

INVESTIGATE THEIR PLAN

Discover the Difference Between
What Planned Parenthood Says and
What Planned Parenthood *Does*

*Alliance Defending Freedom would like to
acknowledge the many allied partners whose tireless
efforts to defend the sanctity of life have so richly
contributed to the creation of this booklet.*

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INTRODUCTION

The Value of Brand

When it comes to consumers embracing or rejecting a company and the product or service it provides, there is nothing more valuable, nothing more sacred, and nothing more diligently protected and promoted than a company's brand. And the reason is simple:

The company's brand is its *reputation*.

In the mind of the consumer, the brand defines who that company is. And that, from a marketing perspective, is what advances or destroys the company's future.

Companies whose brands have become ubiquitous have successfully advanced and protected their name for generations. Procter & Gamble, Walmart, General Electric, Ford ... the list is long and prestigious. Others, such as Google, Nike, Apple, and Under Armour, are relative newcomers from a generational perspective. But whether it's a century-old brand or one that was birthed within the last 50 years, one thing is shared by all:

Brand means everything.

From more recent success stories like Under Armour – a company started by a young entrepreneur who worked tirelessly to apply unique new materials and design ideas to athletic wear and, through trial and error, parlayed his idea into a billion-dollar-plus industry juggernaut.

To disastrous failures like Enron – the energy company that misled the public, ultimately losing *billions* of investors' dollars with the stock's collapse, permanently closing its doors under the cloud of deceit and sending some of its executives to contemplate their actions within the narrow confines of a prison cell.

Those companies that have succeeded – and those that have failed – could look back and identify the clear and undeniable consequences of losing or fulfilling their brands' promise to the public consumer.

Not-for-profit Brands

The power of an organization's brand is not limited to for-profit companies. The same principle applies to not-for-profit companies as well. In fact, it could be argued that a not-for-profit's brand may carry even *greater* import, because the ability to fulfill its unique mission is directly tied to a donor's belief in the quality of work and integrity of the organization. If the organization fails to deliver on what it says it is going to do, or spends more money on administration than it does on actual "in-the-field" work, then a donor can quickly and quietly abandon that non-profit. A consumer, on the other hand, who is unhappy with a product purchased from a for-profit company, generally has more options to remedy his or her disappointment. From returning the product for a refund, to exchanging it, the consumer may be more inclined to give the company or the product another chance.

Many major non-profit organizations have exceptionally high brand recognition and much-deserved, impeccable reputations...from Make-A-Wish Foundation to Habitat for Humanity; Salvation Army to World Vision...all work diligently to protect and promote their brand.

However, because of the philanthropic nature of non-profit work and the altruistic feelings it engenders in donors, it may be easier to paint a more glowing picture of what the organization *says* it is doing without actually delivering the depth, breadth, and quality of

what the brand portrays. An attractive website, a strong marketing budget, a charismatic leader, and friendly media can do wonders to secure and advance that non-profit's reputation ... even if what the organization *says* and what it *does* are inconsistent.

There are watchdog organizations that help the potential donor sort through myriad choices and ferret out non-profits with less-than-reputable operating percentages or practices. But even a less-than-favorable rating by these organizations generally won't quickly dislodge the non-profit's reputation. And, as *fiscal* watchdogs, they can't fully know what may be happening "behind the curtain." They do not have the necessary access and tools, nor is it their mission to evaluate the inherent moral values that may drive the organization.

The Business of Non-profit Organizations

A not-for-profit company, by definition, is an organization that reinvests its surplus revenues into expansion of its altruistic mission. It is not designed, or given its special tax status, for purposes of distributing those "profits" or dividends to unduly enhance the income of the organization's board of directors, executives or employees. But a well-run non-profit still employs all the appropriate business principles that any for-profit would use – income must still be generated and expenses managed effectively and efficiently.

However, when the growth of excess revenues and job security become sacred, a non-profit organization's mission can drift...and the financial bottom line can supplant its philanthropic bottom line.

This booklet explores the business of Planned Parenthood.

