



Planned Parenthood
of the North Country New York, Inc.

ANNUAL
Report
to the
Community
2013



A LETTER FROM THE

President & CEO



Betsy Brown
President and CEO

2013

was a year of careful growth and ambitious planning. The board and staff held a strategic planning retreat to lay out the framework for the affiliate's work over the next three years. This plan reflects projected cuts in Title X due to the sequester, modest gains in revenue from some new services, one new site (Ticonderoga), greater efficiencies and a more robust development plan. We hired a new medical director and many new providers across the affiliate. The affiliate exceeded fundraising targets for 2013 due to intensified work by the fund development committee, board and staff. We held meetings with neighboring affiliates on shared services and partnerships and we hosted the affordable care act enrollers, (navigators) in many of our health centers to facilitate expanded access to health insurance for our community. In 2013 we

offered free service to 888 patients, a sliding fee scale for 919 patients, and assistance with Family Planning Benefit Program (FPBP) enrollment for 1,669 patients.

We received approval to launch family planning and reproductive health services and education in Essex County. A southern Essex County hospital voted to grant PPNCNY a lease on their campus in the outpatient department and we are opening our Ticonderoga health center there in early 2014.

Finally, we were awarded a major grant from an anonymous Foundation in order for the build-out of the Watertown Health Center to add surgical capacity and construction is currently underway. The newly renovated suite is expected to open by May 2014.

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THANK YOU TO OUR **Volunteers**

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Fund Development Committee

The purpose of the Fund Development Committee—known as FunComm—is to develop friend- and fund-raising activities to support the mission of PPNCNY

Betsy Metz & Susan Delehanty, Co-chairs
Mary Abendroth
Alexandra Augsbury
Dorothy Federman
Lin Griffin
Patti Hubbell
Lynn Pietroski
Nancy Rendinaro
Harris Semegram
Kathie Wunderlich
Betsy Brown, Martha Spear, Jane Spencer & Shana Darrah - Staff

"The whole FunComm reflects our core principles. Everyone on the committee is a leader—vital cogs in the wheel of our dynamic, important, fund-raising team. The partnership is based on the components of board, staff, volunteers and supporters. We are building the group and momentum. The annual report is a marvelous opportunity to spread the word to a much larger group—people whom we wish to reach, include and involve. It is also an opportunity to reinforce and recognize what has been done—back to building the partnership and fostering the momentum."

-Betsy Metz, Co-Chair

FEATURE: **Jen Provost**

North Country native, and recent SUNY Plattsburgh graduate, Jenifer Provost came to PPNCNY as an intern in the fall of 2013, working with Martha Spear in the development department. Upon graduation, Jen began work in the Plattsburgh medical office as a CR/CA. She comes to us with marketing experience and bright new ideas to help us better serve our patients and the community.



Financials



REVENUE

Government Grant Revenue . . .	44%	2,389,388
Medicaid, etc.	25%	1,169,016
Insurance	21%	808,665
Fund-raising Revenue	5%	342,209
Surgical and Client Fees	5%	755,682

TOTAL REVENUE: 5,464,960



EXPENSES

Direct Service Expenses .	62%	3,206,124
Non-Direct Service Exp. .	36%	1,861,620
Fund-Raising	2%	173,204

TOTAL EXPENSES: 5,171,168

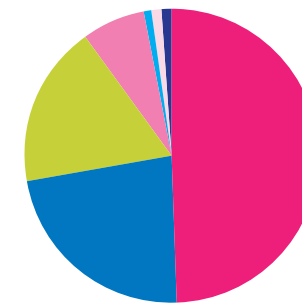
Health Care

PATIENT NUMBERS AND VISITS

11,404 - Patients	2,043 - Pregnancy Tests
18,307 - Visits	3,846 - HIV Tests
14,262 - Chlamydia, Gonorrhea, Syphilis Tests	2,934 - Pap Tests
6,253 - Breast Exams	325 - Doses of emergency contraception

