



Annual Report 2019

Letter from Christopher Purdy

carafem has a singular vision: to ensure that people are in control of their reproductive destinies and receive high-quality care with respect and compassion. Our commitment to this belief informs everything that we do and has propelled **carafem** to be one of the leaders in reproductive health care in the United States.

Access to abortion care and reproductive health services in the United States is under attack. Unnecessary restrictions are being placed on reproductive health care in attempts to limit access and restrict people from receiving the care they deserve. As such, the need for accessible, innovative, and professional health care is greater than ever.

To address these needs, carafem continues to grow and find ways to serve current and new communities. We have recently opened new centers serving the Chicago and Nashville metro areas, and are reaching more clients than ever before. In our Chicago center, some 30% of all clients traveled over 100 miles to receive care, from Wisconsin to Iowa, Indiana, and even Kentucky.

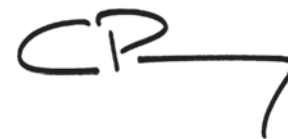
To improve and expand upon appointment availability in Georgia, we launched a successful telemedicine program where clients speak directly with their provider through secure, encrypted video conferencing software. With a limited number of abortion providers in Georgia, telemedicine allows us to bring trusted physicians into the office via technology to support the increased demand in the South. 30% of all clients in Georgia were served through telemedicine appointments last year. With the incorporation of this technology, **carafem** was able

to increase the number of clients seen in Georgia by nearly 15% over the prior year, while reducing our traveling physician expense.

Client-centered care continues to be a top priority at carafem. We listen to each client's needs and respect their preferences, values, and time. By paying close attention to our clients, we've maintained a very consistent **carafem** experience that yielded client satisfaction scores of 98% for the year. Through online scheduling and telemedicine, we were able to make booking easier and offer more appointments; all while maintaining an average visit length of 60 minutes or less.

2019 will be focused on growth and innovation. We plan to open additional **carafem** centers to meet increasing client demand and will offer the same high-quality **carafem** experience in new communities. We will continue to push boundaries and fight stigma with bold advertising and explore innovation through participation in cutting-edge abortion care research studies.

carafem's success would not be possible without the enthusiastic work of the carafem team, donors, and volunteers. We thank you for your support.



Christopher Purdy
President, **carafem**



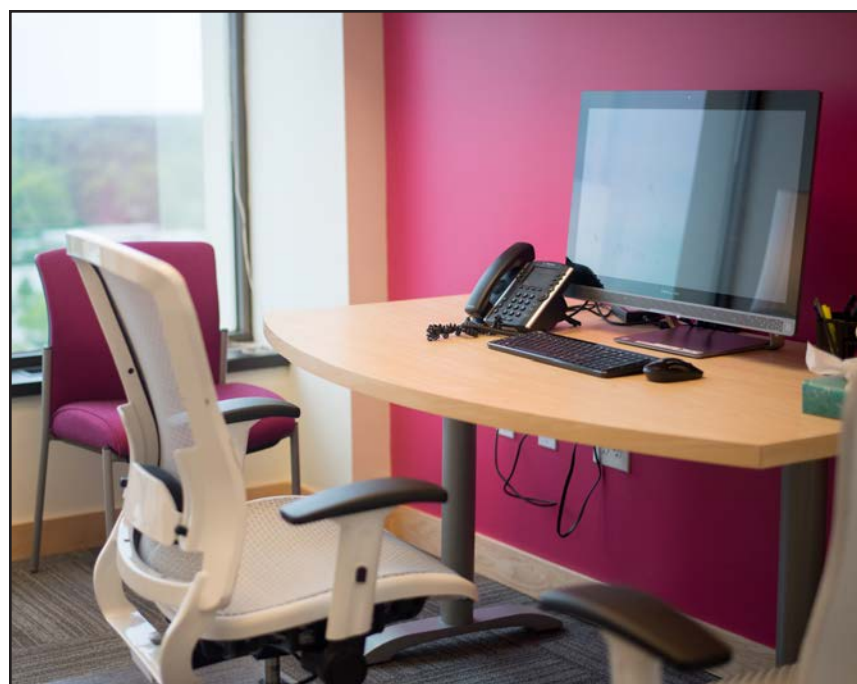
carafem opened doors in Chicago and Nashville Metro Areas

The North Shore Chicago health center opened in Skokie in October 2018 and serves Illinois as well as Wisconsin, Iowa, and Indiana. To date, nearly 30% of all clients have traveled more than 100 miles to receive services at **carafem**.

carafem's Nashville metro office has been met with a tremendous response from clients seeking abortion care. The Nashville area lacked an abortion provider for several months at the beginning of 2019 when **carafem** first opened its doors.