As a non-profit organization that promotes itself as a trustworthy source for women's health care, Planned Parenthood enjoys a generally favorable brand reputation nationally. Yet, when examined more closely, the disparity between public perception and the organization's actual delivery of "product" become troublingly apparent for Planned Parenthood – one of the 50 largest non-profits in the world.

OVERVIEW

Business 101

Imagine for a moment you've created a box manufacturing business. You set up factories around the country where cardboard sits at the ready and workers load machines that spit out your products in rapid succession. Stacks of uniform boxes are piled high.

But no one is buying. The phone is silent, and no one's knocking at the door.

That's because you failed to focus on your business's first and most important job – *creating a customer*.

To create a customer, you must first clearly identify who that target customer is. Discover *who* needs your boxes; and more importantly, if people don't think they need your boxes, then change their perspective. Convince them that the thing their lives have been missing is your boxes.

Of course, your success is tied to your profitability, so you focus your sales and marketing efforts on your target audience, educate your salespeople and set quotas for them to meet.

You also make every effort to keep your costs low to help ensure healthy profit margins.

Finally, you need to be creative. Find unconventional ways to make money and beat the competition. Create critical alliances. Build a brand image that conveys trust. Support that image with a strong visual identity, memorable taglines, engaging advertising, and well-designed, targeted websites. Finally, convince the media of the quality of your product and the altruistic nature of your company, so that you are presented to the public in the best possible light.

You will sell a lot of boxes.

But this box company only exists within the descriptive lines of this booklet. Planned Parenthood, on the other hand, is a very real, very big business. Instead of selling boxes, Planned Parenthood sells sex education, sexual health services, and abortions under its non-profit banner. It has taken its generally favorable reputation and wed that with its deep-pocketed marketing savvy to successfully advance its ideology and business plan.

And that success is palpable. Of the 1.5 *million* non-profit organizations that exist in the United States, *Forbes* magazine has consistently listed the Planned

Parenthood Federation of America as one of the 50 largest. With \$1.5 *billion* in assets, it lures 3 million customers a year to its more than 750 facilities.

Though Planned Parenthood certainly can be admired for its business acumen, *its plan demands investigation.*

Business Model

Try to imagine a large hospital chain championing the elimination of mandatory seat belt laws. What if its administrators sponsored smoking advertisements, or its doctors and nurses let patients drive home while under the influence of medication that causes drowsiness? If a hospital promoted unsafe behavior to generate business while publicly proclaiming its commitment to the health of its patients, that dangerous hypocrisy would become self-evident and not go unchallenged.

Yet Planned Parenthood engages in similar practices that escape the attention of most Americans. It claims to provide “preventive services,” aimed at showing young women how to avoid pregnancy while simultaneously promoting risky sexual behavior that increases the likelihood of pregnancy and disease. The profitable outcome of that duality is an expanded market for contraception, testing for sexually transmitted disease (STD), and Planned Parenthood’s biggest income generator – abortion.

The more Planned Parenthood campaigns for risky, unrestrained sexual activity, the more people are lured into

buying and using contraception. When contraception fails or is neglected, the need for STD testing increases. With the rise in sexual activity, pregnancy numbers subsequently increase along with the demand for abortions.

Planned Parenthood has also been shown to reduce its overhead costs by maintaining minimal or unsafe health and medical standards. And if all of these actions don't fully meet the corporation's sizable financial demands, Planned Parenthood appears willing to bend the rules and misuse taxpayer dollars to ensure that it keeps its doors open.

The Planned Parenthood business model is fundamentally simple:

1

Create a customer by promoting risky sexual behavior to children.

2

Provide contraception, STD testing and abortions – enforcing abortion quotas to drive revenue.

3

Minimize costs by failing to uphold safe health standards – putting women's health at risk.

4

Ensure a stronger bottom line by allegedly engaging in the waste and abuse of tens of millions of taxpayer dollars.

