Fiscal year 2017 brought us unexpected and unprecedented new challenges.

Along with so many of the issues that are critical to the well-being and safety of people living in this country, Planned Parenthood’s services and programs were and remain clearly targeted by the administration and Congress. And, the resulting outpouring of support through donations and volunteerism has been groundbreaking and inspiring.

PPSP’s Strategic Plan guided us to seek opportunities for growth and helped position us to face the challenges ahead.

We: significantly expanded our community-based outreach and marketing within our four-county service area; implemented promotional strategies and patient-recruitment and retention strategies; increased our outreach efforts to secure relationships with other health care providers and community-based referral sources in our markets; and expanded our services to meet the needs of our transgender community.

Our work to enhance our patients’ experience focused on increasing our appointment availability and reducing the amount of time that each patient spends at our health centers. Our success was underscored by the improvement in the feedback we received from patients through satisfaction surveys.

Our advocacy work drew an enormous number of new activists who, along with our stalwart volunteers, helped us successfully hold back a vote in the PA Senate that sought to implement one of the most restrictive abortions bans in the nation. We also fought a “defunding” effort that would deny our services to Planned Parenthood’s most vulnerable patients in Pennsylvania, and we worked with our colleagues to thwart attempts at the national level to block access to our services. PPSP was honored to be among the participants in the Philadelphia Women’s March on January 21st, and we joined 50,000 others who marched to protect and advance basic human rights and freedoms.

In October of 2016 we celebrated Planned Parenthood’s 100th anniversary, and we continue to stand stronger than ever. We’re now seeing a 30-year low in unintended pregnancy, an all-time low in teen pregnancy and the lowest abortion rate since the 1973 Roe v. Wade decision. All of these outcomes resulted from the delivery of high-quality health care and access to contraception and reproductive health information.

Our doors will remain open, and we will continue to be there for all who need us. No matter what.
We embarked on a project to enhance the patient experience by increasing access to appointments and decreasing the total time spent in our health centers. Operational workflow and systems were adjusted to ensure increased productivity and reduced cycle times. PPSP saw a 4% average increase in center productivity, a 3% increase in patient visits, and a 20% decrease in the average time a patient spends in a health center, with most visits under an hour, and in many cases under 45 minutes. These improvements resulted in a continued increase in patient satisfaction noted via feedback surveys. At our Surgical Centers, we completed our transition to Electronic Medical Records and implemented a patient-activity tracker platform to measure visit times. We began offering hormone therapy services to the transgender community at our EBLO location. We continued to provide quality, affordable and convenient reproductive healthcare, detailed as follows:

**A CLOSER LOOK**

- 62,664 family planning visits were provided to 37,893 women, men and teens in eight health centers.
- 4,889 women were screened for cervical cancer; 286 were provided follow-up care.
- 91,169 STI tests were performed.
- 5,844 doses of Emergency Contraception were distributed.
- 1244 women had IUDs inserted and 747 had contraceptive implants inserted, marking a 28% increase in Long-Acting Reversible Contraceptives (LARC).
- 1,279 medical visits were made via Online Appointment Scheduling.
- 7,952 abortions were performed in four sites; 45% of these were medication abortions.
EXTERNAL AFFAIRS
ACCOMPLISHMENTS

The first few months of FY17 were mostly devoted to our collaborative electoral work with PPPA Advocates and PAC, organizing activities for the Democratic National Convention, fundraising and working on elections. After the election, we managed the tremendous and unprecedented community outpouring of support and offers to volunteer. Advocacy efforts focused primarily on preventing the repeal of the Affordable Care Act, including the “defunding” of Planned Parenthood by denying Medicaid reimbursement, and we prepared for more attacks threatening all funding streams including Medicaid, Title X and reduced costs for the purchase of medication through 340B drug pricing.

A CLOSER LOOK

• Our supporter base grew by 20%; our email network by 44%. We have 170,000 supporters in southeastern PA and can now email 85,000 of them to take action.

