

THE VISION

THE NEWSLETTER OF INNERVISIONS HEALTHCARE

SPRING 2022, ISSUE 1

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New Focus Method BETTER ADDRESSES PATIENTS' CONCERNS

With the opening of InnerVisions South more than two years ago, we continue to see an increase in at-risk, pregnant women. This is our mission, and why so many of our benefactors support us. So, what can we do to improve and get better?

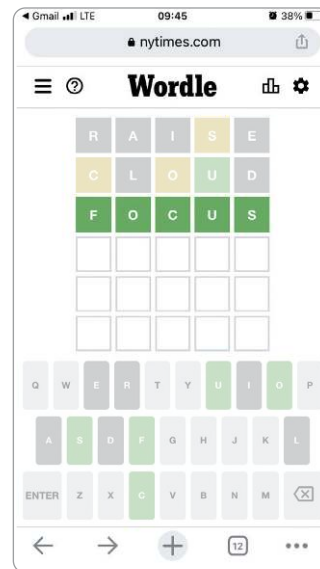
We searched high and low, and found a new-and-improved patient process which addresses our patients' concern of her

WE SAW A 176% INCREASE IN OUR MOST AT-RISK ABORTION-MINDED AND ABORTION-DETERMINED PATIENTS FROM THE PREVIOUS YEAR.

pregnancy and streamlines the appointment. It required an overhaul — or as we learned in the training process, a removal of the current tool belt, and a replacing with a new tool

belt. This process began when our leadership team attended a week-long training in Omaha in September 2020, and we began implementation in February 2021.

Now that we're a year in to the new model, does it work? Well, we saw a 176% increase in our **most** at-risk abortion-minded and abortion-determined patients from the previous year! And thanks to our robust marketing strategies, we continue to serve the most vulnerable pregnant women, and have had great results!



Some tangible changes to our patient process: trying to keep the appointment to 60 minutes, since patients have a shorter attention span; the hiring of a scheduler position to provide scripted responses at the time the patient initially contacts us; providing an ultrasound to every positive pregnancy test; and more!

If you're interested in learning more about our new patient process — and seeing our new and improved West clinic! — reach out for a tour! Contact us today!

WANT TO VOLUNTEER?

InnerVisions South could use a couple of dedicated volunteers to greet patients and answer phones as a volunteer receptionist. If you're interested, contact Brooke, our Director of Patient Resources at brooke@ivhcare.org.

FROM THE DIRECTOR

Dreaming of Telehealth



According to a Common Sense Study in 2019, teens are spending seven hours and 22 minutes on their phones each day. That doesn't include other time in front of a tablet or computer screen. And by the age of 12, nearly 70% of children have their own smartphone. This sad reality means that in order for InnerVisions to effectively connect with our potential patients, we need to have a robust digital presence. Over the years, we have increased our commitment to digital marketing; our schedulers also engage with potential patients by email and text; and, now we're exploring Telehealth.

Healthcare providers mean different things by "telehealth", but we want to connect with our patients sooner and remotely through video, so we're exploring how to do that. To that end, we've asked other PHOs (pregnancy help organizations) around the country for counsel, and most who are even entertaining the idea are sharing similar challenges. However, if there's one thing we learned as a result of the pandemic: we need to connect digitally and with video in real time with our patients.

Moreover, as the abortion pill has become so easy to purchase online, we need to be present, available, and relevant on the digital real estate that these young people are canvassing. Telehealth will allow us to compete more directly with not just BigAbortion, but also BigPharma.

Please offer a prayer for us as we navigate these challenging "telehealth" waters, and if you are an expert in telehealth, please consider sharing your perspectives on how we could do it well!



Theresa Welch, *Executive Director*

VOLUNTEER SPOTLIGHT

One Secret to Our Success



Peggy Janus

In our last newsletter, we highlighted the important work that Ellen, our volunteer social worker, does. We thought that would be a good practice to continue, but we have so many amazing volunteers, that it's hard to pick one, so we'll feature them on the website in between printed newsletters, be sure to check out our donor website Volunteer Spotlight!

InnerVisions began in 2011, and while there have been many volunteers come and go since then, a few have remained with us from the beginning. Peggy Janus is one of them. She first heard about InnerVisions from founding board member, Steve Cashman,

who was part of her bible study. Since then, she has faithfully served weekly as a volunteer receptionist, answering phones, greetings patients, and performing clerical work (stuffing envelopes, etc.).

Recently, we asked her what she might share with others about getting more involved: "I would tell them that any *time* they can give would be appreciated. The staff is very accommodating and it's a wonderful experience that has helped me look differently at the people who need our help."

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

A Third Son Who Almost Wasn't



About a year ago—at the beginning of our new patient process—a patient came to us with a high AVR (abortion vulnerability rating), which means she was determined to get an abortion. She had two other children, no support from the father of the baby, and was pretty desperate. She was also an immigrant, and worried about her status. So Nurse Amanda met with her on four separate occasions, providing multiple ultrasounds. Despite her initial desire to terminate the pregnancy, Amanda reported that she was planning to parent, and our follow up nurses confirmed that. A turning point was at her second appointment, when she stated: “he’s already a baby, isn’t he?” That was at nine weeks old.

Well, we were delighted to see her return in January to show us her new baby boy—only a few weeks old, and that allowed us to shower her with gifts. We’re so grateful that she chose life for her baby who almost wasn’t!

Did you know that 67% of abortions in Iowa are chemical (medication) abortions? And, did you know that InnerVisions offers Abortion Pill Reversal? It’s a protocol that attempts to reverse the affects of the first abortion pill, which is a progesterone inhibitor.

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.

SAVE THE DATE

11th Anniversary Gala, June 2nd



*Educate
Empower
Encourage*

Our annual Gala is on Thursday, June 2nd and we'll welcome Sarah Hurm, a local patient to share her inspiring story with our guests! We'll be at the Iowa Events Center again, and hope to have even more guests than our 1,000 last year! Tables will go fast, so be sure to buy one (or two!) today. For more info on sponsorships and purchasing tables, visit www.ivhcare.org/2022gala.

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 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 a 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!