CHAPTER 1

Laying the Foundation

PLANNED PARENTHOOD PROMOTES
RISKY SEXUAL BEHAVIOR TO CHILDREN

Stand & Deliver, an international report by Planned Parenthood, asserts that “countries should give high priority and attention to all dimensions of the protection, survival and development of children and youth.”

But do Planned Parenthood's words match its actions?

When you look for the substance behind those seemingly admirable goals, you find that Planned Parenthood's definition of the “protection, survival and development of children” translates to one thing: the

promotion of sexual experimentation. As the nation's largest provider of sex education, Planned Parenthood pours resources into creating books, videos, social media pages, curriculum, and campaigns targeting young people. Its "Tools for Educators" web page indicates that 90 percent of parents in America support sexuality education in schools. So Planned Parenthood uses the funding it receives from federal and state governments to provide *its* definition of appropriate "age-appropriate sex education" to our nation's children.

Targeted Marketing

Planned Parenthood's campaign to influence children follows a well-crafted sales process that moves with those children through each step of their growth. Planned Parenthood's own words reveal its game plan: "Ideally, medically accurate sexuality education would be taught each year in our schools from pre-kindergarten through 12th grade. Like all school subjects, the information and skills that are taught are age-appropriate, reflect best-practice, and build on the previous year's learning."

Here's a quick summary of what Planned Parenthood's taxpayer-funded, "age-appropriate" sex education teaches young people.

1. The Planned Parenthood sex education program for children starts at age 4 with *It's Not the Stork*, "a book about girls, boys, babies, bodies, families, and friends." This book describes in

visual detail what unique physical parts boys and girls have, and explains that "having sex...[is the] kind of loving [that] happens when the woman and the man get so close to each other that the man's penis goes inside the woman's vagina."

2. At age 7, children move on to *It's So Amazing*, "a book about eggs, sperm, birth, babies, and families," which depicts growing up, explains what happens during sexual intercourse, talks about heterosexual and homosexual relationships, encourages masturbation, tells the reasons why women have abortions, and describes the use of condoms in this way: "A condom can catch sperm before it can meet the egg. A condom fits over the penis. A condom can also keep people from getting or passing on infections like HIV... during sexual intercourse."
3. The book for 10-year-olds is titled *It's Perfectly Normal*. It's about "changing bodies, growing up, sex, and sexual health." It deals with topics including anal sex, how to masturbate, AIDS, and abortion. Though the information within the book is medically accurate, the content offers little in regard to discernment and behavioral consequences.
4. Children are eventually directed to Planned Parenthood's Facebook Page for Teens. This

page provides more specific instruction on how to sexually experiment while re-emphasizing the message “It’s all normal.” One post highlighted hip-hop artist Kreyshawn’s “coming of age.” She says she’s dated both guys and girls, but doesn’t call herself gay, straight or bisexual. “I don’t go searching for girls or guys,” she says. “I just take whatever comes my way, and that’s just genuine.” The page then asks teens, “How do you know who you’re into?”

5. Planned Parenthood’s website also has a special section just for teens, promoting a variety of sexual relationships and activity. Videos and pictures teach about masturbation, going so far as to say, “Experts recommend that parents teach children that it’s normal for people to touch their sex organs for pleasure.” The website also asserts that it’s normal to question one’s sexual identity: “‘Questioning’ means people are not sure of their sexual orientation or gender identity. This is normal, and it’s very common – especially for teenagers.”
6. In addition to being a significant sex educator in elementary, junior high, and high schools, Planned Parenthood has begun to establish facilities inside the walls of schools. One such school is Roosevelt High in Los Angeles, where Planned Parenthood operates a center that

provides free birth control for teens without parents’ knowledge. At similar school facilities, Planned Parenthood distributes the morning-after pill in addition to providing counseling and abortion referrals.

