



News Update

Planned Parenthood Association of the Mercer Area, Inc.

Fall 2012

A VICTORY FOR WOMEN'S HEALTH

The Affordable Care Act

August 1st signaled a huge victory for women's health advocates as new insurance coverage requirements under the Affordable Care Act began to take effect. Specifically, most private health plans written on or after August 1 will cover a range of women's preventive health services—including all FDA-approved contraceptive methods—without additional out-of-pocket costs to patients. Larger numbers of women will start benefiting in January 2013, when the new plan year for many health insurance policies takes effect.



Women as Full Participants in the Workforce

The health benefits – to women, infants, and society in general – of contraceptive access cannot be overstated. For example, women whose pregnancies are planned are more likely to seek and receive prenatal care, whereas pregnancies that occur too early or too late in a woman's life, or that are spaced too closely, negatively affect maternal health and increase the risk of prematurity and low birth weight. More broadly, women's ability to rely on contraception enables them to space their pregnancies and plan their ideal family size, thereby giving them the opportunity to invest in higher education and to be full participants in the nation's workforce.

This policy change not only signals increased access to contraception, but also acknowledges the simple fact that contraception is basic health care for women and their families, a fact oftentimes lost in our political discourse. Some 99% of women of reproductive age who have ever had sexual intercourse have used contraceptives.

Fighting for Access

As implementation of the Affordable Care Act continues from now until 2014, Planned Parenthood will continue the fight for access to affordable, quality health care, including access to the full range of reproductive health care services and options for the more than 12,000 clients we serve in the Mercer Area.

www.plannedparenthood.org/mercer

DEAR LOYAL SUPPORTER:



DEBBY D'ARCANGELO
President & CEO

Having served on the Board for six years prior to assuming my current role, I knew that Planned Parenthood provides high-quality health care. But in the last year, I've learned a lot more about the very high standard of care we provide to our patients.

The most obvious indicator of the quality of our care is our comprehensive Medical Standards and Guidelines, a six-inch binder of instructions that all of our health center staff follow. These Standards and Guidelines, many of which originate from Planned Parenthood Federation of America but are customized for state laws and circumstances specific to our community, cover topics from prescribing combined hormonal contraceptives to vasectomy post-operative complications. I submit that people who receive their reproductive health care from private physicians are lucky if such comprehensive and thoughtful requirements are being followed for their care.

I have found an even more impressive indicator of our high-quality care: the health center staff members who return to work here after spending a short time away. When I learn that a new hire has worked for us before, I feel confident that she will do well: she will understand that what she does is more than a job, it's meeting a mission; she will remember that we have protesters and will be undeterred in her work; she will know that meeting our patients' needs is critical. It really hit home

for me in a first-day meeting with a health center assistant returning to us. She said that she had stopped working for Planned Parenthood because she had moved away. She worked for a health care provider after she moved, ended up moving back here, and worked for another. She then wanted to come back to Planned Parenthood because "at the other places I worked, I felt as if they were taking short-cuts; I know that here things are done as they should be and we are providing our patients with really good care—the kind of care I want from my own health care provider." This sentiment is echoed by two other staff members who have rejoined us in the past year. I can't think of a better testament to the quality of care we provide.

Support from our donors enables us to employ these committed staff members. While about 20% of our operating revenues come from government grants and 50% come from patient fees, Medicaid and other insurance, private support provides the additional funds needed to do our high-quality work. As government funding is expected to decrease further and we continue to identify how to maximize revenues with health care reform, private support is increasingly important.

Please know that our staff thanks you for your support of our work and is committed to providing our community with the highest-quality reproductive health care and education possible – no matter what!

A handwritten signature in black ink, appearing to read "Debby". The signature is written in a cursive, flowing style.

“WORKING AT PLANNED PARENTHOOD”

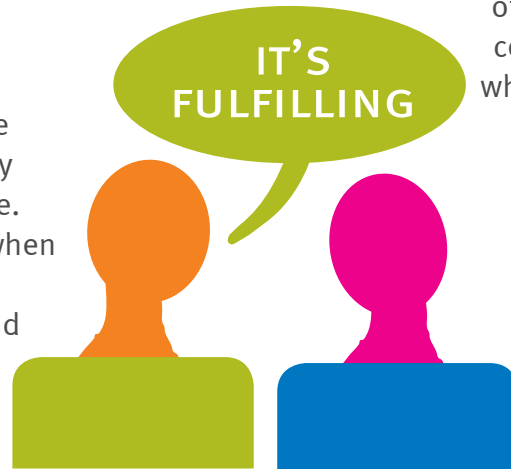
CONVERSATIONS WITH HEALTH CENTER STAFF

The fulfilling part of my job is the opportunity to work with a diverse group of people, both staff and patients, and knowing that I’m helping our patients get needed health care.

