

The Advocate

2004 Annual Report Of Options Clinic

A Letter from the Director

Clearly, as you value the care we provide, the patient population we serve, and the issues and people we advocate for, you know the challenges of today. We have met the challenges and continue to provide wonderful patient care and education.

Increasing needs for cost effective health care

Options Clinic is seeing increasing numbers without health care due to the closings of local large businesses, the increased cost of health insurance, and increased deductibles. The State is telling us there are 5,000 women in the counties we serve at or below 185% of poverty currently receiving no well-woman reproductive health care. In 2004 we served 6,221 patients in 20,421 visits, an increase of 12%. Ninety-one percent of our patients are below 250% of poverty, 62% are at or below 100% of poverty.

Options Clinic offers very cost effective healthcare delivery through the expertise of a talented and dedicated staff. Dividing our \$1,242,771 2004 Budget by 6,221 unduplicated patients, we were able to provide a year of primary care, therapeutic medications, and FDA approved contraceptives at the average cost of \$199.77 per patient.

2004 was the second year of the Medicaid Family Planning Waiver. This program allows all women at or below 185% of poverty between the ages of 15 and 44 to have access to a menu of well-woman family planning services. This is particularly beneficial to women without children who may have an abnormal cervical cancer screen and require additional testing and care. In 2003 we enrolled 2,159 and in 2004 we had 2,795 enrolled.

Building awareness of availability and accessibility of healthcare at Options Clinic

In 2004 the Options Clinic's website, www.optionsclinic.org was launched. Erin Behlen, our new Administrative Services Manager, has become our whiz of the web. Look for new additions. We are using a shortened version of our name, Options Clinic. We also shortened our Mission statement "Provide and Advocate for Sexual Health and Education". The Board Development Committee completed an assessment to create the base for our marketing plan. Options Clinic community educators completed the revision and the Development Committee, Nancy Medinger and Susan Schuyler, created the new design for the Family Guided Sexuality Handbook. To date we have distributed 1,769 Handbooks to parents and professionals. Our community educators, Karolee Behringer and Jan Cogbill, made 369 presentations to 8,317 parents, professionals and youth. Over the years they are our best and most consistent avenue to let folks know about Options Clinic. We are involved in new initiatives to increase awareness of the care we provide.

Renovating our fourteen year old clinic

Our priority is to provide quality compassionate healthcare. As a result our dollars go to care and after 14 years, over 200,000 visits, and affording only the most basic maintenance; the La Crosse clinic is worn. We are in need of another exam room, more space for medical records, and better utilization of existing space to serve more people and better accommodate confidentiality. We will secure the needed \$445,040 through grants and donations.

We meet our challenges through the support of our donors and advocates, a terrific staff, faithful volunteers and our Medical Advisor Ken Merkitch. Thank you.

Sincerely,



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2004 Statement of Activities

<u>Income</u>	<u>Amount (%)</u>
Title X Grant	307,862 (24%)
Title XIX (Medical Assistance)	586,789 (46%)
Patient Fees	176,178 (14%)
Insurance	42,341 (3%)
Local/County/State Grants and/or Contracts	60,091 (5%)
United Way Grant	52,073 (4%)
Fundraising/Corporate Donations	19,665 (2%)
Patient Donations	18,658 (1%)
Education	4,431 (<1%)
Other	3,623 (<1%)
Total Income	1,271,711

<u>Expenses</u>	<u>Amount (%)</u>
Salaries	708,669 (57%)
Employee Benefits	127,553 (10%)
Medical Supplies/Diagnostic	212,824 (17%)
Technical Support/Audit/Advertising	43,748 (4%)
Conferences/Continuing Education	9,444 (1%)
Education Materials/Office Supplies	12,366 (1%)
Equipment	17,620 (1%)
Rent	20,800 (2%)
Space Costs/Utilities	23,770 (2%)
Insurance	16,915 (1%)
Postage/Printing/Publishing	18,010 (2%)
Telephone	15,886 (1%)
Depreciation	13,492 (1%)
Travel	6,523 (<1%)
Other	(7,600) (-1%)
Total Expenses	1,240,020

Income over Expenses **31,691**

Direct Patient Services 74%

Community Services/Education 9%

General Administrative Services 17%

In-Kind Donations **19,033**

****This is an unaudited statement.**

Services provided in 2004

Clinical Services

Unduplicated Clients	6,222
Total number of visits	20,427

Infection tests	3,184
Pregnancy tests	1,119
Pap tests	3,989

Percent of Clients
at or below 100% poverty 62%

Community Education

The Community Education staff provided 369 presentations to a total of 8,317 individuals.

Options In Reproductive Care becomes Options Clinic

Options in Reproductive Care has decided to change its name to Options Clinic. This change comes at a great time. In 2005, we are starting a new marketing campaign and a capital campaign. Our marketing campaign for 2005 will consist of more radio and television advertisements, a monthly electronic newsletter, a quarterly print newsletter, and print ads. The goal of the marketing campaign is to increase communities' awareness of the value of Options Clinic and the services provided. For more information about Options Clinic, please visit our website at www.optionsclinic.org.