7. Planned Parenthood uses the social media site Tumblr, which targets teens and college students. More than half of Tumblr’s users are under 25, and the site is the perfect place for Planned Parenthood to share more graphic instruction for young people about things like oral sex and how to make their own sex protection.
8. Geared for a college-age audience, Planned Parenthood launched the campaign *Where Did You Wear it?* About 55,000 college students in western Washington were given condoms with tracking codes so they could post and describe online when, where, how, and with whom they had had a sexual experience.
9. Many college campuses host Planned Parenthood events that purport to teach students how to “properly” engage in sexual activity. Many events feature all-night bars, with no-pants-required dress codes.
10. Many of Planned Parenthood’s facilities are located in the inner city or within walking distance of

universities. To that end, it has launched clever, targeted, and expensive ad campaigns to generate clients. The “We’re Your ...” transit ad campaign communicates that Planned Parenthood can be a trusted, hush-hush partner in sexual encounters, no matter the outcome.



Marketing Outcomes

Planned Parenthood’s material for young people promotes an obsession with sex. From pre-adolescence to the years of early adulthood, Planned Parenthood’s business plan has a strategic marketing approach that encourages children and young people to explore, experiment, and pursue risky sexual behavior. The long-term and saturated approach to communicating with youth teaches them that all expressions of sexuality should be indulged and celebrated.

And with that indulgence comes an increased demand for contraception. From free condoms to birth control pills, Planned Parenthood profits when young people are sexually active.

When sexual activity is unrestrained, and sexually transmitted diseases become viral, Planned Parenthood becomes the profitable benefactor through the increased STD testing it provides. In 2011, Planned Parenthood performed nearly 4.5 million STD tests and treatments.

If, in the midst of all this sexual activity, a teenager discovers she’s pregnant, Planned Parenthood profits from that as well, by making abortion an easy and accessible option.

In a youth culture where being sexually healthy means doing whatever you want with no fear of consequences, the demand for contraception, STD testing, and abortion increases—and so does Planned Parenthood’s financial bottom line.

Care. No Matter What.

Planned Parenthood's tagline is "Care. No matter what." This implies a non-judgmental commitment to provide young people with health care services. So when minors are in need of STD testing, looking for contraception, or are pregnant, Planned Parenthood treats their medical need and sends them on their way.

Unfortunately, being "non-judgmental" can lead to bad judgment. Instances of sexual abuse of minors have been overlooked by Planned Parenthood staff – despite the laws that require medical providers to report it – and that disregard of the law can cause a child to become trapped in an ongoing cycle of exploitation. If there are no consequences to the sexual predator, then the abuse keeps happening. And if it keeps happening, Planned Parenthood's services are needed repeatedly.

An Alliance Defending Freedom allied attorney filed a lawsuit on behalf of the parents of a 14-year-old girl impregnated by her 22-year-old soccer coach, who had taken her to a Planned Parenthood facility for an abortion.

The lawsuit charged that neither Planned Parenthood nor the soccer coach notified the parents of the abortion or of the sexual relationship. Planned Parenthood allegedly did not notify authorities, although this was a clear case of statutory rape, and gave the girl a contraceptive shot that made it easier for the soccer coach to continue having sex with her without getting her pregnant.

The suit, *Roe v. Planned Parenthood of Southwest Ohio Region*, was filed when the girl's parents learned that

Planned Parenthood had allowed their daughter to go through with an abortion demanded by her coach. They charged that Planned Parenthood did not question the coach when he posed as the girl's father over the phone, or when the coach paid for the abortion with a credit card in his name. Planned Parenthood had never contacted the girl's parents.

The court determined that Planned Parenthood had violated the law by failing to give the girl at least a 24-hour waiting period prior to the abortion, as required in that state. A psychologist said the abortion had caused the girl significant psychological harm, including post-traumatic stress disorder. The coach was convicted of sexual battery and served three years in prison.

Planned Parenthood is not unaware of the outcomes from childhood sexual abuse. In fact, the organization reports that abused teens have a higher rate of pregnancy and that 4.5 out of 10 pregnant teens likely have a history of abuse. Its fact sheet notes that "teen girls with a history of abuse are more than twice as likely to become pregnant as peers who do not experience abuse."

Half of the babies born to minor mothers are fathered by adult men. And 75 percent of girls under 14 who have been sexually active report forced sexual experiences.

