

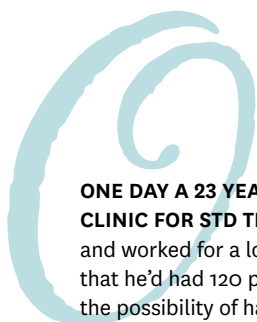
# Annual Report 2016



**InnerVisions HealthCare**  
An unPlanned Pregnancy and STD Medical Clinic

[www.ivhcare.org](http://www.ivhcare.org)

*While InnerVisions'* first priority is to serve women who find themselves with an unplanned pregnancy, an important service we also offer is sexually transmitted disease (STD) testing, diagnosis, and treatment. If clients make better sexual choices — in other words, if they remain abstinent until a life-long committed relationship — then unplanned pregnancies and the risk of getting an STD can be eliminated. At InnerVisions, we want to contribute to changing the world, one person at a time



**ONE DAY A 23 YEAR OLD MALE CAME INTO THE CLINIC FOR STD TESTING.** He was college educated and worked for a local bank. His paperwork indicated that he'd had 120 partners. He was very anxious about the possibility of having an STD. During a discussion with the nurse, he expressed concern that he may be a "sex addict". Because our services include healing those we serve in 'mind, body and spirit', the nurse lovingly provided him with an appropriate referral.

He was tested for STDs and during the sexual integrity education provided by the nurse she suggested that he reconsider his lifestyle because the decisions he was making would impact him for the rest of his life. She explained many risks of having sex outside of marriage. She told him he deserved better ...and so did the women he was so carelessly having sex with. His heart seemed to soften.

A few months later, the patient returned to the clinic...again for testing and introduced his one and only girlfriend. He was proud that he'd reduced his number of current partners down to one; however, she had an untreatable STD. Due to his recent exposure with her, testing would have to wait, but the nurse asked him, "is this girl 'the ONE you plan to

marry'?" The nurse shared her concern that he was at risk of also being infected. The patient couldn't say if this girl was 'the one'. And through their continued conversation, he quickly realized that 'if' he has an untreatable STD he would have to someday explain to his 'future' wife that he would likely give her the same disease. That's not the most romantic gesture a guy can share.

## Our abstinence-only, sexual integrity education works.

The young man left the clinic with strict instructions to remain abstinent for six weeks and then return to InnerVisions for testing. When he returned (still with the same girlfriend) he was excited to tell the nurse that they'd remained abstinent for the six weeks as instructed....AND that he didn't know how good a relationship could be without confusing it with sex! And he said, "YES...I do think this is the ONE." He contributed that decision to the experience of courting appropriately without the complication of having sex.

This is why we do STD testing - especially for men. This is why our staff has received thank you notes....and flower arrangements from appreciative patients.



**HOW ABOUT AN UPDATE ON ARIEL AND HER BABY (A)?**

You met Ariel just before Christmas when she was 23 weeks pregnant. She made it to 34 weeks pregnant, but then delivered her son prematurely, who ended up spending some time in the NICU. Shortly after he was released from the hospital, they came to the clinic for a visit, and it allowed our staff to visit with her and the baby!

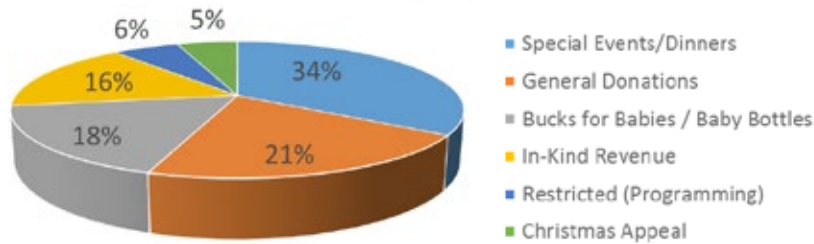
While Ariel's life has had many ups and downs, as a young woman in her early 20s, she has relied on the staff at InnerVisions to check up on her, help with moral and emotional support, and provide some important resources during her time of need. She and her baby boy still need our help, prayers, and support, as the father of the child is not involved in their life.

But baby A has totally changed her life: he depends on her, and she depends on him. The love she has for her son gives her the inspiration and motivation she needs to help her make better, healthier choices.

