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Fighting Back & Moving Forward

Fiscal Year 2017 Annual Report
July 1, 2016 - June 30, 2017



Planned Parenthood League of Massachusetts

Dear Friends,



Natasha Moustache

Fiscal year 2017 began with the entire Planned Parenthood community commemorating 100 years of health care, education, and advocacy. As we celebrated Planned Parenthood's Centennial and all of our accomplishments over the last ten decades, we also set our priorities and refocused our vision for the next 100 years.



Now, relentless and targeted attacks on Planned Parenthood are making it very difficult for many of our health centers across the country to keep their doors open. Rather than demoralizing us, however, this hostile political environment has reinvigorated us. PPLM and our staff, our volunteers, our donors, and supporters have risen to the challenge and intensified our commitment to lead Massachusetts forward.

Immediately following the November election, PPLM supporters rose to the call. In record numbers, PPLM champions donated, marched, called their lawmakers, held fundraisers, and educated their own networks about what "defunding" Planned Parenthood would mean for our patients and our communities. We are humbled and inspired by the outpouring of support we received:

- **32,000+ new Massachusetts advocates** signed up to get involved in FY17
- **28,000+ new PPLM donors** since the election
- **122% increase in Young Friends of PPLM membership** (monthly donor program for people ages 21-35)

Despite the challenges we faced, PPLM made progress in key areas of our work, thanks to your support:

- **Protecting Our Patients:** After PPLM met with the Baker administration around "defunding" threats, Governor Baker publicly pledged that the state will protect PPLM patients if the federal government "defunds" Planned Parenthood and cuts our Medicaid patients off from care.

• **Increasing Access:** PPLM health centers expanded our health services to include PrEP, a daily pill that helps people who are at high risk prevent HIV. PPLM also implemented a number of new initiatives designed to break down barriers to care including expanded online appointment scheduling and the launch of a mobile-optimized website.

• **Activating Our Supporters:** The Planned Parenthood Advocacy Fund of Massachusetts (PPAF) launched new programs to elevate patient voices in its advocacy work, expanded its legislative agenda to encompass the broad range of issues impacting the communities PPLM serves, and continuously mobilized supporters to take action across the state.

You'll learn about these initiatives—and more—within this year's annual report.

Today's world requires us to be flexible, nimble, and strategic as we adapt to the ever-changing political landscape. PPLM remains steadfast in our commitment to keep our doors open and be here for the communities we serve—no matter what.

Thank you for your investment in our vital work and thank you for standing with PPLM.

Jennifer Childs-Roshak, MD, MBA
President and Chief Executive Officer

Anne Columbia
Board Chair

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Health Care

HIGHLIGHTS

- 34,075 patients
- 49,268 visits
- 17,741 calls to the Counseling & Referral Hotline
- PPLM received the Healthy Mothers, Healthy Babies Partners Award from the Healthy Mothers, Healthy Babies Coalition of MA and Partners in Perinatal Health

During the several months following the election, PPLM health centers saw a notable uptick in patients seeking a wide range of health care services—and more specifically, patients looking for long-acting reversible contraception, such as an IUD or an implant. PPLM health care providers worked tirelessly to meet this increased demand and reassure patients during uncertain times that they will be able to receive the care they need.

In the fall, PPLM health centers began offering Pre-Exposure Prophylaxis (PrEP), a daily pill that helps protect people at high risk from contracting HIV. When taken correctly and consistently, PrEP can be more than 90 percent effective.

PPLM launched a campaign to promote PrEP to prospective patients via dating websites, digital ads, and partnership referrals. We educated the general public about what PrEP is, how it works, and the important role it can play in ending HIV/AIDS through strategic media coverage in major local newspapers including *The Boston Globe*, *The Springfield Republican*, and *The Rainbow Times*.

Our PrEP work was just one way PPLM carried out its commitment to dismantle barriers for patients. Other initiatives included:

- **Expanded** online appointment scheduling to allow new and existing patients to schedule their own appointments.



- **Redesigned** pplm.org to be mobile-optimized and more user-friendly.
- **Transitioned** to a new electronic health records system to improve the patient experience and health center efficiency.
- **Secured designation** as a qualified Certified Applications Counselor at our Greater Boston health center, allowing PPLM staff to educate patients to help them enroll in insurance.

Our message to the women, men, and young people across the Commonwealth remained clear through FY17: "Our doors stay open—no matter what."

"At Planned Parenthood, I received the gynecological care I needed and wasn't worried about being able to afford it. My visit marked one of the first times I took control of my health. Now, politicians in Congress want to block Medicaid patients from having the same option to turn to Planned Parenthood for health care. All people, including people on Medicaid, should have the safety, dignity, and care I received."

— Sam Friedwald, PPLM patient advocate

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From marching with 175,000 people on the Boston Common on January 21, to organizing a Stand with Planned Parenthood Rally in subzero weather, to participating in LGBTQ Pride events across the state, the Planned Parenthood Advocacy Fund of Massachusetts (PPAF) mobilized Planned Parenthood supporters to stand up to the Trump administration and protect the health and rights of all.

