



Planned Parenthood of Indiana and Kentucky

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summer 2014

RISING TO THE CHALLENGES

On July 1, we celebrated our first year as Planned Parenthood of Indiana and Kentucky (PPINK). I must say, it's been quite a year. As always, the very best part of our work is the ever-expanding network of personal treasures we meet and come to know—each and every one of you holds a special place in our hearts for always being with us—thank you.

Yes, the merger brought an introduction to new faces and places, new opportunities and challenges. Most of you by now have heard me say that we have to change how we operate if we wish to survive in this ever-changing health care environment. The costs of providing high-quality health care continue to rise, and because we are Planned Parenthood, we certainly have our very own set of “special” challenges.



For instance, in 2004, when we first became a statewide affiliate, we saw 55,000 patients for Pap tests – it was medical protocol that women be screened annually for cervical cancer. New protocols were issued several years ago, recommending that most women get tested only once every three years, beginning at age 21. So, last year, in Indiana and Kentucky, we did 9,000 Pap tests.

While that advancement in medical protocols is significant – great for women and great for the mission – it certainly has had an impact on our patient traffic. Now we provide more STD and pregnancy tests than Pap tests.

Another example—in the past couple of years, the U.S. Food and Drug Administration approved some forms of emergency contraception for over-the-counter sales, first to women 18 and older, and more recently, regardless of age. That's great news for women in urgent need of contraception. It's great for the mission. For PPINK health centers, it has meant another decline in patients through our doors, counting into the thousands.

While it's too early to know how the Affordable Care Act and its provision for contraception without co-pay will affect us, we do know that if women aren't paying out-of-pocket for contraception, they will be less motivated to find a low-cost provider. Another fabulous score for the mission. For the margin? Not so much.

We love these changes. We love seeing increased access to health care, expanded access to birth control and, especially, we love the resulting reduction in unintended pregnancies, which we all know means fewer abortions. Score a bunch for the mission!

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Another Legislative Session in the Books

Compared with the tempests of recent years, the legislative seas were relatively calm in 2014.

Kentucky's session finished in May with no new legislation passed restricting reproductive freedom. As in years past, the American Civil Liberties Union of Kentucky's Reproductive Freedom Project successfully represented Planned Parenthood of Indiana and Kentucky (PPINK) women and families among legislators.

We are grateful for their help and hopeful that the slim majority of Kentucky state legislators who have held the line against the kind of targeted restrictions that have passed in other states, including Indiana, will survive the Nov. 4 election.

In Indiana, SEA 292 took effect on July 1. Under this law, physicians who provide abortions must now file written documentation with the Indiana State Department of Health documenting that they meet the state's admitting privileges requirement. Such laws create additional burdens to access because they introduce a disincentive for physicians to consider a partnership with an abortion practice, and make public those hospitals with such a relationship.

Reducing the damaging impact of SEA 292 was our major focus during the Indiana legislative session. We were successful in our efforts to ensure that any information that might put the safety of our partners at risk would be redacted before documentation is made public. The passage of a bill (HB1123) prohibiting private insurers from offering coverage

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MOVING FORWARD

RIISING TO THE CHALLENGES *Continued from page 1*

The forward motion for the mission makes it imperative that we fundamentally change how we operate.

We know, without a doubt, that people still need us. Planned Parenthood remains a household word, with one in five women in America using our services in their lifetimes. Indiana and Kentucky still lag the nation in teen pregnancy rates and prevalence of cervical cancer. More people in both states are now insured or covered by Medicaid, but hundreds of thousands are not.

The need for a strong voice to advocate for reproductive health care is as great, or greater, than it has ever been. Our education programs are reaching more than ever before, equipping them with the information and resources they need to make healthier decisions. We continue to focus on multi-session, outcome-based programs because we know they make a positive impact on behaviors.

And so, we are making tough choices. We have undertaken intensive and far-reaching initiatives that are fundamentally changing how we operate. We are fine-tuning a new business model to en-

sure we are sustainable and here for our patients, and for all Indiana and Kentucky women and men and families, long into the future.

This summer, we will close our health centers in Bedford, Warsaw and Madison (see next page). All three have been in their communities for nearly 40 years.

Hours at most of our remaining 25 health centers will change this fall to a more efficient schedule.

One significant improvement in health center operations will be the offloading of phone calls to a call center. This will free up health center staff to tend to patients and the daily administrative duties required of a medical practice.

Other changes are coming. In Indiana, we'll increase focus on our mail delivery service for contraception, thereby ensuring we are providing the services our patients need in the most patient-friendly fashion. We're continuing to expand our contracts with insurers to make it easier for insured patients to continue coming through our doors. We'll continue to invest in providing a qual-

ity patient experience — more nurse practitioner availability, upgraded waiting areas, updated materials, etc. We are changing our behaviors so that we attract new patients and retain them as our future patients.