Planned Parenthood can and should intervene to protect minor girls. All 50 states have some form of mandatory reporting laws for suspected sexual abuse, and Planned Parenthood should be the leader in applying them.

But instead, by ignoring mandatory reporting laws, the judgment of Planned Parenthood's personnel may

trump that of the parent and the police. The organization claims that mandatory reporting laws don't reduce teenage pregnancy rates and such laws only discourage teens from seeking reproductive health care out of fear that they will get in trouble or that their partner will be criminally indicted.

So when a blind eye is turned, the adult is free to continue the relationship with the child with no consideration for the psychological damage foisted on the child. And if pregnancy ensues, an abortion may be performed in complete secrecy...and the cycle of abuse continues.

Behind Closed Doors

According to its website, Live Action is a "new media movement dedicated to ending abortion and building a culture of life. [It uses] investigative journalism to expose the threats against the vulnerable and defenseless." The organization has created a series of videos called the Mona Lisa Project, in which a young woman visits a Planned Parenthood clinic posing as an underage girl.

One video shows Lila Rose, the group's founder, posing as 13-year-old "Brianna," who tells an Indiana Planned Parenthood worker she is pregnant. The worker confirms the girl's age, determines that she's had a positive pregnancy test, and listens as Brianna tells her that her boyfriend is 31.

"It doesn't matter...okay, I didn't hear the age," the Planned Parenthood worker responds. "I don't want to

know the age." The worker holds out her hand in a "stop" gesture. She explains to Brianna that she would have to report the situation to Child Protective Services, and that it would be classified as child abuse because Brianna is only 13. She tells Brianna to lie if anyone asks about the father, and to say that Brianna has "seen him around, you know he's 14, he's in your grade, whatever, so that's that problem solved."

She advises Brianna, correctly, that because of her age a parent's signature is needed for an abortion. Brianna explains that her parents would demand to know who the father is and that he'd be in big trouble, so the Planned Parenthood worker stops talking about a parent's signature. Then the Planned Parenthood adviser shows the girl how her boyfriend can take her across state lines to get an abortion. Rather than communicating with words, she circles the abortion clinic on a map and shows it to Brianna.

After the video was released, the employee was rightly suspended and then fired. The Indiana attorney general then opened an investigation into Planned Parenthood.

Videos similar to this one show Planned Parenthood employees circumventing state laws and concealing the sexual abuse of young girls in Arizona, Indiana, Kentucky, Tennessee, Alabama, Wisconsin, and California.

In a lawsuit filed by Americans United for Life against Planned Parenthood of Central and Northern Arizona, details emerged of an event in which a 13-year-old girl was raped by her 23-year-old foster brother, who then took her to a Planned Parenthood facility for

an abortion. The clinic performed an abortion, but did not notify authorities about the abuse.

The abuse continued. Six months later, the girl returned to the same Planned Parenthood facility for a second abortion. She later filed a lawsuit, saying the second abortion would not have been needed if the clinic had reported the abuse the first time. The judge agreed.

Parental Involvement

In October 2012, a court in Alaska upheld a state law that requires at least one parent to be notified before a minor can obtain an abortion. The Alaska Superior Court in Anchorage concluded that “minors may be pleasantly surprised when underestimated parents support, comfort, and affirm them. Or a teen might overlook available resources. Her parents might help raise the child, and so make college or military service feasible. Parental notification undoubtedly can open doors to unconsidered options for an otherwise isolated young woman.”

Thirty-eight states currently have parental involvement laws. Twenty-one states require parental consent for minors seeking abortion, and 12 additional states require parental notice. Despite these laws, cases of failing to notify parents are common. According to the Alabama Department of Public Health’s 2009 report, staff at a Planned Parenthood affiliate in Birmingham failed to obtain parental consent in a manner that complies with state legal requirements for *all* of the nine minor patients it processed.

Additionally, the law states that no group may receive Title X federal funds for family planning unless it certifies that it encourages family participation in the decision of minors to seek family planning services. With its claim to “Care. No Matter What,” it seems reasonable to expect Planned Parenthood affiliates to comply with the law by ensuring that parents have been notified.

