

# THE VISION

THE NEWSLETTER OF INNERVISIONS HEALTHCARE

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info@ivhcare.org

www.ivhcare.org

515-440-2273

## CLINIC STAFF

Theresa Welch, RN  
*Executive Director*

Dr. Greg McKernan, DO  
*Medical Director*

Dr. Tom Mallisee, MD  
Dr. Sandy Ruhs, MD  
Lacy Lundgren, ARNP  
*Volunteer Medical Staff*

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*Director of Patient Resources*

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Candace Johnson, RN  
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## A Look Under the Hood

### CORE VALUES EXPLAINED

**Y**ou've heard us share about the new patient process that we learned about two years ago. Around the same time, the leadership team at InnerVisions employed Entrepreneur Operating System (EOS) is geared more towards for-profits of a certain size, but we have an implementer, Jon Leonetti, who has helped us adapt it to our nonprofit.

For nonprofits, vision and mission statements are easy. However, our ability to make decisions and identify and resolve key issues needed to be improved, and this method has proved very helpful.

Moreover, Jon has provided clarity by bringing to light our three "core values"

- Dedicated
- Strong Faith
- Strive for Excellence

Each one of these core values is embodied and embraced by the board, employees, staff, and volunteers. (Many of our donors, too, have these values!)

Those who work at InnerVisions are not only passionately pro-life, but they're dedicated to the "InnerVisions Way" of empowering women and saving babies. That's our mission and we're proud of that.

As a Christian medical clinic, we do what we do **because** of our strong faith in our Lord and Savior, Jesus Christ. He gives us the grace necessary to perform this medical ministry,

and when we have tough days, we know it's His grace that sustains us.

Finally, we have a commitment to excellence. When we felt a sense of complacency after we opened our second clinic in 2019, we needed a jolt, and we discovered the new patient process, which we have been using for almost two years. We have high expectations of the board, staff, and volunteers because of our core value of striving for excellence.



More recently, we realized that by adjusting our clinic hours, we could increase our patient load by more than 25%. EOS has taught us to work smarter, not harder. That might mean that a particular clinic isn't open when you need it to be, and we're sorry for the inconvenience, but feel free to reach out and ask what a good time to meet up is!

So, there's a "look under the hood." We thank you for partnering with our mission, and trust that these values which animate the daily life of our clinic are ones that resonate with why you support this noble endeavor.

FROM THE DIRECTOR

# Statewide Pregnancy Center Conference



Over the years, when InnerVisions staffers attend national conferences, we've come to learn that how we do things at the clinic is above average. It's difficult to say that about ourselves, since while we can improve, we recognize that other pregnancy help organizations look to us for counsel and support.

To that end – and to continue a tradition that my predecessor began – we hosted a statewide Pregnancy Resource Center Conference in late October. Centers/clinics from across the state gathered in Des Moines for a day of inspiring workshops that touched on several important aspects of our work:

- the politics in a post-Roe world and how future legislation might impact our industry;
- an in-depth look at the sex trafficking world, and how a local non-profit welcomes women who find themselves in unspeakable situations;
- a brief overview on some good board governance principles;
- some basic fundraising principles;
- the latest updates on how to market to those women most at-risk to abort;
- how pregnancy centers and clinics need to care for their front-line nursing and counseling staff and volunteers with a wellness program, that includes mental health employee benefits;
- how to help and minister to women who have already had abortions;
- and finally, Sarah Hurm, who spoke at our gala this year, shared her story about APR.

A special thanks to our sponsors for this event: Pulse Life Advocates, Choose Life Marketing, the Knights of Columbus for the state of Iowa, and an anonymous donor.

It was a great time of fellowship and fun, and we look forward to getting together in the future!

God bless,

Theresa Welch, Executive Director

## PATIENT TESTIMONIAL

# “I needed to hear about all my options first”



Recently, one of our nurses was texting a potential patient who had scheduled an abortion for that very day! Fortunately, this patient decided to come in for a same-day appointment to visit with our staff. This unwed, pregnant mom in her early 20s already had a 10-month son, and was uncertain who the father of the baby was. The positive pregnancy test left her overwhelmed, in shock, and not ready for another baby; she just had “too much going on.” She “needed” an abortion.