We know our health care is already high-quality, and that our patients value the relationships they have with the staff in our health centers. We're dramatically revamping staff training and development, along with other initiatives, to make our already good care even better.

Your support and partnership in our mission help us make it through the night to greet another day — with your goodness and guidance, we're in it for another 80 years and counting. Happy summer.



Betty Cockrum, President and CEO

Newly Insured through ACA Exchange? You're Welcome at PPINK!

The Affordable Care Act brought new coverage options for patients, and at Planned Parenthood of Indiana and Kentucky (PPINK), we're working to make sure the newly insured can continue to come to us as their provider of choice.

In addition to the many private insurance plans accepted at PPINK health centers, we also have contracts with many exchange plans, and we're working every day to secure more contracts.

Approximately 132,000 Hoosiers are now insured through the marketplace, 55 percent of them women. In the Commonwealth, nearly 83,000 Kentuckians signed up in the marketplace. An additional 330,000 people are newly covered under Medicaid, which Kentucky Gov. Steve Beshear opted to expand under the Affordable Care Act.

In May, Indiana Gov. Mike Pence proposed using federal Medicaid funds to expand the state's Healthy Indiana Plan to cover as many as 350,000 low-income Hoosiers, compared with the 40,000 now covered. Pence's plan still must receive federal approval.

Nationally, more than 8 million Americans registered for insurance coverage during the first open enrollment period for the Health Insurance Marketplace. The next open enrollment period for the Health Insurance Marketplace is slated for Nov. 15, 2014, to Feb. 14, 2015. Enrollment in Medicaid and the Children's Health Insurance Program is open year-round.

Planned Parenthood continues to be a resource for patients needing more information about their options under the Affordable Care Act, offering tools and information at www.plannedparentoodhealthinsurancefacts.org.

Higher Demand for IUDs Prompts Advanced Training

As part of Planned Parenthood of Indiana and Kentucky (PPINK)'s commitment to providing high-quality health care, 35 PPINK clinicians received advanced, hands-on training in May on intrauterine devices (IUDs).

IUDs, such as ParaGard and Mirena, have long been recognized as highly effective, long-acting reversible forms of contraception. More PPINK patients are seeking IUDs, spurring the training at a recent clinician meeting, said PPINK Lead Clinician Lynda Ziegler.

"We're seeing a shift to IUDs for women in their late teens who are seeking long-term birth control, and also for women in their late 30s who are done having children but are not interested in sterilization," Ziegler said.

Changes to contraception coverage under the Affordable Care Act are also driving demand for IUDs, which have a higher up-front cost than other forms of birth control. The costs can range from \$500 to \$1,200 for the device and the insertion/removal fee. With ACA changes, IUDs in many cases could be covered completely as preventive care, removing the financial barriers that previously kept many patients from seeking IUDs.

IUDs are more than 99 percent effective at preventing pregnancy, and provide 3 to 12 years of contraception, depending on the type. Last year, PPINK clinicians performed 1,600 IUD procedures, up from 1,300 in 2012 and 1,200 in 2011.

During the training, nurse practitioners were able to practice the technical skills required to insert IUDs into the uterus as quickly and comfortably as possible for the patient. Planned Parenthood Federation of America (PPFA)

loaned its PelvicSim for the training. This pelvic model is connected to a computer that provides instant feedback from a virtual patient and alerts the clinician to potential complications.

During the training, clinicians insert IUD samples into the pelvic model while the computer visualizes the procedure from inside the patient, allowing clinicians to see results and hear feedback from the "patient." If the clinician makes a misstep, the computer might even say, "Ow, you're hurting me!"

This hands-on training opportunity gave clinicians a stress-free, risk-free environment to practice placing and removing IUDs, which will provide patients a better experience for an increasingly popular service.



Clinicians using the PelvicSim model to practice inserting and removing IUDs (photo courtesy of PPFA).

Three Indiana Health Centers to Close this Summer

As part of our 2015 fiscal year budget planning process, Planned Parenthood of Indiana and Kentucky (PPINK) made the difficult decision to close the Bedford, Madison and Warsaw Planned Parenthood health centers.

The Bedford and Warsaw health centers will close on July 25, 2014. The Madison health center will close on Aug. 22, 2014. No other health center closures are planned.

The rising costs of providing medical services, and declining patient numbers, led us to the unavoidable conclusion that we are no longer able to support health centers in these communities.