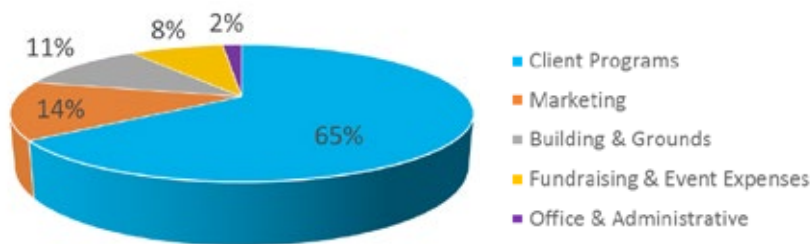
Ariel was extremely touched by her time at InnerVisions. She says: "the nurses treated me extremely nicely and were very helpful. They answered all of my questions and are very sweet ladies. I would definitely recommend InnerVisions to a friend who might be in a similar situation."

# IVHCare at a Glance

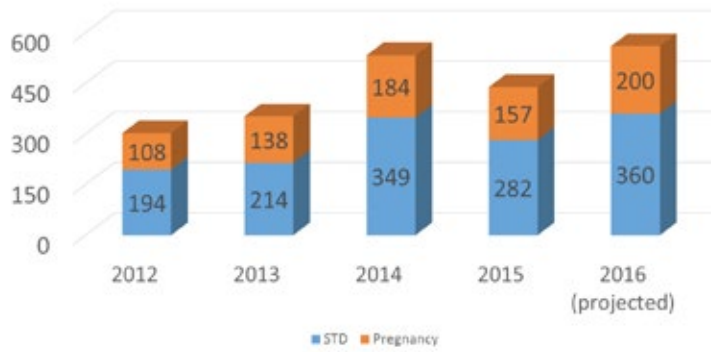
## 2015 INCOME



## 2015 EXPENSES

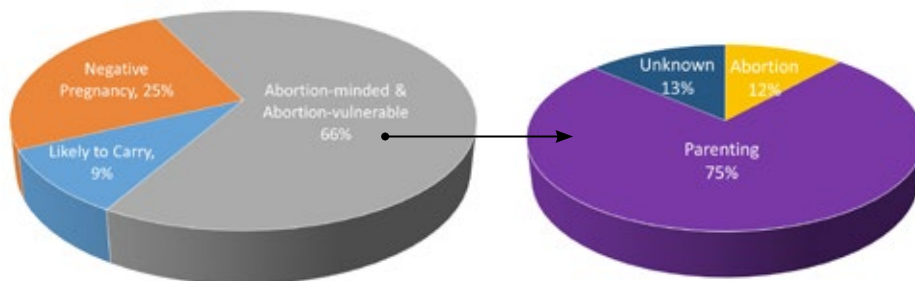


## PATIENT VISITS



Due to the fact that client visits were down in 2015, we partnered with a new marketing firm, and our projected client visits have already risen and are set to exceed 2014 levels. Since we're spending more resources targeting our specific demographics, we wanted to share some of our marketing data.

## PREGNANCY CLIENTS IN 2015



*Our Mission:* InnerVisions HealthCare provides women and men facing unplanned pregnancies or sexually transmitted diseases with compassionate, non-judgmental, and truthful information, sexual integrity education, and free medical care, to empower them to make the most informed, life-affirming decisions for themselves and their families.

We can't solve all crisis pregnancies overnight — but we can do it one client at a time, and that's why it's so important for our nurses to spend quality time building that trust and rapport with each client during their appointment at InnerVisions, where top-notch, quality medical care meets ministry-based services.



Jenny Condon



Jenny Cline, RN, MPH

## OUR CLINIC STAFF

Jenny Condon  
*Executive Director*

Dr. Greg McKernan  
*Medical Director*

Dr. Susan Beck  
Dr. Tom Mallisee  
Dr. Sandy Ruhs  
*Volunteer Physicians*

Jenny Cline, RN, MPH  
*Director of Nursing*

Samantha Freund, RN  
Joni Hansen, RN  
Brandi Palmer, RN  
Jan Steenhoek, RN  
*Staff Nurses*

Bryan Gonzalez  
*Director of Development*

Pat Wright  
*Director of Finance*

Tami Bixby  
*Director of Marketing*

Paulette Gardner  
*Accounting Associate*

Kris Gaspari  
*Post-Abortion Healing*

Lori Staver, BSN  
*Staff Development Consultant*

## OUR VOLUNTEER NURSES

Jo Helling, BSN  
Terri Kruse, BSN  
Diane McGuire, BSN  
Rachel Prohaska, BSN

## BOARD OF DIRECTORS

Justin Doyle  
*Chair*

Rob Stark  
*Treasurer*

Patti Brown  
*Secretary*

Dave Asjes  
Jim Bates  
Brenna Bird  
Colleen Carey  
Jenny Condon  
Cindy Jensen

# Meeting the Client Where She Is

*The goal of empowering women* to save babies is only achieved if we are able to reach women in need, specifically, women who view their pregnancy as an obstacle rather than a joy. While traditional marketing techniques (such as radio, billboards, and print) are important, InnerVisions has expanded over the last year to embrace and adopt new and improved digital marketing efforts. At InnerVisions, we want to contribute to changing the world, one person at a time.