Bright colors, aromatherapy, soft music, and a warm smile welcome clients upon arrival.



Providing care in one private room helps clients relax and focus on their visit and ask questions.



carafem remembers that our clients are people.
We respect their values, preferences, and needs.

Our staff listens, and we give clients one-on-one time to talk and ask questions.

We involve clients in decision-making about their health and recognize them as individuals.

We are respectful of our client's time, with most appointments lasting less than an hour.

We offer flexible appointments, with evening and weekend options.

We offer online scheduling — 24 hours a day, 7 days a week.

Our services are competitively-priced.



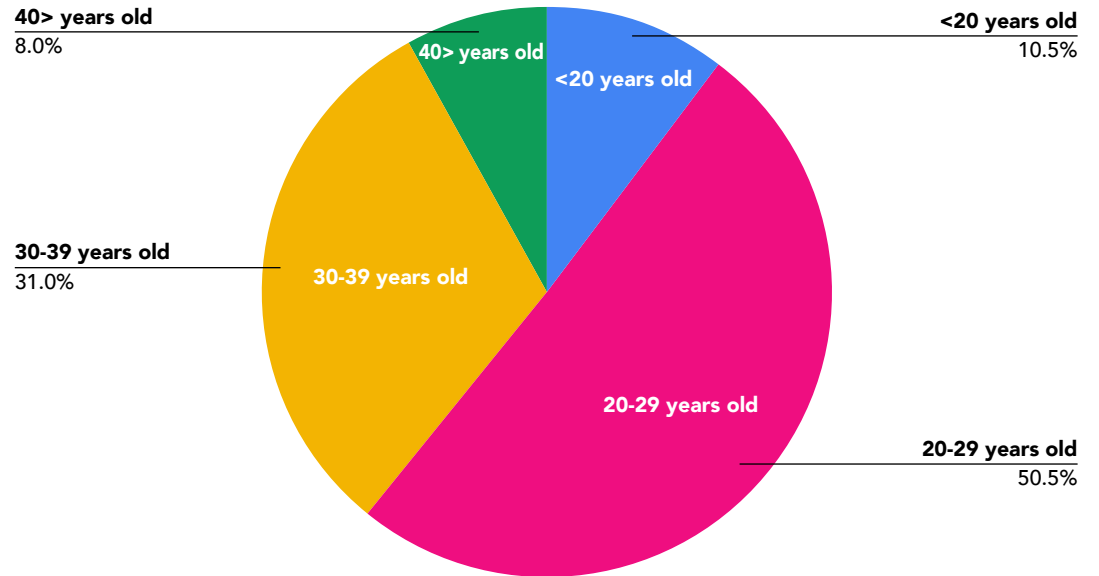
Clients Served in 2018

3,029
unduplicated clients

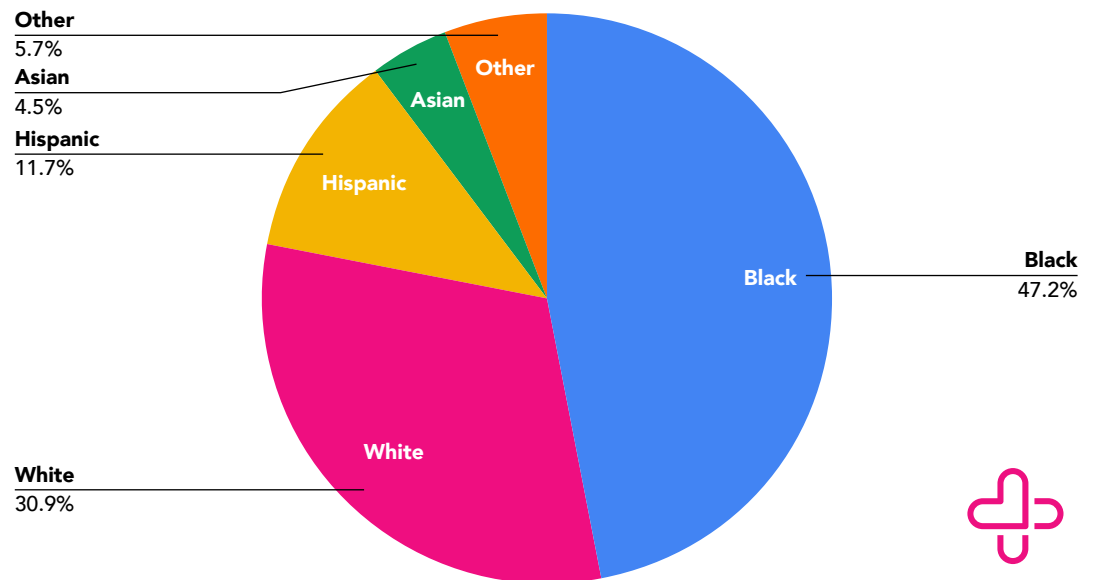
78%
uninsured clients

3,819
total visits

2018 Age



2018 Race



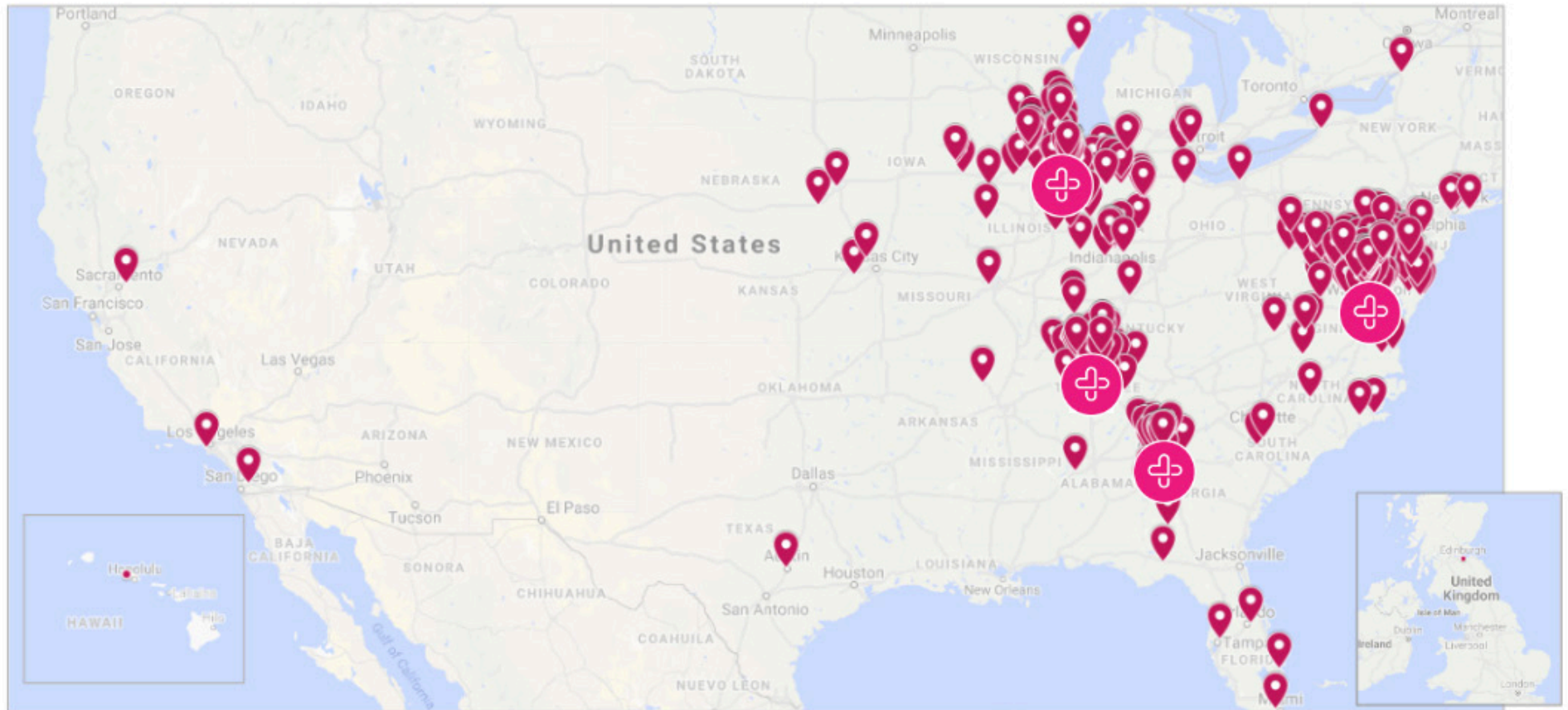
“As soon as I arrived, I had the warmest welcome. While in the parking lot, my nerves were over the roof, but as I walked in, everything became comfortable. The front desk and the doctor were the best. I will highly recommend. I have no regrets on this decision. I really don't know, there are not enough words. Thank you!