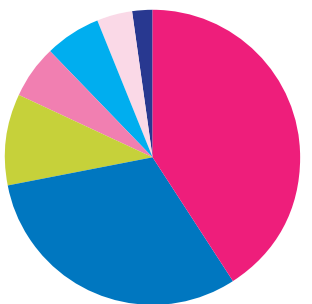
SERVICES BY TYPE OF VISIT

Problem Visits - 50%
Annual Exams - 23%
Birth Control - 18%
Initial Exam - 7%
Pregnancy Test - 1%
Abortion - 1%
Counseling - 1%



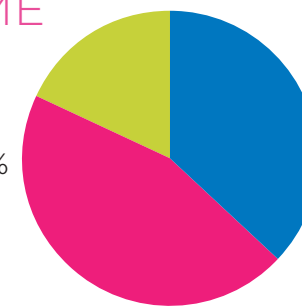
PPNCNY PATIENT PAYMENT METHODS 2013

Private Insurance - 41%
Medicaid and Medicaid Managed Care - 31%
FPBP and FPEP - 10%
No Charge through Title X - 6%
Reduced Fee through Title X - 6%
Other - 4%
Self Pay - 2%



PATIENT INCOME

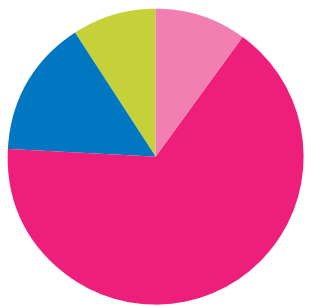
<100% of *FPL - 37%
101-200 of *FPL - 45%
Over 200% of *FPL - 18%



*FPL = Federal Poverty Level. In 2013, this was an annual income of \$23,550 for a family of four.

PATIENT AGE

<18 - 10%
18-29 - 66%
30-39 - 15%
>40 - 9%



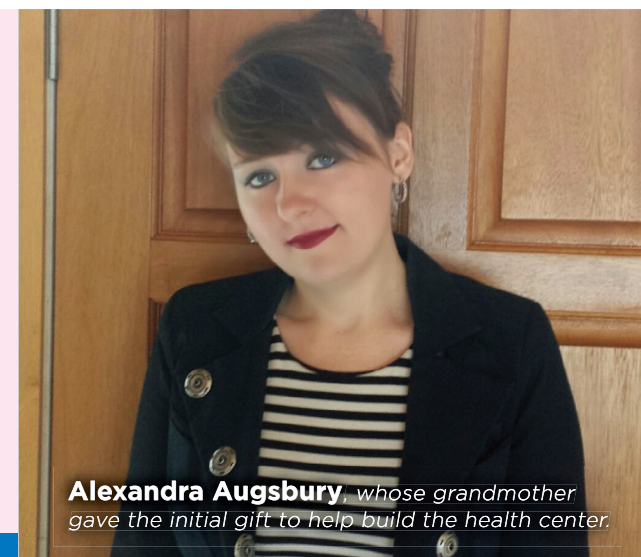
Ogdensburg Health Center Repairs

Thank you for your generous gifts to help with our Ogdensburg health center roof repairs. The project morphed into something larger than anticipated, as you can imagine, so we were very grateful for gifts totaling \$10,270 that we received to take care of it.

The main goal was to repair or replace the heating and air conditioning units on the roof and repair the leaks around those units. Because of roof leaks we found a great deal of moisture damage inside the health center, and ended up replacing some cabinetry that was underneath the leaky roof tiles. We added new electric

heat to supplement the existing hot water baseboards and in the spring we will be adding a new AC unit onto the roof and increasing the insulation. There were also some bathroom repairs due to humidity/moisture. Our facilities staff did most of the work, saving us thousands in labor costs. All in all it was an efficient and successful project.

- Alexandra Augsbury and Lin Griffin, committee



Alexandra Augsbury, whose grandmother gave the initial gift to help build the health center.