In January, PPAF announced a bold state legislative agenda to advance Massachusetts as a leader in health care access and equal rights and to protect against renewed efforts to block people from the care they need. Three top priorities included bills that:

- Safeguard access to no copay, affordable birth control;
- Expand access to accurate, comprehensive, and age-appropriate sex education; and
- Protect confidential health care access and enhance patient privacy.

PPAF also supported a number of bills aimed at protecting abortion access, expanding paid family and medical leave, and defending immigrant rights. At the start of the Massachusetts legislative session, PPAF built strong support for its legislative priorities. PPAF activated over 500 supporters and 41 organizations to lobby their legislators for commonsense policies at its Sexual Health Lobby Day in January. Attendance at this lobby day was record-breaking, with standing room only.

HIGHLIGHTS

- 3,000+ supporters showed up to a Stand with Planned Parenthood rally in Boston
- 500+ advocates attended PPAF's Sexual Health Lobby Day
- 5,100+ advocates emailed their state lawmakers in support of PPAF's legislative agenda
- PPAF received the 2017 Bette Byrnes Award from the AIDS Action Committee for leadership in sex ed advocacy



In March, PPAF worked with Governor Baker to ensure that a national "defunding" effort would not result in PPLM patients losing their access to care. After PPAF President Dr. Jen Childs-Roshak met with the Governor, he pledged that Massachusetts would cover the federal Medicaid reimbursements that would be lost should Planned Parenthood be "defunded".

The ongoing attacks necessitated new and innovative ways to engage our supporters. PPAF launched a mobile-optimized website (pplmvotes.org) making it easier for supporters to take action. To elevate patient voices, PPAF created the Speakers Bureau, a group of PPLM patient advocates who receive training so they can effectively share their own stories. Speakers Bureau members spoke at rallies, marches, to the media, and to our donors about the important role Planned Parenthood has played in their lives.

PPAF, through these strategic efforts, worked quickly and proactively to organize its members to stand with Planned Parenthood today and into the future.

"I'm marching today to send a clear message to politicians that defunding Planned Parenthood is unpopular, reckless, and dangerous. I'm marching today for health care access and reproductive justice. I'm marching today for the rights of young people, people of color, immigrants, and people of all faiths, backgrounds, and incomes."

- Kanisha Hans, PPLM patient advocate

Education

HIGHLIGHTS

- 77,706 middle and high school students received PPLM's Get Real curriculum
- 11 new states have school and out-of-school programs that teach the Get Real curriculum
- 5,471 youth reached by PPLM's Get Real Teen Council
- 338 trained in professional education programs
- 2,894 parents and caregivers reached by parent education programs Seamos Honestos and Let's Be Honest
- Jen Slonaker, PPLM vice president of education and organizational development, received Massachusetts Public Health Association's Alfred Frechette award, presented annually to a person age 40 or younger who has shown high accomplishment and promise in the public health field

PPLM's sex education programs expanded internationally this year. Our nationally-recognized *Get Real: Comprehensive Sex Education That Works* curriculum is now being taught in Ecuador, in addition to a growing number of schools and community organizations across 32 states in the U.S.

In Massachusetts, our Education Department continued to deliver workshops and programs to meet the needs of our communities, including a new partnership with My Life, My Choice, an organization that works to end the commercial sexual exploitation of children. Together, the two organizations created a trauma and survivor-informed training to help health care and service providers begin conversations about sex and sexuality with youth who have been commercially sexually exploited.

PPLM's Professional Education Department launched new workshops designed to bolster the skills of teachers, youth workers, and others working with youth on topics like classroom discussions about protection methods and engaging parents in sex education.

PPLM's Get Real Teen Council (GRTC) peer educators combatted LGBTQ health disparities through their participation in IN·clued, a groundbreaking program that stands at the forefront of the fight for LGBTQ health equity and inclusion. In addition to their workshops in schools and out-of-school settings, GRTC peer educators trained sexual health care providers to deliver LGBTQ-inclusive care, and educated LGBTQ youth about risk prevention, accessing health services, and advocating for their own sexual health needs in a health care setting.



"The goal of sex education is not simply the absence of disease or the prevention of unintended pregnancies. It is the elimination of the stigma that prevents these lifelong conversations from happening. It is teaching from a young age the foundational concepts of consent and healthy relationships. And, it is believing that your sexual health is as essential as any other aspect of your overall health."

- Jen Slonaker, PPLM vice president of education and organizational development

Research

Since 2005, PPLM's Research Center has conducted high-quality studies that directly address PPLM's patients' needs and advance reproductive health care expertise for the larger medical community. Through multiple formats including peer-reviewed literature, presentations at family planning conferences, contributions to professional clinical guidelines, and policy reports and legislative testimony, PPLM's Research Center disseminates information that improves provider and policymaker knowledge to better serve public health locally and nationwide.