– *Chicago Client*

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3,029 clients from 35 states chose carafem



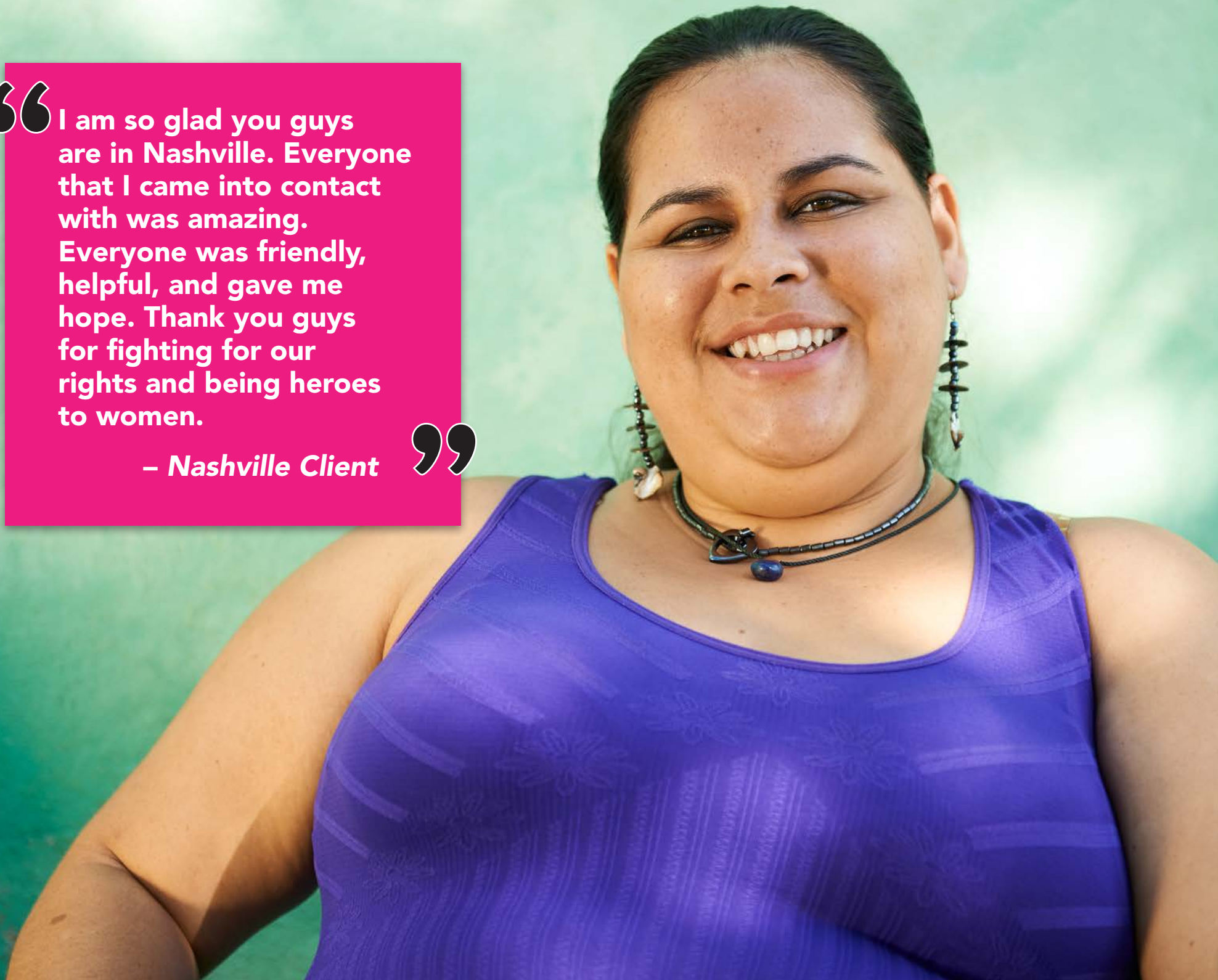
Nearly one in five **carafem** clients travel more than 100 miles for abortion care. **carafem** is working to meet the needs of clients by offering flexible appointments that start and end on time and minimize their time away from work and family.



“I am so glad you guys are in Nashville. Everyone that I came into contact with was amazing. Everyone was friendly, helpful, and gave me hope. Thank you guys for fighting for our rights and being heroes to women.