Events

In late February 2013, a renowned HIV/AIDS treatment expert spoke on preventing mother to child transmission of HIV at SUNY Potsdam and at PPNCNY's Plattsburgh health center. In July, the affiliate held a gala honoring the work of our former medical director Dorothy Federman who for 29 years served as Medical Director. The event was attended by 181 supporters, volunteers and other participants from the community. Special guests included Nancy Rosenstock, who is the former Dean of the UCLA School of Public Health. Janet Duprey, one of the state assembly-members from the region; and Dr. George Couch, a retired provider from Watertown. The event highlighted the life-saving services provided by PPNCNY. In September we held a "Farm To Table" banquet in Sackets Harbor, attended by Assembly-member Addie Russell who also gave remarks. We organized a "Raise the Roof" party to offset the costs of a major building renovation in Ogdensburg. We held a "We've Got You Covered" fund-raising event in Plattsburgh for a new health center entryway that will enhance the safety and convenience of our patients.



Drs Dorothy and Jay Federman at Dorothy's gala in June 2013.

With more visibility has come an uptick in security incidents with a modest increase in protesters at some sites where there had not been any protests in years. With support from headquarters and supporters PPNCNY has continued to upgrade security measures and to work closely with local law enforcement to assure the safety of our patients and staff.

With the launch of the NYS health insurance exchange program there has never been a greater opportunity to serve our community and to assure access to safe, affordable, confidential care for our patients. PPNCNY is prepared to meet the anticipated increase in patients and to continue to care no matter what.



Friends gathered at the Saranac Lake Health Center in November 2013 to celebrate the unveiling of a plaque naming the center for Dorothy Federman. (Left to right: Christian Oleck, VP of Finance & Administration; Cheryl Maid, Board Treasurer; Dr. Dorothy Federman; Betsy Brown, CEO & President; Sylvia King Biondo, VP for Patient Services; Susan Delehanty, Board Chair)

Education

Educators have been busy working in many North Country schools, with an emphasis on reaching elementary-age children with self-esteem, body image and safe touch/secret touch education. The infant simulators have also been out with students every weekend. The Massena school district invited our community educator from Canton to present a series of sex education and family life education modules – for the first time in at least 16 years. A new educator was hired for Franklin County so that education sessions can begin again in the Malone area schools. We hired a Community Educator/Hotline Coordinator for Franklin County area.

PPNCNY has been proud to continue our historic involvement in training the next generation of rural family planning providers. We hosted three summer nursing interns from Yale, who completed a three-week precepted training program with our affiliate. The nursing students rotated through our health centers in Canton, Ogdensburg and Plattsburgh, and worked with staff in multiple departments to get the full scope of Planned Parenthood's prevention services. Other training activities included precepting a nurse practitioner, three RN-to-BSN students and four other nursing students enrolled in local health care programs. We were also proud to provide educational opportunities for four medical residents from UVM.

Fund-Raising

We exceeded our goals in 2013 with our campaign called "Give—No Matter What." A key accomplishment in the development area has been launching on-line giving through a PPFA-sponsored service. On staff day, combined donations from employees raised over \$600 for the Access Fund, which provides financial aid to patients for medical services and transportation needs. A big highlight of the year is our new Sex Trivia Nights. The November 2013 Sex Trivia night in Watertown raised \$470 and educated 30 new friends! It was so much fun, people stop us on the street and ask us when we are having the next one! Look for more Sex Trivia nights in Watertown, Plattsburgh and Ogdensburg in 2014!

**MASTERS OF
SEX
TRIVIA**

THURSDAY, NOVEMBER 14TH
@ 6PM

THE PADDOCK CLUB

CALL JANE AT 782-1818 x 236
TO RESERVE YOUR SPOT!

\$10 PER PERSON
ADD A PPNCNY EMPLOYEE TO YOUR TEAM FOR \$10
(FOR EXTRA SMART GROUP SAFESEX TRIVIA)

TO BENEFIT PLANNED PARENTHOOD
OF THE NORTH COUNTRY NY

Programs & Services

The medical director and other clinical team members have worked closely on the introduction of new permanent and long-acting contraception services including no-scalpel vasectomy (NSV). The female sterilization method Essure is now also available by referral through a collaborative partnership with a local private provider. These are the first permanent methods of contraception to be introduced and supported by our affiliate. We now offer no-scalpel vasectomy services in Saranac Lake and Plattsburgh and will offer this service in Watertown by May 2014.

