

The Advocate

2005 Annual Report Of Options Clinic

A Letter from the Director

It was another year of awesome accomplishments. We are successful because many wholeheartedly believe and support our Mission to provide and advocate for sexual health and education. We are meeting our mission through the organizational strategies of Financial Stability, Great Place to Work, People Know Who We Are, and Quality Assurance/Improvement.

Highlights of our accomplishments include:

- *Financial Stability*--- Our revenues were \$72,000 over expenses (unaudited). We moved from cash-based to accrual-based accounting. We saw 6,347 patients in 18,129 visits.
- *People Know Who We Are*--- We promoted who we are in usual and new ways. Community Education provided information to 8,187 people in 330 presentations. We sent out e-mail newsletters and held an open house focusing on "The Little Clinic with a BIG Heart" Campaign for women's health week. Beginning in December, we committed to radio advertising on Z93 six times a day and four times a day on KCLH.
- *Great Place to Work*--- With the help of an outside consultant, we created a salary scale and transitioned to Paid Time Off (PTO)
- *Quality Assurance/Improvement*--- We funded and completed the renovation of the lab and six exam rooms and created a seventh exam room. We provided education and experience for six Internal Medicine Residents, six Family Practice Residents and four Physicians Assistants.

How we make a difference:

- *Providing primary preventative well-woman care to all with limited incomes*-63% of Options Clinic's clients were at or below 100% of federal poverty guidelines (family of 3 ≤\$16,600) and 91% were at or below 250% of poverty (family of 3 ≤\$41,501).
- *Providing cost effective health delivery*- \$215.64 is the average cost per patient, which may include medications for STIs and a year of a contraceptive method.
- *Reducing teen pregnancy through community education and clinic services*-La Crosse County percentage of births to 15-17 year olds 1.7% compared to Wisconsin percentage 29%.

Our newest initiatives we believe will serve our future needs well. Options Clinic's Volunteer Board is fundamental to Building Better Options, our Capital Campaign project. When the project is completed, we will be able to serve more patients in an updated facility that allows for improved confidentiality and increased efficiency. As of May 1, 2006, we have reached \$268,000 of our \$445,000 goal to renovate the clinic, finishing in August 2007. We are looking to be more visionary: moving from a crisis, victim place to a place of self-determination, creating the future that will best serve our clients and communities. We are stepping out, proudly sharing the preventative health care value we offer the communities we serve.

Thank you to all that contribute to our success: Staff, Clients, Board of Directors, Medical Advisory Committee, Educational Review Committee, Community Volunteers, Donors and Supporters. Thank you to the community organizations that support and generously give their time and expertise. A special thanks to our Medical Director, Dr. Ken Merkitch.

Sincerely,



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2005 Statement of Activities

<u>Income</u>	<u>Amount (%)</u>
Title X Grant	425,980 (29.5%)
Title XIX (Medical Assistance)	614,595 (43%)
Patient Fees	167,676 (12%)
Insurance	49,044 (3%)
Local/County/State Grants and/or Contracts	27,949 (2%)
United Way Grant	61,979 (4%)
Fundraising/Corporate Donations	45,506 (3%)
Fundraising Pledges	28,313 (2%)
Patient Donations	13,377 (1%)
Education	7,180 (0.5%)
Total Income	1,441,599

<u>Expenses</u>	<u>Amount (%)</u>
Salaries	743,349 (54%)
Employee Benefits	130,433 (10%)
Medical Supplies/Diagnostic	186,145 (14%)
Technical Support/Audit/Advertising	47,858 (3%)
Conferences/Continuing Education/Travel	16,640 (1%)
Education Materials/Office Supplies	17,101 (1%)
Rent/Space Costs/Utilities	51,110 (4%)
Insurance	11,814 (1%)
Postage/Printing/Publishing/Shipping/Dues	10,662 (1%)
Telephone	14,753 (1%)
Depreciation/Bad Debt	71,928 (5%)
Equipment	41,134 (3%)
Other	25,734 (2%)
Total Expenses	1,368,661

Income over Expenses **72,938**

Direct Patient Services	72%
Community Services/Education	9%
General Administrative Services	19%

In-Kind Donations **40,830**

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

Services provided in 2005

Clinical Services

Unduplicated Clients	6,347
Total number of visits	18,129

Infection tests	3,006
Pregnancy tests	1,053
Pap tests	3,905

Percent of Clients at or below 100% poverty	63%
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Community Education

The Community Education staff provided 330 presentations to a total of 8,187 individuals.

What is Title X?