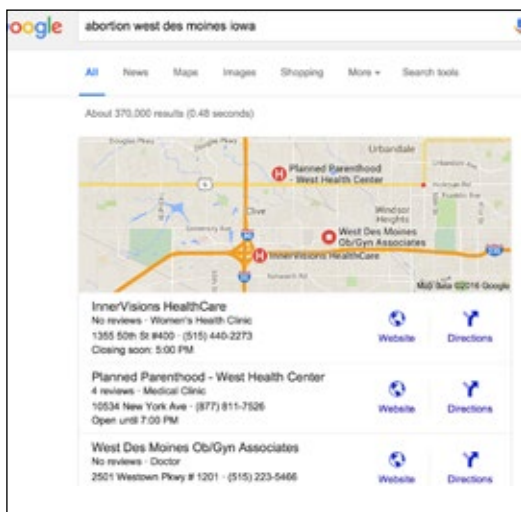
**THE CLINIC'S DIRECTOR OF MARKETING**, Tami Bixby, consults and manages the multifaceted approach of a robust marketing program, focusing 71% of our marketing dollars on digital and internet. To be good stewards of our generous donors' contributions, we carefully channel funds into those paths which allows us to connect with abortion-minded clients.

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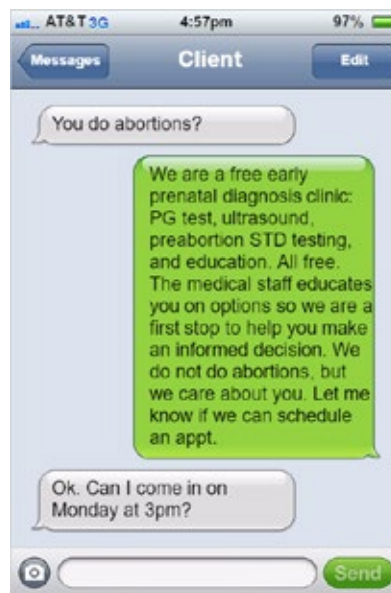
There is a direct correlation between the growth of our marketing strategy and the number of client visits. We saw this in 2014, the first year we spent significantly on marketing. At that time we experienced tremendous growth in client visits. However, by 2015, we decided on a more intentional marketing approach. This continued optimization and marketing process led InnerVisions to rework its strategies, create an updated

website, and design a mobile-friendly site with a "text us" feature. This has increased the clinic's visibility on search engines, and has put InnerVisions in full view on mobile apps and the computer screens of prospective clients via digital ads. In March 2016, the nurses saw the highest number of client visits in our 5-year history, higher than any other month by nearly 75%. In 2016, we anticipate another 25% increase in client visits.

Currently, we are able to maximize (by twofold!) the impact of our marketing budget because of the underwriting of Tami's consulting services and her ability to strategically navigate and negotiate all of the clinic's marketing efforts. The deliverables of her services are double the industry standards. Our digital CTR (click through rates) and impressions continue to impress. While the industry standard is 0.06%, our CTR is 0.13%! On average that is 100,000 impressions per month to a targeted demographic. The nurses continue to serve an ever-increasingly full appointment list and we anticipate continued growth and expansion.