We are hopeful our staff in these health centers will continue to work at PPINK. We are committed to en-

suring our patients continue to get Pap tests, birth control, breast exams and other preventive care at nearby PPINK health centers, or with other providers in their communities. We are also encouraging our Indiana patients with birth control prescriptions to enroll in *We Deliver* by visiting www.ppink.org or calling (800) 421-3731, ext. 10904. This program allows patients to receive their birth control pills directly at their door.

Our Bedford patients are encouraged to visit our Bloomington or Seymour health centers; Warsaw-area patients are being referred to our Elkhart or Fort Wayne health centers; and our patients in Madison are encouraged to visit our health centers in New Albany, Seymour or Louisville.

Patients can also find other low-cost or income-based health centers by visiting www.ifhc.org or by calling 2-1-1 for information and referral to a variety of health and human services agencies. Patients can find out if they qualify for Indiana Medicaid coverage for family planning and contraception by visiting www.ifcem.com or calling (800) 403-0864 to request an application.

For more context about these closings, and how they fit into our efforts to ensure a sustainable future, see Betty's letter on p. 1.

In the News: Teen Pregnancy Rates Still Lag National Average

In late May and early June, more than a half-dozen newspapers in Indiana and Kentucky featured a guest column from Planned Parenthood of Indiana and Kentucky (PPINK) President and CEO Betty Cockrum on the need to address the teen pregnancy rate in both states.

The column came on the heels of a widely reported study from the Guttmacher Institute showing that nationwide, teen pregnancy rates are declining. That's great news—but a deeper look shows that in Indiana and Kentucky, teen pregnancy rates are not declining as rapidly as in the nation as a whole, and that both states still fall below the national average.

"Teen pregnancy is associated with higher poverty, lower education, higher infant mortality, and greater reliance on public support—not exactly the kind of bright futures we want for our young people," Cockrum wrote. "These effects follow teens and their families for years—often, for generations."

In Indiana and Kentucky combined, 50 teenagers get pregnant each day—enough to fill two classrooms. We know what helps prevent teen pregnancy—access to birth control and comprehensive, medically accurate sex education.

At our health centers, our trained professionals provide information and high-quality, affordable health care in a non-judgmental setting. And through the Sara and Albert Reuben Partners in Health Education initiative, our educators conduct school-based programs, peer education groups and other youth-focused programs.

With your support, these programs provide teens with accurate information about the importance of protecting themselves against unintended pregnancy and sexually transmitted diseases, and about healthy relationships. For parents, we provide resources to help talk to teens about these critical topics.

"Our goal is nothing short of eliminating unintended teen pregnancy in the communities we serve by encouraging teens to take charge of their reproductive health," Cockrum concluded. "To do this, we need teens, parents, educators and communities to push for comprehensive, accurate education that includes abstinence. Together, we can give all teens a brighter future."

Look for Us this Summer

Planned Parenthood of Indiana and Kentucky (PPINK) educators have a full calendar of summer events! We are participating in Pride events in Louisville, Lexington, Indianapolis, Fort Wayne, Lafayette and Spencer, Ind., plus Indiana Black Expo and a variety of other summer health fairs and community events. Look for our blue-and-white T-shirts, stop by to meet our staff and volunteers, and check out our fun games and giveaways!

Cecile Richards Tours Indianapolis Southside

On a brief visit to Indianapolis in March, Planned Parenthood Federation of America (PPFA) President Cecile Richards toured the recently updated Indianapolis Southside health center. Vice President of Patient Services Liz Carroll and the Indianapolis Southside health center staff talked with Cecile about PPINK patient experience improvements and the everyday challenges and successes of patient care. Cecile also met with a group of supporters during her trip at the Indianapolis home of PPINK board member Michele Janin.



Indianapolis – Southside Center Manager Tonya guides Cecile Richards and Lauren Petersen, from PPFA, on a tour of the updated patient service delivery area.

The Women's Health Fund Saves Lives!

The Planned Parenthood of Indiana and Kentucky (PPINK) Women's Health Fund offers financial assistance to our patients in need so they can receive essential, preventive reproductive health care at little or no cost.

Through this fund, women and men in need have access to essential reproductive health services like cancer screenings, birth control, and screening and treatments for sexually transmitted diseases. Women's Health Fund is not used for abortion services, which are funded separately.

One patient who benefited from the Women's Health Fund told us,

"It is affordable and makes it possible to come to Planned Parenthood on a regular basis for important health care — not just supplies — but also exams and Pap tests; very important health issues that are so expensive at the doctor for people without insurance. Birth control pills are expensive too, without insurance. PP is a godsend, and everyone in the office is warm and caring."