—Iris, 30 years

I am so grateful to work in a place that makes women who have very hard lives feel respected and safe. Sometimes I talk with a patient when all her defenses are up – she’s scowling with her arms folded and she’s assuming I’ll be like everyone else. But after 5 minutes of showing her that I do care, she just lets it all melt away. She opens up, she smiles, she tells me what’s really wrong, and I know she’ll come back again.

—Tracey, 5 years



It’s fulfilling to be able to help young women by explaining the different birth control methods we have to offer. At our Trenton Health Center most of our contraception is provided at no cost. I also love seeing patients relax when I tell them that this appointment is private and confidential.

—Mayra, 5 years

I had a patient tell me that this was the best doctor’s visit that she had ever been to; everybody was so sweet and helpful throughout the whole appointment.

—Aissa, 1 year

One patient expressed her appreciation by saying “you may have saved my life by referring me for care.”

—Iris, 30 years



It’s very frustrating to make medical decisions based on financial situations. The loss of Title X funding at our Hamilton Health Center has made our patients choose what reproductive health care supplies and procedures they can afford.

—Jeanne, 22 years

The worst day, easily, was during the reorganization from loss of state funding – the day we learned what our role would be going forward. Some of my good friends left that day. It was sad and stressful.

—Tracey, 5 years

We had a patient who clearly had done everything possible to prevent pregnancy, yet still got pregnant. With no family or money, she wanted an abortion but didn’t know what to do. We used money from our Justice Fund* to offset some of the cost of the abortion procedure. She was so incredibly grateful that we could help her.

—Kathrine, 1 year



There is so much need in Trenton that we struggle to have enough appointments for all the people who want to be seen. Now that we have been able to add the extra day through the One More Day* initiative, we can serve more people who really need our assistance. That extra day has made a huge difference.

—Allison, 6 years

**Annual Fund support makes all of our work possible. The initiatives, Justice Fund and One More Day, are funded through donations above and beyond annual support.*



After several months of research & development—involving nationwide polling, research, and creative development — we are excited to announce a new visual identity for Planned Parenthood. This new identity is being rolled out across the country, and we are pleased to bring you a taste of the new look in this newsletter.

As Planned Parenthood Federation of America approaches its 100th year anniversary and as the health care landscape shifts dramatically under the Affordable Care Act, we are in a prime position to attract new, long-term patients. This refreshed image is reflective of Planned

Parenthood as a provider of high-quality, confidential, compassionate reproductive health care services.

The tagline of the new campaign, “Care. No matter what.” gives full expression to all aspects of our organization: we care as a health care provider, an educator, an advocate...no matter what.

We look forward to sharing our new image as materials are made available over the next several months.

WE NEED YOUR HELP TODAY. . . AND TOMORROW



One way you can ensure the financial stability of Planned Parenthood of the Mercer Area is by leaving us a bequest in your will. With spiraling medical costs and a hostile environment that requires constant vigilance, we ask you to consider naming Planned Parenthood in your will and build a legacy that safeguards our work.

If you would like to remember Planned Parenthood in your will, your attorney may find the following language helpful:

“I hereby give, devise, and bequeath _____ (a dollar amount), or all or a percentage of the rest, residue, and remainder of my estate to Planned Parenthood Association of the Mercer Area, Inc. now or formerly located at 437 East State Street, Trenton, New Jersey, for its general purposes.”

Our federal tax I.D. number is 21-0723248. Please be sure to use our full legal name, Planned Parenthood Association of the Mercer Area, Inc., in your estate documents.

Remember to Vote: November 6

Planned Parenthood® is a registered trademark of Planned Parenthood Federation of America, Inc.

Privacy Policy: At Planned Parenthood, the information our donors, supporters and activists share with us is used only within the Planned Parenthood organization. We never share, trade or sell any supporter, donor, or activist information to outside organizations.