own very private medical decisions. The American College of Obstetricians and Gynecologists has spoken out about how legislation like this prevents them from giving their patients the best health care possible in an individual situation. These bills are dangerous, they are extreme, and women are already paying the price in states where they have been enacted.

This fight shows once again that we are all better off when women and their doctors – not politicians – are the ones making medical decisions.
SOURCE Productions, Planned Parenthood’s award-winning theatre and video program, is excited to announce the premiere of five new episodes of Freefall, our web series about college life.

This ambitious series follows the poignant stories of five friends stumbling through their first year of college. Last fall we premiered the series, and are thrilled to be able to return to this world. The initial episodes have been viewed over seven thousand times!

Through their stories, these episodes address the serious difficulties college students face: drinking by students aged 18 to 24 contributes to an estimated 1,825 deaths, 599,000 injuries, and 97,000 cases of sexual assault or date rape each year. Freefall doesn’t shy away from this reality, and lets you watch as these friends discover the education that they’ll need to make it through their freshman year.

The entire series is available to view online at freefallthewebseries.com. We also have a Freefall Facebook page, (facebook.com/pages/Freefall-the-web-series) where fans can stay updated on all the latest updates about the series, plus view behind-the-scenes photos and access educational information about issues raised in the series. Like Freefall on Facebook, and help spread the word to everyone you know!
EVENTS

We were thrilled to host house parties this summer in Pinellas and Hillsborough counties. Our staff, board members and supporters came together to discuss current issues, challenges and programs within Planned Parenthood.

Jaymie Klauber (center) and Sally Yanowitz chaired a performance of the SOURCE Theatre at Polo Grill and Bar & Fête Catering. Jaymie and her husband Tommy sponsored and hosted the event.
Planned Giving

Making a planned gift, through your will or estate plan, serves as a testament to your commitment to our mission, and will help ensure that we can continue to be here for our patients – no matter what.

Planned Giving: Frequently Asked Questions

Who can help me arrange for a gift?
If you have a professional you are working with around your will or estate plan, like a financial planner, lawyer, accountant or insurance agent, please talk with them about leaving a gift. A professional can tell you about the various tax benefits of planned gifts.

How do I leave a gift in memory of a person or for a specified purpose?
A gift is a wonderful way to recognize someone who has made a difference in your life. You may also want to give to a specific service, like Education, Medical Services, or Advocacy. This kind of memorial gift can be arranged in your will, the same way that you would leave a personal gift from your estate.

Do I tell Planned Parenthood that I’ve left the gift?
This is up to you; however, we at Planned Parenthood would like to recognize you as a member of our Margaret Sanger Legacy Society and thank you for your generosity.

You can use one of our donation envelopes and simply check the box “I have already included Planned Parenthood of Southwest and Central Florida in my estate plans.”

Thank you for leaving a legacy with Planned Parenthood!

For more information about including Planned Parenthood in your estate plan, please call our Development Office at (941) 556-1246.

Insuring the Future continued from page 1

insurance are new to our Planned Parenthood affiliate. Patients are inquiring about insurance coverage of IUC (intrauterine contraceptive) insertions and removals, office visits, ultrasounds, and well-woman visits. “We have already begun to see several new patients who learned about our services through their insurance company. I believe more men and women will now see the wide variety of services that Planned Parenthood provides. Although this has been a learning curve for all, we are very excited to see our clientele expand,” says Christina Roth, Health Center Manager for Fort Myers.
COCKTAIL PARTY CONVERSATIONS

You’re at a barbecue with friends and people start talking about health insurance and the new health care law. Your friend Alexis shares her thoughts.

She says: “I don’t even understand all the fuss about the new health care law. I mean, how does it affect me?”

You say: “You’re definitely not the only one with questions, Alexis. A lot of people are wondering what the new health care law – often called Obamacare – is all about. The law means that all Americans are required to get health insurance next year. Starting October 1st, you can enroll in a new or more affordable health insurance plan. There will be a variety of plans to choose from, but they’ll all cover things like doctors’ visits, hospitalizations and prescriptions. And all plans will have to cover birth control and related visits at no cost to you.

For even more information and a list of key things to consider as a woman when choosing a health plan, I recommend you visit PlannedParenthood.org/HealthInsurance.”

Make a difference for our patients with a monthly gift!

- $15 a month will help a teenager access birth control for a year
- $25 a month will provide for more than two dozen HIV tests in one year
- $100 each quarter will support a set of outreach education sessions for at-risk teens

Call us at 941-365-3913 x1124 for more information on monthly and quarterly automatic donations.

Supporters and advocates show off their winnings after “Sex Trivia in St. Pete” at ARTpool Gallery on Central Avenue.
The Sidney and Beatrice Albert Foundation for continuing support of our prevention programs and services.
The Brunckhorst Foundation for continuing support of our prevention programs and services.
The Irving and Sara Selis Foundation for support of our Tampa Art of Safe Sex event.
Planned Parenthood Foundation for support to enhance our security equipment and resources at our Lakeland and Sarasota health centers.
Stillinger Charitable Trust for support of our Electronic Health Records system.
United Way Suncoast for continuing support of our Outreach and Patient Education Programs.

Mission Statement
The mission of Planned Parenthood of Southwest and Central Florida is to ensure the right of all individuals to manage their sexual and reproductive health by providing medical services, education, and advocacy.

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MyPlanned Parenthood.org

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Save the Date! 2013-14 Events

Mr. Beery’s Fun Friendraiser:  We’ve Got You Covered – A Toga Party!
Friday, September 27
Sarasota

Safe Sex Halloween Bash: Studio 13, The Undead Disco
Friday, October 25
Michael’s On East in Sarasota

High Tide at High Noon
Monday, November 18
Sarasota Yacht Club

Hamburger Mary’s Drag Queen Bingo
Tuesday, November 19
Ybor City, Tampa

Lee Choice Affair Luncheon featuring Guest Speaker James R. Nathan,
President and CEO, Lee Memorial Health System
Tuesday, January 28
Lexington Country Club

Tampa Choice Affair Luncheon featuring Guest Speaker Leslie Kantor,
Vice President, Education, Planned Parenthood Federation of America
Tuesday, February 4
Maestro’s at the Straz Center

Manatee Choice Affair Luncheon featuring Guest Speaker Leslie Kantor,
Vice President, Education, Planned Parenthood Federation of America
Wednesday, February 5
Renaissance on 9th

Annual Dinner Celebration
Thursday, March 13
Sarasota

For information about sponsorships, please contact us at 941-365-3913 x1045.
To purchase tickets online, please visit myplannedparenthood.org