Without doing so, children are allowed to act as adults, and no parental voice speaks into their decision about having an abortion or continuing in a harmful relationship.

Planned Parenthood turned a blind eye to such a case in Ohio.

Family Affair

Denise, 16, was taken by her father to the Planned Parenthood of Southwest Ohio facility for an abortion in 2004. He reportedly gave consent for the abortion, helped his daughter complete the paperwork, and stayed by her side nearly the entire time.

This time, Planned Parenthood’s negligence was not related to parental consent or notification. This was an instance of failing to report a case of rape/incest. Denise’s dad was the father of her baby. Seeking help, Denise told a Planned Parenthood employee that her father had been sexually abusing her since she was 13. Planned Parenthood had never reported the abuse to the police.

Eventually, Denise notified the police herself, but by then her father had continued the abuse for two more years. Alliance Defending Freedom allied attorneys filed a lawsuit against Planned Parenthood and won. Her father was eventually sentenced to five years in prison.

Children for Sale

Planned Parenthood is also accused of having failed to comply with federal laws that prohibit practices such as sex tourism and interstate and international trafficking of people for sexual purposes. Another series of videos from Live Action reveals that Planned Parenthood employees in seven facilities were willing to help a man claiming to be involved in sex trafficking of girls as young as 14. They also advised an alleged pimp on how to obtain secret abortions, STD testing, and contraceptives, and how to circumvent state parental involvement laws for abortion.

In one video, Amy Woodruff, LPN, manager of the Planned Parenthood of Central New Jersey's Perth Amboy Center, talks with a man and woman who claim to be a pimp and a prostitute. Woodruff advises them on how to get abortions for the girls they exploit. She tells them to take the girls to the Metropolitan Medical Association, where, she says, "They don't get audited the same way that we do."

The couple tells Woodruff some of the girls don't speak English and implies they aren't citizens. The pair inquire about how to make their operation look as

legitimate as possible. Woodruff tells them to instruct the girls to lie about their ages and the ages of their partners, to avoid mandatory reporting laws.

"Just say, 'Oh he's the same age as me, 15,'" she advises, adding, "It's just that mainly 14 and under we have to – doesn't matter if their partner's the same age, younger, whatever – 14 and under, we have to report."

Children of the World

Planned Parenthood is a global corporation. Not only does it offer services in more than 750 centers in the U.S., its influence is present around the world – in Peru, Guatemala, Nicaragua, Costa Rica, Ecuador, Nigeria, Sudan, South Sudan, Ethiopia, and Kenya.

In 2012, in Peru, Planned Parenthood campaigned to lower the age of sexual consent to 14. The measure was condemned by Episcopal, Roman Catholic, and Protestant spokesmen. They contended that lowering the age would encourage early sexual activity in minors, irresponsible paternity, and abortion.

"Approving this bill would mean a retreat regarding the protection that the government owes to minors," said Archbishop Salvador Piñeiro Garcia-Calderon, president of the Peruvian Episcopal Conference.

"A girl of 14 or 15 years of age is very easily convinced or tricked by a clever adult," said Evangelical Pastor Humberto Lay, who heads the ethics committee of Peru's Congress. "Despite cultural changes and the fact that sexual awakening is much earlier than before, we

should not weaken or relax the rules, permitting people with bad intentions or who are sick to take advantage of these cases and give free rein to their lower instincts.”

In its international report *Stand & Deliver*, Planned Parenthood takes the opposite view and explains that “young people have the right to privacy, which is essential to the exercise of sexual autonomy.” So, when a young person is pregnant, “comprehensive family planning services must be available to ensure that in [the] future, these women do have a choice. And when that choice is abortion, all women, not only the wealthy, should have access to safe abortion services.”

CHAPTER 2

The Profit Center

PLANNED PARENTHOOD ENFORCES
ABORTION QUOTAS TO DRIVE REVENUE

Planned Parenthood – the name certainly seems appealing and who wouldn’t applaud an organization whose professed mission is to promote the health of women and families?

