



Informed Choices

+ MEDICAL CLINICS

Strength for Life's tough choices

INFORM • MEET NEEDS • STRENGTHEN

INFORM
MEET NEEDS
STRENGTHEN



WHO
ARE
WE?



Informed Choice of Iowa is the largest and fastest growing pro-life organization in Iowa, as well as the only pro-life AAAHC accredited (aaahc.org) medical group in Iowa.

Everyday at the Informed Choices Medical Clinics we meet the needs of men and women in Iowa who are faced with difficult sexual health decisions by providing, free of charge:

- **Pregnancy Verification**
 - consultation, pregnancy test, ultrasound, early prenatal care
- **Pre-Termination Evaluations**
 - consultation, STD testing and treatment, pregnancy test, ultrasound
- **Sexually Transmitted Infection and Disease Testing and Treatment**
 - for men and women
 - risk assessment, risk avoidance education, testing and treatment



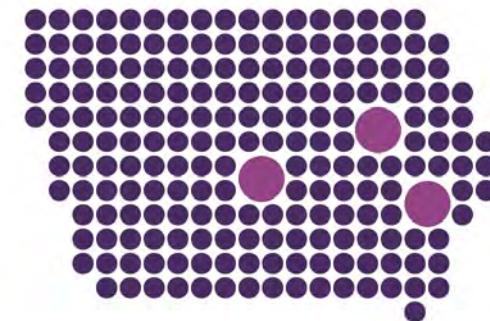
Our Mission

Meet the Real Needs of men and women when they are facing unexpected sexual health decisions and turn Fear into Confidence by providing Strength for Life's Tough Choices.

There are 67 Community Colleges and Universities across Iowa. Informed Choices needs to be there.

50%

of abortions in Iowa are performed on 18-24 year old college students.



67 Community Colleges / Universities in Iowa

95%

of post-abortive women say they wish they had been given more information.



90%

of post-abortive women, knowing what they know now, would have made a different choice.

91%

of Women seeking termination **choose to carry their baby** to term after visiting an Informed Choices Clinic.




STI/STD Testing

By providing free STD testing for men and women, Informed Choices Medical Clinics are able to provide Life Saving services before a pregnancy occurs.

- STD Risk Education
- STD Risk Avoidance Education
- Abortion with positive STD Education
- STD Testing and Treatment

When our clients understand the risks and choose the best possible STD Avoidance Strategies, unplanned pregnancy and abortion are eliminated from their future.



Sexually active young people are
3 x more likely
to get an STD than to
get Pregnant.



WE ARE BUILDING BRAND RECOGNITION

Everyone knows the name Planned Parenthood. Ask any high school or college aged student where they would go if they needed reproductive health services, and they will almost always say, "Planned Parenthood." Even though there are more options than ever before, only one company has dominated the field, with their interpretation of women's healthcare and their agenda... until now. The Informed Choices Medical Clinics brand is gaining recognition and building a reputation for quality, compassionate reproductive health care among college students across Iowa.





WHAT MAKES US DIFFERENT?

A process that works

11,000 lives touched

1,000+ women spared the pain of abortion

4,500 significant spiritual decisions made

- **State Wide Vision**
 - Branding, Name Recognition
- **Aggressive Marketing**
 - Demographic Targeting
 - TV, Internet, Campus Buses
- **Satellite Clinic Model**
 - Focused, Efficient, Effective
- **AAAHC Accredited**
- **Highly trained staff and volunteers**
- **Credentialed Medical Professionals**
 - All patient care
 - MD, RN, RDMS, NP, and PA
- **Meeting Real Needs**
 - Informational, Physical and Spiritual
- **Linear Services Model**
 - Purpose Driven, Defensible, Consistency of Care
- **Clients making Informed Choices**
 - Ottawa Decision Making Tool
 - Limited Obstretical Ultrasound
- **STD Testing**
 - Educating ahead of crisis

Accredited by



ACCREDITATION ASSOCIATION
for AMBULATORY HEALTH CARE, INC.

Accreditation distinguishes our clinics from other outpatient facilities by providing the highest quality of care to its patients as determined by an independent, external process of evaluation.

Accreditation by AAAHC is proof that we have met the rigorous standards of a nationally-recognized third party. Accreditation shows our commitment to providing the highest levels of quality care to our patients, and the same high level of quality in our business practices.

We believe our patients deserve the best. AAAHC is an independent, not-for-profit organization, that has closely examined our facilities and procedures.