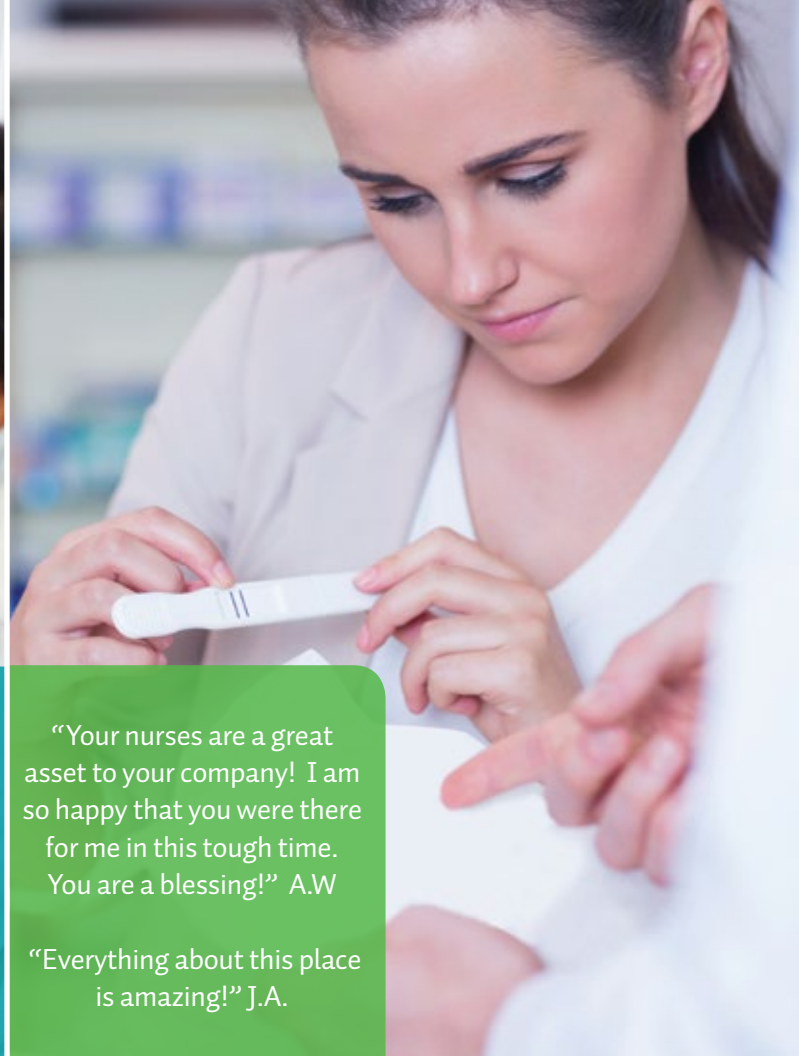
This is a recent Google search for "abortion west des moines iowa" and InnerVisions was the first option. This is due to Tami's hard work and dedicated efforts and her strategic marketing approach.



In our attempt to eliminate the need for an abortion, we need to be available in a radical way, which means our nurses answer calls and emails 24/7, but it also means we respond to our clients through texts. Here is an actual text exchange that Jenny had while she was boarding a plane in late March. The client showed up a few days later for her appointment and decided to parent the baby...all thanks to our radical dedication to serving the unexpected pregnancy!

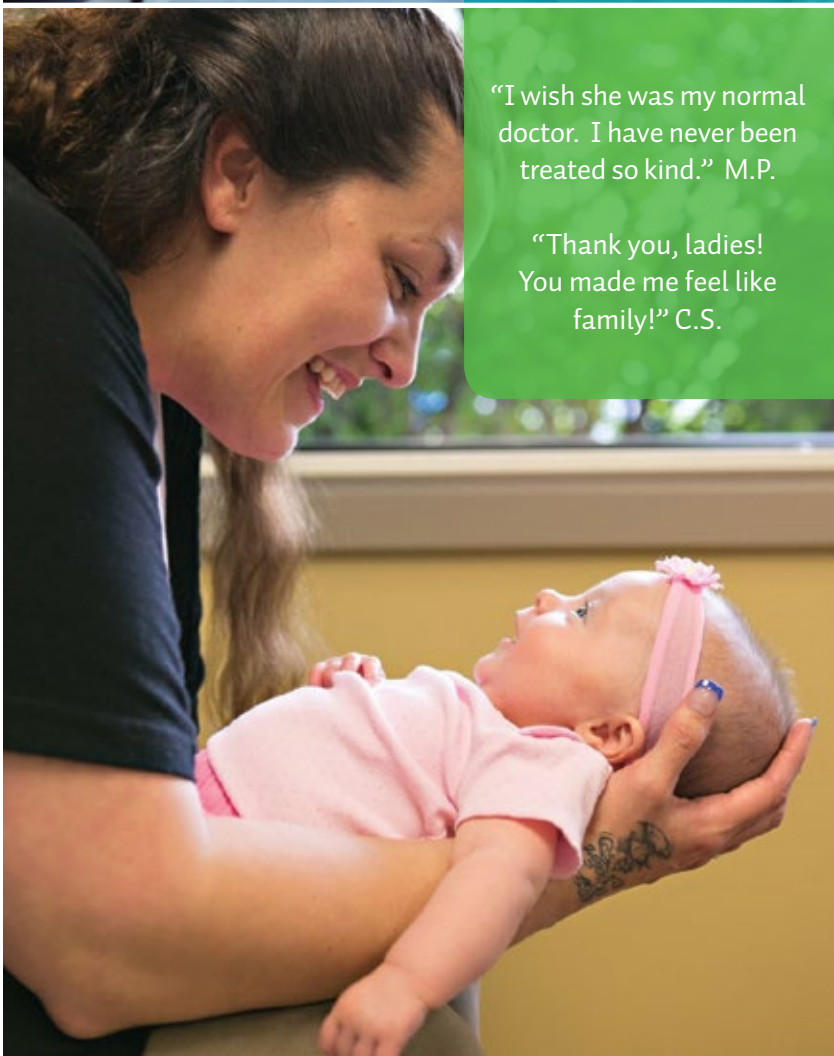


“InnerVisions is a first class organization and staff. I can’t say enough how great they were to me during a stressful time.” C.W.