• We held an Action Forum in January for more than 400 of those supporters to kick off the fights ahead.

• We received more than 600 volunteer applications since Election Day and trained more than 500 new volunteers.

• We continued to expand our community outreach and our work in solidarity with community partners working on immigrant rights, racial justice, LGBTQ rights and more. We’ve been proud to speak out and stand with partners who fight for justice and the ability for people to determine their own destiny.
• Advocacy efforts focused on preventing the repeal of the Affordable Care Act, including the “defunding” of Planned Parenthood by denying Medicaid reimbursement and other funding sources. We held phonebanks, marched, participated in direct actions with partner organizations, held neighborhood canvasses and events outside elected officials offices, secured many patient stories, took patients and providers to visit DC lawmakers, held a Women’s Health Field Hearing and much more.

• In Pennsylvania, we fought and prevented an abortion ban from being passed, as well another “defunding” bill, through grassroots actions and visits with lawmakers, including reaching out to those new to the legislature this year. We continued to develop strong relationships with lawmakers and provided information and education.

• PPSP had 93 traditional “media hits” this year, many focused on attempts to “defund” the organization and cut off access for thousands who come to us for care through Medicaid and the national family planning program (Title X). Our social media work continued to grow with a huge and unprecedented boost early in 2017.

• While we played defense against attacks on access to preventive health services, abortion services and more, we continued to work with partners on the Agenda for Women’s Health in PA.
EDUCATION ACCOMPLISHMENTS

PPSP provided sexuality education programs to 5,260 teens, parents and youth-serving professionals of varying backgrounds and cultures. Our education programs are age and developmentally appropriate, medically accurate, population-specific and informed by science and sexuality health education’s best practices.

A CLOSER LOOK

• 1,450 students visited our Health Resource Centers in two Philadelphia High Schools.

• 38 young LGBTQA men and women participated in weekly group meetings and activities with their peers at SPOT, a Space to be Proud, Open and Together.

• 359 Achieving Independence Center members attended Healthy Relationship classes; 29 were tested for sexually transmitted infections; 29 peer educators were trained; 118 received supportive one-on-one counseling; and 6,225 safer sex materials were distributed.

• 3,242 young people in our four-county area benefitted from our Community Education programs on STI and pregnancy prevention and other topics.

• 171 youth serving professionals participated in professional development programs.

• 3,157 people were reached through tabling and crowd-canvassing. 65 health center appointments were made for education participants; 244 patients were referred to PPSP health centers; and 17,538 safer-sex materials were distributed.
WHERE THE MONEY COMES FROM

37%  Patient Service Revenues (Health Centers)
29%  Community Support
18%  Patient Services (Surgical Centers)
10%  Government Grants & Contracts
  Other Revenues

WHERE THE MONEY GOES

51%  Patient Services (Health Centers)
20%  Patient Services (Surgical Centers)
15%  Administrative Expenses
  Other Expense
  Public Information & Advocacy
  Fund Raising
  Education & Professional Development
Champions for Choice ($5,000-$9,999)

Franny & Franny Abbott
Hillary Alper
S. Decker Anstrom & Shermon Hiestra
Donors Anonymous

Margaret Sanger Circle ($10,000-$24,999)

Donors Anonymous

Freedom Keepers ($10,000-$24,999)

Donors Anonymous

President’s Partners ($25,000-$49,999)

Constance & Sankey Williams

MARGARET SANGER CIRCLE ($50,000 and up)

Donors Anonymous

We thank the many donors in our service area for generously supporting Planned Parenthood Southeastern Pennsylvania and Planned Parenthood Federation of America in Fiscal Year 2017. Your commitment enabled us to provide the reproductive healthcare that you and your neighbors need.

To all of our donors, but space and resources only allow us to acknowledge those supporters who contributed $250 or more to our healthcare services, education programs, and advocacy initiatives.

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