You can help even more patients receive essential health care by donating to the Women's Health Fund at www.ppink.org/donate. Your gift of \$50 will provide one dose of emergency contraception and one month of birth control pills, your \$100 gift will provide four patients with an HIV same-day-results test, or your gift of \$1,000 will help provide four diagnostic cancer screenings to women with abnormal Pap test results. Give today to protect your community's health and save lives!

Legislative Session

Continued from page 1

for abortion, with exceptions for rape or incest, was of course disappointing. It is worth noting that insurance for government and other public employees in Indiana has long had those restrictions in place.

While the 2014 session may have been relatively calm, and PPINK was pleased to experience a greater level of collaboration with Indiana lawmakers than in any recent session, we know the lawmakers will return to both Indiana and Kentucky state houses in January, and the environment could be more challenging. We will be ready for whatever awaits us and we will protect access to reproductive health care.

We're spending the summer organizing faith-based and health provider advocacy constituencies, tracking interim study committees, and meeting with key legislators and public policy players to demonstrate the real impact PPINK has on the health of our communities. We're working to highlight the importance of protecting the rights of women—not government or politicians—to make their own decisions about health care.



Nurse Practitioner Stephanie shows off an Implanon device, a long-acting reversible contraceptive implant placed in the upper arm, one of many long-acting birth control options available at PPINK.



Cecile Richards poses with center staff at the end of a brief stop in Indianapolis.

Planned Parenthood of Indiana and Kentucky

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Transition Coming to Leadership Team

After nine years as vice president of patient services, Liz Carroll announced in May that she'll be leaving Planned Parenthood of Indiana and Kentucky (PPINK) in early September.

"Many months ago, I started thinking about making a career change and kept waiting for the right time," Carroll said. "I finally concluded there is no right time, but there is a right way. And so, over the next weeks, my priority is to do everything I can to ensure a smooth transition in patient services leadership, and to further the many initiatives in progress that will best position us to meet the needs of the ever-changing health care environment."

During her tenure, Carroll has been instrumental in strategically advising the organization through key legal, legislative and funding challenges.

She has successfully led the relocation and remodel of multiple health centers through our Tapestry of Strength Capital Campaign and beyond, effectively recruited a bench of skilled physicians, strengthened our relationship with key health organizations, and increased access to health services like long-acting contraceptives, Essure and abortion services – just to mention a few of her many accomplishments.

"Liz has done an extraordinary job in her nine years with us, and she will be greatly missed," said PPINK President and CEO Betty Cockrum. "We are

grateful to have the summer to put in place a transition that works for all of us, and we know that wherever Liz chooses to go after PPINK will be fortunate, indeed, to have her skills and talent."

PPINK is actively searching for Carroll's replacement. For more information, visit www.ppink.org and go to our Careers section under About Us.



Vice President of Patient Services Liz Carroll

Lawsuit over SEA 371 Still Pending

In August, we'll mark the one-year anniversary of the filing of a lawsuit challenging Indiana SEA 371. A preliminary injunction granted last fall kept certain provisions of the law from taking effect on Jan. 1. Planned Parenthood of Indiana and Kentucky (PPINK) is keeping a close eye on the litigation as it winds through the U.S. District Court.

As reported last fall in Access, one provision of SEA 371 requires facilities offering non-surgical abortions to meet the same licensing standards as facilities that offer surgical abortions. This provision was challenged by the American Civ-

il Liberties Union of Indiana on behalf of PPINK, partly on the grounds that the law affects only one facility in the state — the PPINK Lafayette health center.

We're hopeful the case will soon be resolved in our favor so that PPINK can continue offering safe and legal non-surgical abortions along with our full range of preventive services in Lafayette. For the latest news from PPINK, follow us on Facebook or sign up for action alerts at www.advocates.ppink.org.

Goddesses and Gods Gather to Raise \$160,000 to Benefit Women's Health Fund

Nearly 700 people came out in April for a red hot night to benefit the Women's Health Fund, raising more than \$160,000 to help pay for preventive health care for low-income women and men in need.

Over the event's 11 years, more than \$1.1 million has been raised for the fund, which pays for Pap tests, breast and testicular exams, birth control and sexually transmitted disease testing and treatment for those who might otherwise go without care.



Event co-chairs Tony and Marya Rose

The fund is especially important for the estimated 350,000 people in Indiana and Kentucky who do not have health insurance and do not qualify for Medicaid. Pap tests, breast and testicular cancer screenings help detect cervical and other cancers earlier, when treatment is more effective.