This year, PPLM enrolled patients in clinical studies focused on improving abortion services and patient knowledge about long-acting reversible contraception. The Research Center launched a study exploring the effectiveness of a small, new, non-hormonal, copper IUD named the Mona Lisa Mini, comparing it to the ParaGard IUD which has been available since 1984.

Continuous attacks on abortion access across the country have fueled our commitment to training the next generation of providers. PPLM continued its partnership with Brigham and Women's Hospital on the Fellowship in Family Planning Program, headed by PPLM Vice President of Clinical Research and Training, Alisa Goldberg, MD, MPH. This program is a nationwide, privately funded training program that provides obstetrician-gynecologists subspecialty clinical training in abortion and contraception care and training in clinical research methods and public health. Additionally, the Research Department oversees several hundred clinical trainees per year including post-doctoral resident trainees in radiology, nursing students at all levels, and medical student externs sponsored by the national organization Medical Students for Choice.

"Our goals are to educate the public about issues critical to their health; inform health care practitioners, activists, and public officials about our findings; and ultimately advance evidence-based policy making. Our research, and the work we do to disseminate our findings, results in advances in reproductive health care and improved access to safe, legal abortion. " "

- Dr. Elizabeth Janiak, PPLM director of social science research

Beyond PPLM's clinical work, our recently launched Social Science Research Program explored the impact Massachusetts' parental consent law has on young women accessing safe, legal abortion. Despite the prevalence of such laws in 38 states, there is little existing research that has investigated the barriers to care these laws create.

Looking ahead to the future, the Research Center received several new grants to pursue projects that will help keep PPLM on the cutting edge of sexual and reproductive health research. Among these projects are the exploration of mass media interventions' role in combatting abortion stigma, and an examination of the links between opioid use and abortion and contraceptive care.

HIGHLIGHTS

- 6 clinical studies conducted at the PPLM Research Center
- 337 patients enrolled in research studies through our Greater Boston health center
- 4 scientific publications in peer-reviewed journals
- 6 presentations at conferences, meetings, legislative hearings, and meetings

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PPLM Financials FY17 (July 1, 2016 - June 30, 2017)

REVENUE

Third-Party Private Insurers	\$8,600,410
Medicaid / Managed Care Payers	3,455,498
Private Patient Fees	2,010,691
Total Medical Services	\$14,066,599
Contributions	7,124,805
Education	423,119
Government Grants (Title X)	577,583
Government Grants (DPH)	719,826
Government Grants (Other)	102,000
Research	287,044
Other (Including Realized/ Unrealized Gains/Losses)	2,297,533
Total Revenue	\$25,598,509

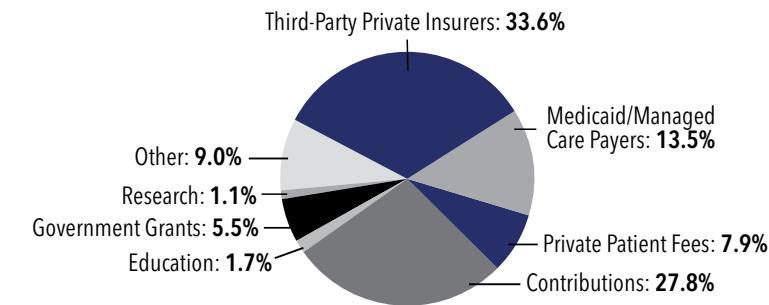
EXPENSES

Medical Services	\$13,582,144
Administration	2,696,633
Education	1,610,211
Public Affairs	760,785
Fundraising	1,502,475
Research Center	404,463
Business Development	859,455
Total Expenses	\$21,416,166
Net Income	\$4,182,343

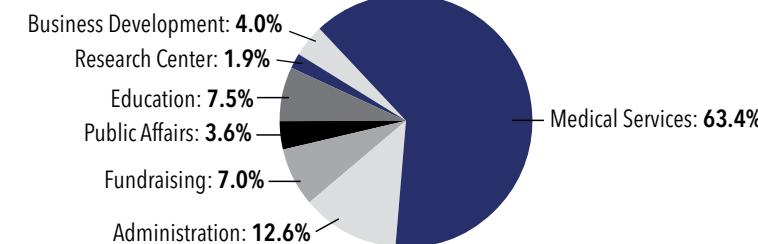
BALANCE SHEET

Current Assets	\$21,202,071
Long-Term Assets	18,746,643
Total Assets	\$39,948,714
Liabilities	\$12,165,387
Net Assets	27,783,327
Total Liabilities & Net Assets	\$39,948,714

REVENUE



EXPENSES



Leadership: FY17

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Thank you.

For more information on how to support PPLM, visit:
pplm.org/get-involved or email development@pplm.org

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League of Massachusetts**

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