

THE VISION

THE NEWSLETTER OF IVHCARE

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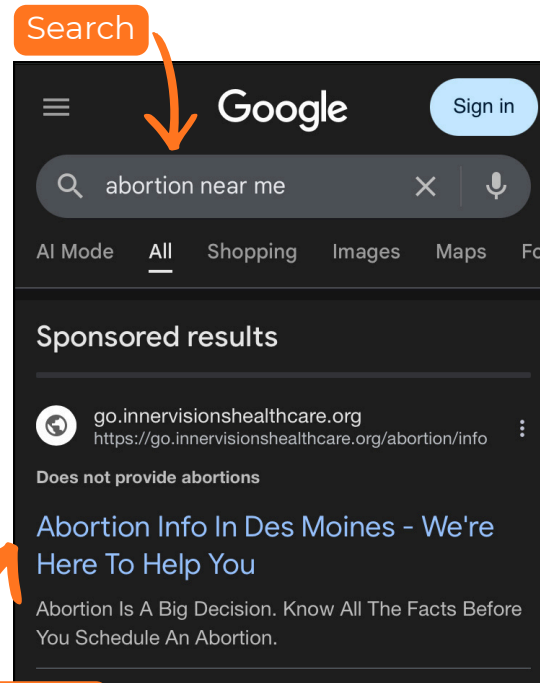
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Marketing: How Our Patients Hear About Us

Our mission to help pregnant women begins long before she walks through our doors. The women we serve are navigating unexpected pregnancies and may see their situation as an obstacle rather than a source of hope. Our challenge is to reach these women at the moment they search for answers; and today, that moment happens online.

Since opening 15 years ago, IVHCare has developed a strategic marketing approach designed to meet women where they are. Most women facing an unexpected pregnancy turn to their phones for information. That's why our digital, conversion-focused marketing strategies are so important in connecting with a pregnant woman in need.



Digital marketing allows us to reach women actively searching for pregnancy-related services in our area. Through SEO, targeted online advertising, and geofencing, IVHCare is able to connect with women quickly, especially since time is of the essence. Often, a woman who feels alone or overwhelmed needs to know someone is available to listen and offer compassionate support.

Our marketing efforts are carefully measured and refined to ensure we are using donor resources wisely. By monitoring search performance, online engagement, and appointment trends, we continually adjust our strategies to reach the women who need us most.

For years, we have applied the biblical principle of being “wise as serpents and innocent as doves” (Matt 10:16) in how we reach women considering abortion. Our goal is to be present in her moment of need with compassionate, medically accurate information that reassures her she is not alone. Patients can connect with our scheduler 24/7 by phone, text, or email, allowing us to quickly schedule an appointment and begin providing care.

Because our patients and donors are different audiences, we maintain separate websites and social media platforms. As donors, we invite you to follow and engage with us online at at our donor sites @IVHCare.

Results

FROM THE DIRECTOR

Focus on the Family Partnership



I'm excited to share an important milestone for IVHCare. Recently, our clinic hosted a comprehensive two-day site visit from Focus on the Family, a nationally respected organization serving families across the United States. After an extensive review of our operations, we were officially approved to participate in their Ultrasound Grant Program.

This approval is a meaningful affirmation of the work happening every day at IVHCare. During the visit, Focus on the Family carefully evaluated our clinical protocols, medical policies, leadership structure, financial accountability, staff training, and patient care practices. Their site representative examined every aspect of how we serve pregnant women in our community. Successfully completing this process confirms that IVHCare meets rigorous national standards for medical excellence, ethical care, and organizational integrity.

Most importantly, this opportunity will help us expand life-affirming ultrasound services for women facing unexpected pregnancies. Ultrasound plays a powerful role in helping women understand their pregnancies and make informed decisions about their futures. Through this partnership, we will be better equipped to provide that critical moment of clarity and care. This milestone reflects the dedication of our entire IVHCare family – our staff, board members, volunteers, and faithful supporters like you. Your prayers, generosity, and encouragement make it possible for us to operate with excellence and compassion.

As we look ahead, we are grateful for this partnership and excited about the opportunities it creates to strengthen the services we offer. Together, we will continue to meet women in their moment of need with truth, hope, and compassionate medical care.

Thank you for standing with us in this mission!

A handwritten signature in black ink that reads "Loralee Chase". The signature is written in a cursive, flowing style.

Loralee Chase, *Executive Director*

Expansion Update

In order to keep up with the demand of at-risk and abortion-minded patients – which is the first of our five initiatives in our strategic plan – we have generous donors who have funded ultrasound machines so that we can offer more weekly patient appointments! As you saw elsewhere in this newsletter, we're grateful to Focus on the Family and the Knights of Columbus for purchasing two machines; we're also grateful for a generous donor who privately funded a third ultrasound machine which will now add more appointments to our South clinic location.

By updating our aging machines to the latest technology, including advanced shadow reduction technologies helping us find the heartbeat at a younger gestational age, we'll be able to save more lives here in this heartbeat law state! In your charity, please say a prayer for the generous donor, as well as Focus on the Family and the Knights of Columbus!

Welcoming Women with Love



For Amy, volunteering at IVHCare is deeply personal. Having experienced an unplanned pregnancy herself while raising a child as a single mom, she understands the uncertainty and fear many women feel when they first walk through the doors. That experience became the “why” behind her commitment to serve.

Amy recalls how challenging it was to navigate her pregnancy in her early 30s while living away from family. The unknowns felt overwhelming, and she remembers wishing there had been an organization like IVHCare to walk alongside her during that season. Though she briefly considered not continuing the pregnancy, she knew in her heart she couldn’t make that choice. Today, that experience fuels her desire to make sure every woman who comes through the doors feels supported, informed, and loved.