A formal contract was signed with North Country Prenatal Perinatal Council to provide case management services through the new NYS Department of Health Maternal and Infant Health Grant.

The Department of Health and Office of Victims Services made new awards for Sexual Assault Services to PPNCNY for new three-year agreements. Sexually Transmitted Infections (STI) diagnosis and treatment contracts were signed with both Essex and Clinton Counties. Finally, this year we advanced the efficiency of our operation by transitioning our health records from a paper record and filing system to an electronic system that allows our health centers to store electronic records and more readily analyze essential health information across our affiliate in order to plan and make better decisions for our patients based on key health results. We also opened a PPNCNY call center to streamline our appointment scheduling for patients and administrative intake procedures at all health centers.

We've Got You Covered Stewardship

Thank you for your gifts to help reconfigure the entrance to our Plattsburgh health center. In order to provide our patients with a more professional and serene medical experience we are realigning the entryway from the front of our 66 Brinkerhoff Street building to the back, which is more private. This involves a complicated bit of work inside the building, including installing bullet-proof glass, cameras and adding a new back-of-the-building reception area for the privacy and convenience of our patients.

The outside awning was put up last fall, signaling the change. Interior work will be completed in spring 2014. The \$9,155 we raised for this project will be well-spent!

- Betsy Metz, Ann Hobson, Patti Hubbell, Linda Byrne-Liguri and Nancy Rendinaro, committee



Advocacy

The Governor's announcement of the Women's Equality Act (WEA) energized our public affairs work this year! A group of 14 volunteers, Board and staff attended the FPA Day of Action in Albany on January 14th, 2013. We met with Assembly members or their staff: Duprey, Stec, Russell, Blankenbush, Barclay and Butler. Staff and volunteers attended the FPA Day of Action in Albany to meet with local legislators and advocates from around the state. Even

though the WEA did not pass, we are still hopeful and moving forward. The WEA coalition continues to meet and plans to forge ahead under the leadership of Albany based lobby groups. This will remain a key priority for the 2014 legislative session to address.



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Decade Donors: Individuals who have contributed every year from: **D:** 2003-2013 **DD:** 1993-2013 **DDD:** 1983-2013 †Deceased

(\$10,000 plus)

The Education Fund of Family Planning Advocates
 NYSDOH Maternal and Infant Health Initiative
 The Dyson Foundation

(\$5,000 to \$9,999)

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Bequests and planned gift guarantee affordable access to Planned Parenthood programs and services for future generations. There are many ways to include PPNCHNY in your estate plans, including making a bequest in your will, making PPNCHNY the beneficiary of a life insurance policy, or creating a charitable gift annuity. If you have included PPNCHNY in your plans, please let us know so that we may acknowledge your generosity and vision.

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Naomi Bradshaw
Edith T. Burpee
Julio Edouard
Dorothy and Jay Federman
Linda Griffin and Tom Patterson
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Our Locations

www.plannedparenthood.org/north-country

CANTON:

(315) 386-8821
9 Miner Street
Canton, NY 13617

LOWVILLE:

(315) 376-7421
7398 Turin Road
Lowville, NY 13367

MALONE:

(518) 483-7150
246 W. Main Street
Suite #1
Malone, NY 12953

OGDENSBURG:

(315) 393-6544
419 Ford Street
Ogdensburg, NY 13669

PLATTSBURGH:

Medical: (518) 561-4430
Administration: (518) 561-0605
66 Brinkerhoff Street
Plattsburgh, NY 12901

SARANAC LAKE:

(518) 891-0046
41 St. Bernard Street
Saranac Lake, NY 12983

TICONDEROGA

Opening Soon.

WATERTOWN:

Medical: (315) 788-8065
Administration: (315) 782-1818
160 Stone Street
Watertown, NY 13601

Thank You!