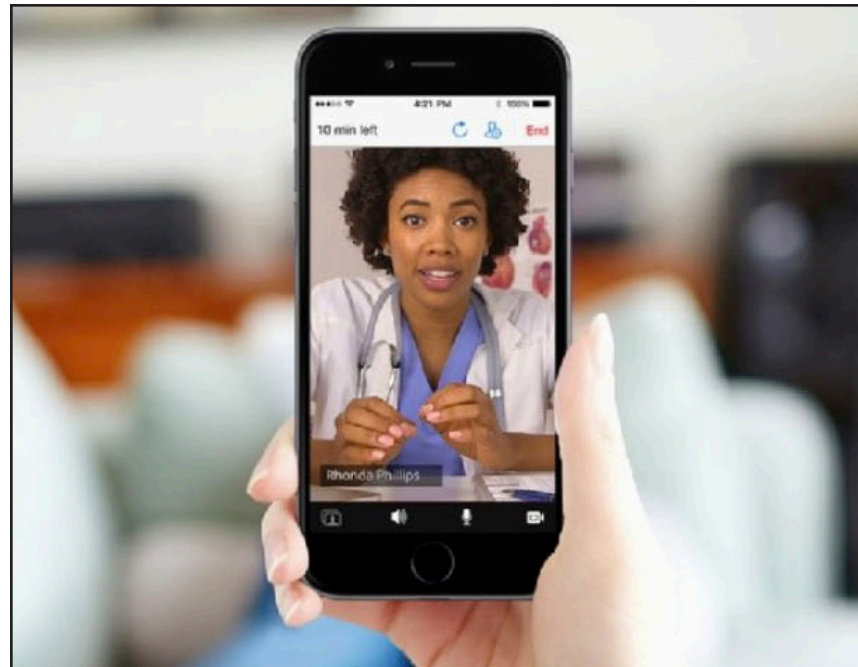
– Nashville Client

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To improve access to abortion care in the South, **carafem** expanded access to medication abortion services through telehealth technology, which greatly increased the availability of appointments in Atlanta.

carafem also began to provide medication abortion through the mail in the state of Georgia through a partnership with Gynuity Health Projects. This research study will be important to help validate the safety and acceptability of telehealth for abortion care.



carafem leverages telehealth technology to increase access to abortion.



“My experience was very wonderful. My consultation was very informative. The doctor and staff showed great concern, and in my opinion, love for their patients. In my book, they are family.

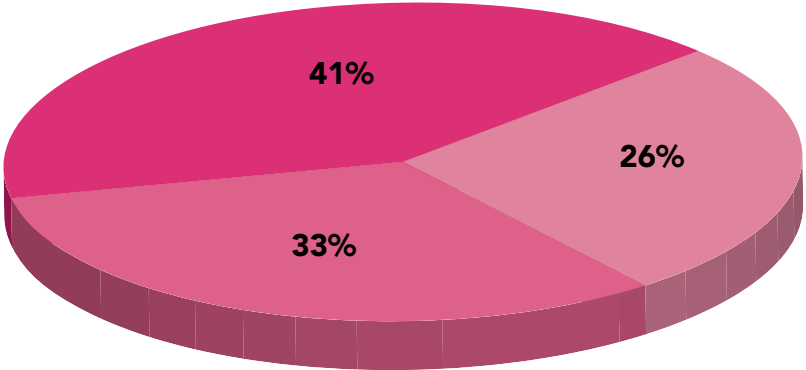
– Atlanta Client

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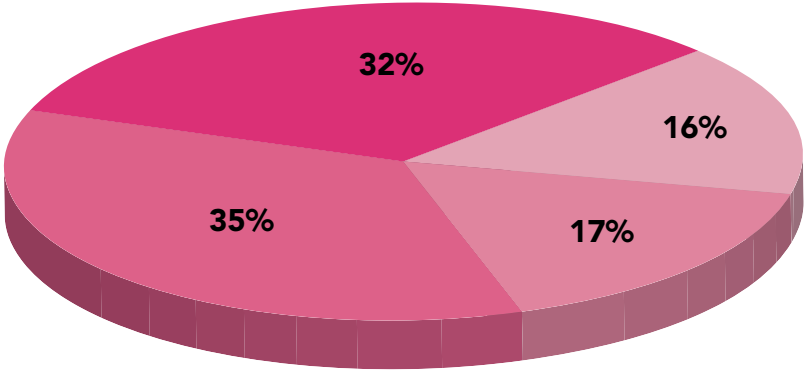
Highlights of carafem's audited 2018 financials

**Total Revenue:
\$4,007,378**



- Clinic Income (less Health Ins. Reimbursements)
- Grant Income
- General Donations

**Total Expenses:
\$3,995,325**



- Salaries & Benefits
- Health Center Operations
- Marketing
- Administration

Net Assets on December 31, 2018: \$1,572,562



“ I traveled 6.5 hours to come to carafem. The staff is absolutely amazing. Making the decision to come to the clinic can be a tough one, but the staff at carafem are supportive, caring, and I’ll say it again – Amazing.

– DC Client

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Thank you from our clients and board

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Special thanks to key donors

Donors

- William and Flora Hewlett Foundation
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