What keeps Amy coming back week after week is the Christ-centered environment and the shared passion among the staff and volunteers. “Everyone here truly cares about saving babies and making moms feel welcomed and loved,” she says. As a volunteer, Amy often serves as the first smile a woman sees when she arrives—something she doesn’t take lightly. Her message to every woman who visits IVHCare is simple but powerful: *You are loved, and your baby is a gift from God.*



T Taylor
3 reviews

★★★★★ 6 months ago

I called as soon as I got a positive test. I was in a very complicated place in life, 9 months post partum and going through relationship issues. They had me in every week for SEVEN weeks, until the baby was clearly growing and had and had an heart beat. Everyone was SO kind and supportive. They were not judgmental and truly just gave their best effort in supporting me and my decision. Once baby girl came, they invited us back for my girl to meet everyone, and I left with diapers, gift cards and gifts. I cannot stress enough how amazing and supportive everyone was!

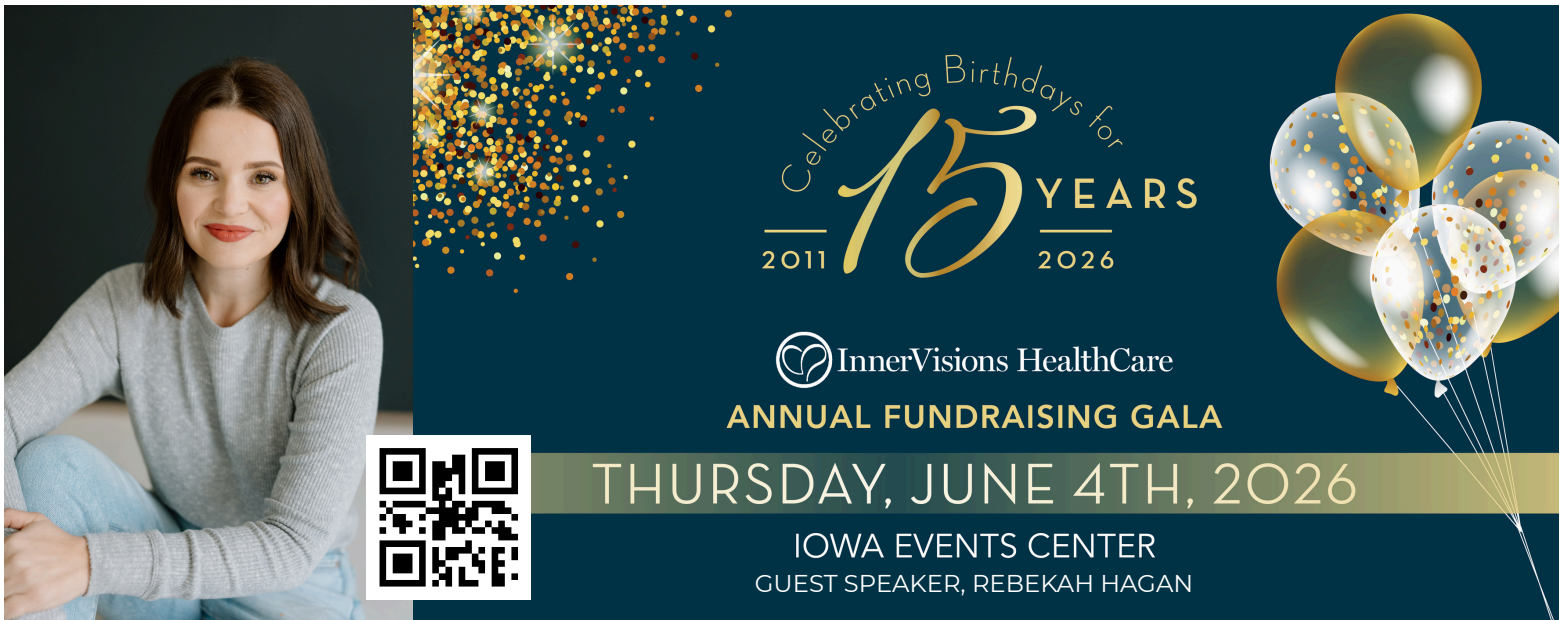
KofC Ultrasound Initiative



IVHCare extends our sincere gratitude to the Knights of Columbus, especially Council# 9632 (Sacred Heart in WDM), for their incredible leadership and generosity in helping us secure a new ultrasound machine! Through their efforts, more than \$20,000 was raised in less than a month – a remarkable testament to their commitment to protecting life and supporting women facing unexpected pregnancies.

Additionally, these funds will be matched by the Knights of Columbus Supreme Council, doubling the impact of this gift. Because of the dedication of Council# 9632 and their supporters, more pregnant women in our community will have access to life-affirming ultrasound services.

Thank you for standing with us in this mission. Vivat Jesus!



Celebrating Birthdays for
15 YEARS
2011 2026

InnerVisions HealthCare
ANNUAL FUNDRAISING GALA
THURSDAY, JUNE 4TH, 2026
IOWA EVENTS CENTER
GUEST SPEAKER, REBEKAH HAGAN



Mark your calendars for the regional ride on June 27th.



HELP US SPREAD THE WORD ABOUT IVHCARE ALONG THE BIKE TRAILS THIS SPRING!

We have a limited supply of IVHCare bike jersey's. Each one is \$20 while supplies last. Reserve your size by phone (515.440.2273) or stop in the West Clinic to pick one up.

IVHCARE NEEDS YOUR HELP

Please send your tax-deductible contribution to:

IVHCare
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 "IVHCare" 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 IVHCare.