"It's a tremendous amount of fun to know we have one of the year's 'can't-miss' events," said Planned Parenthood of Indiana and Kentucky (PPINK) President and CEO Betty Cockrum, "but it's more gratifying to know that because of our guests' generosity, we've helped so many women and men get basic, preventive health care."

The event's co-chairs were Marya and Tony Rose. Ms. Rose is a PPINK board member and chief administrative officer for Columbus, Ind.-based Cummins Inc. Mr. Rose is an Indianapolis attorney.

The "Rouge"-themed event included a two-hour pampering session from more than two dozen local vendors, a silent auction, dinner and dancing.

"The goddesses and gods who come to our gala year after year know well how critical PPINK is to the women and men in need in the communities we serve," said Marya Rose. "I am proud to stand up for Planned Parenthood, and of this organization's 80-year-plus history in Indiana and Kentucky. That's a wonderful legacy to continue."

Mark your calendars—next year's Gathering of Goddesses and Gods will be held on Saturday, April 25, 2015.

Teens Launch Campaign to Educate Peers about Consent

If you have walked the hallways of a Central Indiana or Louisville high school recently, there's a chance you've seen a #DefiningConsent sticker affixed to a notebook or laptop.

#DefiningConsent is a new Planned Parenthood of Indiana and Kentucky (PPINK) campaign that arose out of discussions between members of PPINK teen peer-education groups in Indianapolis and Louisville. Members of the groups—Teen Council in Indianapolis and Teen REACH in Louisville—ranked consent as the top issue they and their peers face in building healthy relationships.

In fact, nearly 15 percent of Hoosier females and 13 percent of Kentucky females in grades 9-12 report they have been forced to have sexual intercourse, according to the U.S. Centers for Disease Control and Prevention's 2011 Youth Behavioral Risk Survey. Both states exceed the national rate of 11.8 percent.

In their talks, the teens realized that they and their peers didn't have a common understanding of what constitutes consent. So, #DefiningConsent was born. Working in groups, they developed a shared definition of consent: "to make a mutual, voluntary, informed decision between clear-minded, of age participants before ANY and EVERY sexual act."

Then, they developed the #DefiningConsent campaign, which includes social media outreach, collateral pieces and community events. Materials are also available for parents and caregivers, to assist in talking about consent with their teens.

CONSENT (VERB)

To make a mutual, voluntary, informed decision between clear-minded, of age participants before ANY and EVERY sexual act.

#DEFININGCONSENT PLANNED PARENTHOOD OF INDIANA AND KENTUCKY
PPINK.ORG/CONSENT

The Indianapolis Teen Council, which is supported by SARPHE and the Sara & Albert Reuben Partners in Health Education (SARPHE) initiative, held a pre-prom event in conjunction with the Indiana Youth Group in March. More than 60 teens participated in several discussions about the sexual pressures and stereotypes that often accompany prom.

Louisville's Teen REACH, which is supported in part by SARPHE and the University of Louisville's School of Medicine, hosted a movie night to view "The Line," a documentary about the reality of rape and sexual violence. Led by PPINK educators, the teens began and ended the night by describing one thing they knew about consent.

"The #DefiningConsent campaign is a thoughtful way to address this critical issue that has lasting repercussions for teens and their families," said Judi Morrison, PPINK Director of Education. "Our peer education groups are an extension of the important work our educators do in the communities we serve, helping individuals and families make the best decisions for their futures."

To learn more about #DefiningConsent, visit www.ppink.org/consent.

Planned Parenthood of Indiana
and Kentucky

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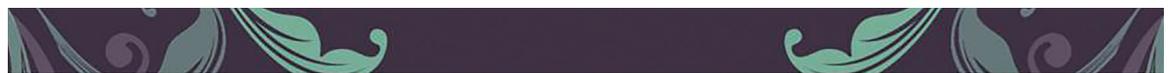
CENTER LOCATIONS

INDIANA

- Avon
- Bedford
- Bloomington
- Columbus
- East Chicago
- Elkhart
- Evansville
- Fishers
- Fort Wayne
- Gary
- Hammond
- Indianapolis:
 - Eastside
 - Midtown
 - Southside
 - Georgetown at 86th
- Lafayette
- Madison
- Merrillville
- Michigan City
- Mishawaka
- Muncie
- New Albany
- Seymour
- Terre Haute
- Valparaiso
- Warsaw

KENTUCKY

- Lexington
- Louisville



Birds & Bees Bash

Friday, August 15, 2014 • Louisville, Kentucky

R.S.V.P. by August 8, 2014

Proceeds from this event benefit
Planned Parenthood's education programs.

To order your tickets, scan the QR code below!



SAVE THE DATE

Gathering of Goddesses and Gods

Saturday, April 25, 2015