A week later at her follow-up appointment, though, she said: “I am so glad I [came to the clinic]; I needed to hear about all my options first”. And, as a result, she changed her mind and is planning to parent. And, even though she said that everyone would support her having an abortion, she now reports that she has support to parent the child, too. We're so blessed to be able to help this mom along her journey!

# A Faithful Servant



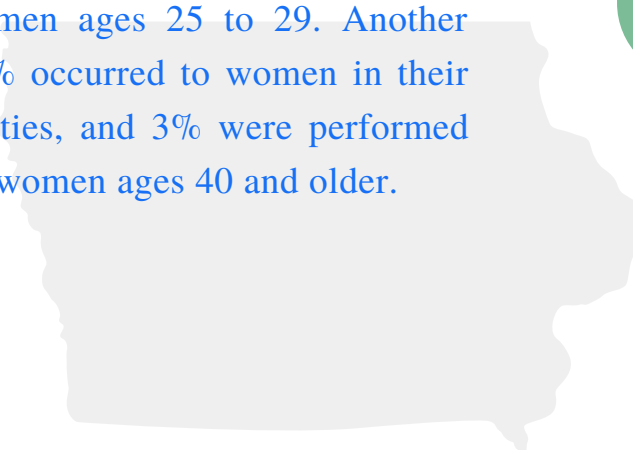
In this issue, we'd like to highlight volunteer Jo Helling! Jo has heroically served InnerVisions for over 11 years as a volunteer nurse. She is the only current nurse volunteer to be ultrasound trained, due to the time and cost associated with being trained. This is a testament to the trust that we've had in Jo over the years to serve our patients in the highest capacity as an ultrasound-trained, nurse volunteer!

Jo first heard about InnerVisions from a friend who thought she'd be a good candidate...and boy was she! Nicknamed among the staff as "Saint Jo," since we know she can be there for us when we're in a pinch.

Recently, when asked about getting others more involved, she said, "All women who come to InnerVisions need to hear they are loved and have value. If they do not know this, they will not love and value the life they carry."

We're so grateful for Nurse Jo and her commitment to our life-affirming mission for the past 11 years!!

**10%** of Iowa abortions were performed on girls younger than 20, including 3% on girls under the age of 18; 29% were performed on women ages 20 to 24, and 28% were performed on women ages 25 to 29. Another 29% occurred to women in their thirties, and 3% were performed on women ages 40 and older.



## LEAVING A LEGACY AND PLANNING FOR THE FUTURE?

Help build the clinic's long-term sustainability by including InnerVisions HealthCare in your will, in your trust, or as a beneficiary of a life insurance policy or retirement plan. A small percentage for you, makes a big difference for InnerVisions. Questions? Feel free to reach out to Theresa or Bryan at InnerVisions for any planned giving information.

# Summer Gala & Fall Dinner Dance



The summer gala on June 2nd was a huge success! Over \$500k was raised, thanks in no small part to our amazing local speaker, Sarah Hurm, who shared her heartfelt story of reversing her chemical abortion to our 1,100 guests. And who can forget Isaiah's arrival to the stage at the end of her talk!?

Save the date for next year's gala: June 1, 2023 at the Iowa Events Center.

In mid-September, St. Luke the Evangelist in Ankeny hosted our 12th annual benefit dinner which raised \$50k, with many Councils and Sponsors in support, along with 180 guests. *Vivat Jesus!*



## WANT TO VOLUNTEER?

We could use a couple more dedicated volunteers to greet and check in patients as a volunteer receptionists and advocates. If you're interested, contact Brooke, our Director of Patient Resources at [brooke@ivhcare.org](mailto:brooke@ivhcare.org).

## INNERVISIONS NEEDS YOUR HELP

Please send your tax-deductible contribution to:

InnerVisions HealthCare  
1355 50th St., Suite 400  
West Des Moines, IA 50266  
515.280.4706



Gifts can be made electronically: [ivhcare.org](http://ivhcare.org) and click on "Donate."

We're also grateful if you prayerfully consider making a gift of stock or including "InnerVisions HealthCare" in your will, in your trust, or as beneficiary of a life insurance policy or a retirement plan.

Does your employer participate in a charitable giving program (e.g. United Way) or do they match gifts? Contact HR at your company and ask them to include InnerVisions.

Do you shop with Amazon? Choose InnerVisions as your charity of choice and a percentage of your purchase will be donated.