The Title X program is the only Federal program devoted solely to the provision of family planning and reproductive health care. The program is designed to provide access to contraceptive supplies and information to all who want and need them with priority given to low-income persons. A broad range of effective and acceptable family planning methods and related preventive health services are available on a voluntary and confidential basis. In addition to contraceptive services and related counseling, Title X supported clinics also provide a number of preventive health services such as: patient education and counseling; breast and pelvic examinations; cervical cancer, STD and HIV screenings; and pregnancy diagnosis and counseling. For many clients, Title X clinics provide the only continuing source of health care and health education. For more information, visit <http://opa.osophs.dhhs.gov>

Making Healthy Choices

“Chalk last week up to one of the most amazing experiences I've ever had! I was invited to La Crosse, Wisconsin by [Options Clinic](#) to speak to hundreds of health-care providers, teen educators, guidance counselors, parents and (of course) girls. The topic? How teens can make self-respecting decisions so they can REACH their potential in life. (And that is what this respect stuff is *really* all about!)”

Check out the following link to see what Courtney Macavinta had to say about Options Clinic's RESPECT Programs:
<http://www.respectrx.com/archives/sex/>

Thank You!

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Kathie Knoble-Iverson
Herbert H. Kohl Charities
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William R. Muenster
Patricia Muller
Paula Murphy
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Bonnie Nesbitt
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Peg Nolan
Ronald and Dea Oleson
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Tim Padesky and Tara Johnson
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Dolores Young
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Sarah B. Frey and Leslie E. Scheld
Mary Lu Gerke
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Maureen Jameson
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Doug and Sue Mormann
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Carleen Poellinger
Judy Schultz and Ann Kramer
Susan Schuyler
Brian and Martha Theiler
Dr. Margaret Webster and Mark Glendenning
Mary Ellen West
James Wiggins
Larson Architect

Legacy

Jean and Bob Marck
Jess and Marilyn Ondell

Endowment Fund

Erin Behlen
Ann Pendleton
Dr. Margaret Webster



Thank You!

In Honor of

Marian Ramlow from Ellyn M. Ash
Marian Ramlow from William R. Muenster
Marian Ramlow from Signe G. Schroeder
Jean Helliesen's Birthday and Christmas
from Carol W. Gundersen
Liz Ash's Birthday on September 19th
from Jean M. Helliesen
Carol Gundersen's 75th Birthday and Christmas
from Jean M. Helliesen
Anonymous from Jean M. Helliesen
Melissa Holder from Theda K. Holder
Monica Lazere's Retirement from Mary Ellen McCartney
Margaret Fish from Dr. Robert and Marian Ramlow
Catherine Ryan from Dennis and Sharon Ryan
Mary-jane Snyder from Dr. Larry and Corkey Waite
Julia Haviland from Susan Young

In Memory of

Dr. Rudolph Schuldes from Mrs. Maddeline Schuldes

With Joy at the Birth of

Nathan Taylor Shilling
from Cameron and Rachel Gundersen

To support the work that you do and the care that you give to the people in our community.

Joyce Belgum
Pam Flannery
Aggie Hoeger
Marty Landry
Paula Murphy
Glenda Pinkham
Carleen Poellinger
Mary Ellen West

Supporter Appreciation Party

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

2005 Board of Directors

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Sharon Jolivette
Emily Kiehne
Nancy Kindschy
Sue Mormann
Tiffany Ott
Ann Pendleton
Jessica Schmidt
Judy Schultz
Heather Seidel
Patti Stange

Volunteers and Students

Howard Barlow
Alexandra Hein
Tim Larson
Sara Mulliner
UW-L Marketing Students
Judy Swantz
Gundersen Lutheran Internal Medicine Residents
Gundersen Lutheran Nurse Practitioners
Franciscan Skemp Healthcare Family Health Clinic Residents
Nurse Practitioners and Midwifery Students



ACOG Steps Up Efforts to Get Emergency Contraception to Women

Washington, DC -- From its Annual Clinical Meeting today, top leaders of The American College of Obstetricians and Gynecologists (ACOG)-the preeminent authority on women's health-launched a new national campaign, **Ask me.**, aimed at educating women about emergency contraception (EC) and encouraging them to get an advance prescription from their ob-gyn. ACOG developed this campaign to help eliminate the logistical and political barriers that currently exist and make EC largely inaccessible to women.

At a news conference, ACOG President **Michael T. Mennuti, MD**, ACOG President Elect **Douglas W. Laube, MD, MEd**, ACOG Immediate Past President **Vivian M. Dickerson, MD**, and **Iffath A. Hoskins, MD**, representing ACOG's Committee on Health Care for Underserved Women, spoke of the critical need for all women of reproductive age to have unimpeded access to emergency contraception, an essential treatment method for protecting and safeguarding their reproductive health. It's been estimated that greater access to EC could cut unintended pregnancy and abortion rates in half.

"With the **Ask me.** campaign, ACOG is stepping up our efforts to address this country's high rate of unintended pregnancy. Nearly half (49%) of the more than 6 million pregnancies that occur each year are unplanned," Dr. Mennuti said. "Family planning is an important issue for our specialty, and EC is an excellent contraceptive option for millions of women who want to prevent an unintended pregnancy."

For the rest of the press release, visit
www.acog.org/from_home/publications/press_releases/nr05-08-06-1.cfm

For Janet Kusch's response to the press release, visit
<http://www.wkbt.com/Global/story.asp?S=4887640>

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