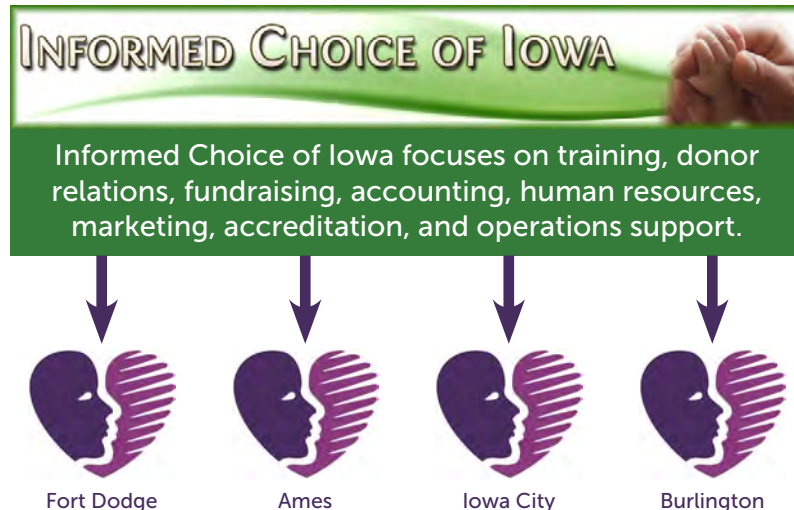
Status as an accredited organization means Informed Choices has met nationally recognized standards for the provision of quality health care set by AAAHC.

We care enough about our patients to strive for the highest level of care possible.

More than 6,000 ambulatory health care organizations across the United States are accredited by AAAHC. Not all ambulatory health care organizations seek accreditation; not all that undergo the rigorous on-site survey process are granted accreditation.

What is a Satellite Clinic Model?

A satellite clinic model is more than developing brand recognition across the state.



Local clinics focus on Client Care only.

A per-clinic lean cost structure and shared overhead costs lowers the financial burden for donors across the state.



Our Satellite Clinics operate at approximately 50% of the cost of a traditional pregnancy center while seeing more clients and more decisions for life.

What is the Linear Services Model?

Purpose. Every part of the patient experience is designed with purpose. Each small part works together to make the best possible environment and life-affirming experience.

Consistency of Care. Every patient experiences the same level of care and the same clinical process according to our set policies and procedures.

Defensibility. In the event of a frivolous anti-life lawsuit or accusation Informed Choices can demonstrate a legacy of compassionate quality patient care, defensible in a court of law.

Compassion and Love. Our ultimate goal is to cultivate our client's relationship with Jesus Christ. Even with a 91% success rate, not every baby will be saved, but every mother can be. Her experience must be one that leaves the door open for her return when she needs us again either as a client or for healing.





Informed Choices is funded by private donations from individuals, organizations and church mission budgets.

Informed Choices does not bill insurance or receive government funding. All services are provided free of charge.

Nationally, pregnancy centers spend \$1,200, on average, to save a life.

The Informed Choices Satellite Clinics spend about \$600 to save a life once they are up and running.



WALK FOR LIFE

The Walk is our spring fundraiser held in several communities around Iowa. Walkers invite their friends, family and co-workers to sponsor them for a one time gift. Walk sponsors are then invited to attend the annual banquet.

Walkers meet at a local park for a pancake breakfast and a few inspiring words from our executive director before heading out on a two mile walk together.

More information on the walk, promotional materials and videos can be found at

www.IowaWalkForLife.org



CHURCHES

Churches are the heartbeat of LIFE in Iowa.

Many churches understand the mission and vision and commit a portion of their mission funds to Informed Choices.

Within the church body men and womens groups, pro-life groups, Sunday school classes, youth groups, and individuals work together to volunteer, and raise awareness and finances for the clinics.

Church liaisons work closely with their church leadership to promote events and encourage participation throughout the year.



ANNUAL BANQUET

Our largest fundraiser is a free event held in several communities across Iowa. Donors are encouraged to invite their friends to hear more about the mission and vision of Informed Choices. An invitation to invest in LIFE is extended at the end of the evening.

National level speakers, music, great food, client testimonies, and an update from our executive director make for an inspiring evening.

Businesses, churches, and other organizations sponsor the evening so money raised can go directly to the clinics.



SPREAD THE WORD

Make sure your family and friends who value LIFE know about Informed Choices and the great need to support LIFE in the state of Iowa. Consider becoming a liaison for your church or civic group to keep in touch with us and pass on important information throughout the year. Consider inviting us to speak. We are happy to speak to groups small or large. Sunday mornings are especially popular, because we can bring our mobile unit to tour.



SHARE YOUR TALENTS

It takes a lot of volunteers to make an Informed Choices Clinic work efficiently. Each location requires 8-10 each of medical staff (RN, RDMS, NP, MD), Receptionists and Clinic Assistants, as well as a handful of other positions. That's nearly 40 volunteer positions for each clinic. This is something we can't do on our own. We need your help to find the right people for the job.



SHARE YOUR RESOURCES

As you know, it takes more than good intentions to keep the lights on. We run each clinic as efficiently as possible (\$160K per clinic per year). Many churches and civic groups across Iowa include us on their mission budget each year. Other groups make sure to promote our two fundraising events each year and encourage their members to participate. No matter your approach, an Investment in Informed Choices is an investment in LIFE.

If you are interested in partnering with us, we would love to talk with you and provide you with answers to all of your questions. Contact us to schedule a tour of the clinic nearest you.

Email Suzi@InformedChoicesClinic.com



Informed Choices

+ MEDICAL CLINICS

Strength for Life's tough choices

www.InformedChoicesClinic.com