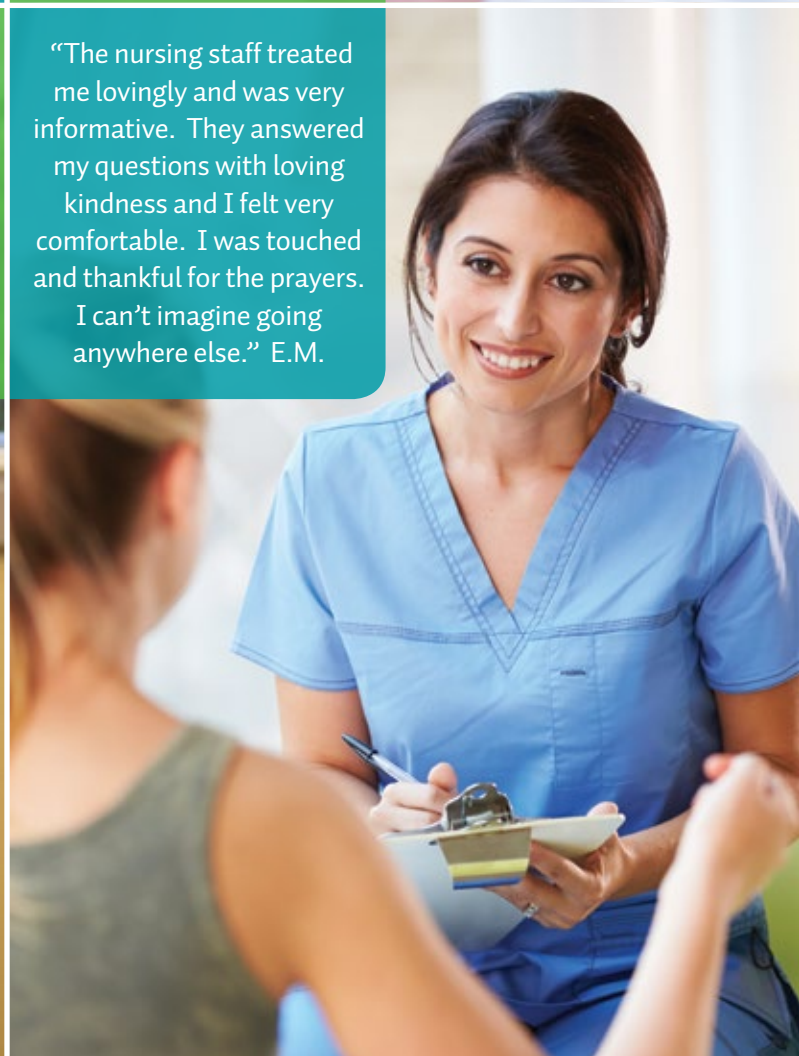
“Your nurses are a great asset to your company! I am so happy that you were there for me in this tough time. You are a blessing!” A.W

“Everything about this place is amazing!” J.A.



“I wish she was my normal doctor. I have never been treated so kind.” M.P.

“Thank you, ladies! You made me feel like family!” C.S.



“The nursing staff treated me lovingly and was very informative. They answered my questions with loving kindness and I felt very comfortable. I was touched and thankful for the prayers. I can’t imagine going anywhere else.” E.M.



**Hours of Operation:**

**Monday:** 9 a.m. – 5 p.m.

**Tuesday:** 9 a.m. – 8 p.m.

**Wednesday:** 9 am. – 5 p.m.

**Thursday:** 9 a.m. – 8 p.m.

**Friday & Saturday:** by appointment

**All services provided are free and confidential:**

- Pregnancy Testing & Counseling
- Limited Obstetrical Ultrasound
- Referrals for OB Care & Social Services
- Abortion Information
- STD Risk Assessments
- STD Testing, Diagnosis & Treatment
- Sexual Integrity Workshops
- Post-Abortive Healing Workshops



**InnerVisions HealthCare**

An unPlanned Pregnancy and STD Medical Clinic

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