The First Step in our Improvements Project - The Lab

In October of 2004, Options Clinic requested funds from the City of La Crosse's Community Development Block Grant (CDBG) for improvements to our clinic on Caledonia Street. In November of 2004, the Community Development Committee approved the request for \$58,600. It was decided that this money would be put toward the remodel of the lab - the highest priority area in our clinic.

All of our Nurse Practitioners and Medical Assistants have been working closely with Tim Larson of Larson Architect to create the most functional lab possible with the limited space that is available. The design for the lab is well on its way. We look forward to opening up the project for bids in April or May of 2005.

The clinic at 1201 Caledonia Street has not had any major improvements since its opening in 1991. Over the years, much of the clinic has seen extreme wear and tear, and this is just the first step of a much larger improvements project.

Thank You!

Donors

Anonymous
Constance Arneson
Ellyn M. Ash
Carolyn Babcock
Howard and Christine Barlow
Erin Behlen
Sara Bentley
John and Rose Berry
Jill Billings and Elliott Levine
Allen and Margaret Birchler
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Tom and Elizabeth LaClair
Kathryn Lammers
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Tim and Margaret Larson
Monica Lazere

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William R. Muenster
Patricia Muller
Paula Murphy
Joel Nelson
Matt Nikolay
Diane O'Donnell
Ronald and Dea Oleson
Jess and Marilyn Ondell
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Terry Visger
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Dr. Margaret Webster and Mark Glendenning
Dr. Stephen and Katherine Webster
Mary Ellen West, CNM
Gerianne and Dan Wettstein



Thank You!

Donors continued

Sandra Wheat
James E. Wiffler
James Wiggins
Eugene E. Williams
Elizabeth Wing
Women's Fellowship of First Congregational Church
Margaret Wood
Dolores Young

In Honor of

Jean Helliesen's Birthday and Christmas from
Anonymous
Sally Salisbury from Dr. Robert and Marian Ramlow
Roz Laraway and Jean Helliesen from Anonymous

In Memory of

Marion Boettcher from Anonymous
Marcia Meshbesh's Mother from Monica Lazere
Roberta Severson from Patti Jo Severson

Family Guided Sexuality Book

Anonymous
CESA #4
Downtown La Crosse Rotary
The Children's Miracle Network
Options Clinic

Endowment Fund

Erin Behlen
Dr. Margaret Webster
Ann Pendleton

Legacy

Jess and Marilyn Ondell

Supporter Appreciation Party

Enilda Delgado
Beverly Fleishman
Mary Lu Gerke
Maureen Jameson
Nancy Medinger
Susan Schuyler
Grace Jones
Brian Theiler
Margaret Webster
Jim Wiggins

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Brian Theiler
Jim Wiggins
Grace Jones
Margaret Webster
Susan Schuyler
Nancy Medinger
Enilda Delgado
Mary Lu Gerke

Medical Advisory Committee

Dr. Ken Merkitch, Medical Advisor
Dr. Margaret Webster, Chair
Randy Ammerman

Medical Advisory Committee continued

Dr. Rhonda Sallaway
Aggie Hoeger
Pat Karpinsky
Dr. Judy Klevan
Dr. Cheri Olson
Dr. Charles Schaubberger
Dr. Sylvia Van Atta

Educational Review Committee

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Lance Ellmann
Maria Holley
Patrick Marsh
Bonnie Richardson
Bret Emmel
Donna Niles
Carla O'Rourke

Staff

Melissa Althoff
Erin Behlen
Karolee Behringer
Kate Bjorge
Nancy Bumgarner
Jan Cogbill
Karen Doolin
Sarah Frey
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Kara Grawozburn
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Janet Kusch
Heidi Metro
Kim Moldenhauer
Sue Mormann
Ann Pendleton
Judy Schultz
Heather Seidel
Patti Stange
Erin Waldhart

Volunteers and Students

Sara Mulliner
Mary Heisterkamp
Howard Barlow
Judy Swantz
Tim Larson
Margaret Larson
Susan Hessel
Gundersen Lutheran Internal Medicine Residents
FSH Family Health Clinic Residents
Gundersen Lutheran Nurse Practitioners
Nurse Practitioner and Midwifery Students



Help Options Clinic celebrate
National Women's Health Week
by attending our 1st Annual
Open House
Thursday, May 12, 2005
5 p.m. - 8 p.m.

- FREE clinic tours
- FREE blood pressure screenings
- Booths on sexually transmitted infections, birth control, talking to your kids about sexuality, and what happens at an exam
- Refreshments
- Door Prizes

www.optionsclinic.org
www.4woman.gov



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Options Clinic
Caring, confidential reproductive health services