In a national online survey of 2,000 people conducted by Alliance Defending Freedom, 49 percent of participants gave a “very positive” favorability rating to Planned Parenthood. One of the primary factors responsible for the favorable rating was the perception that Planned Parenthood is committed to providing “reproductive health care.”

However, when participants were asked what services Planned Parenthood provides, the results were as follows:

- Sixty percent mistakenly believed that Planned Parenthood provides education for new and expectant parents.
- Thirty-seven percent incorrectly thought that Planned Parenthood provides counseling for parents interested in adoption.
- Only 36 percent were aware that Planned Parenthood performs abortions, yet it *performs more abortions than any other organization in the nation*.

Respondents who gave Planned Parenthood the highest favorability ratings were more likely to believe that the organization educated new and expectant parents and provided adoption services. They were also less likely to think that Planned Parenthood performed abortions.

So why is there confusion around the services and purposes of Planned Parenthood? Despite being the largest seller of abortion in the nation, Planned Parenthood does not aggressively advertise its big abortion business – that is, until it comes to lobbying for more tax dollars or launching legal challenges to any laws that would make abortions safer, involve parents in their daughters' decisions, or provide any protection for preterm children.

Planned Parenthood Favorability Ratings Compared to Perceived Services Provided

Results from national online survey by Alliance Defending Freedom

Services	Provides	Initial PP Rating Low N=472	Initial PP Rating Med N=389	Initial PP Rating High N=598
Pregnancy testing.	68%	79%	80%	92%
Education and counseling for new and expectant parents.	60%	55%	78%	85%
Sex education.	60%	64%	72%	85%
Abortion referrals to other medical facilities.	46%	67%	51%	57%
Adoption counseling.	37%	33%	48%	54%
Abortion at their clinics.	36%	63%	32%	41%
Fertility services.	22%	25%	20%	34%

Survey Question: "Please read the following list of services and mark if it is a service Planned Parenthood provides, a service Planned Parenthood does not provide, or if you don't know, please mark that and move to the next service."

Abortion advocates claim they want abortion to be "safe, legal and *rare*." But does it really make business sense for Planned Parenthood to make abortion rare?

The 2011-2012 Planned Parenthood annual report shows it performed 333,964 abortions during that fiscal year. The Guttmacher Institute states that the average abortion patient pays \$470 for a first-trimester procedure. Abortion costs increase each week of pregnancy, but if you were to assume that every patient had a first-trimester abortion and paid the average price, this service alone would have generated nearly \$157 million for Planned Parenthood in just one year.

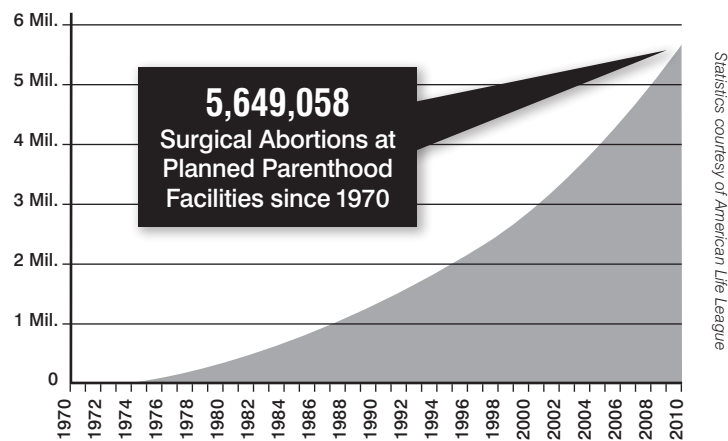
Abortion is the single largest cash-generating service Planned Parenthood provides. It accounts for around half of the roughly \$300 million generated in revenue from its patients.

Market Share

Successful businesses must secure a growing share of the market they serve. Over the years, Planned Parenthood has claimed an increasingly larger share of the abortion market.

Alliance Defending Freedom's *Planned Parenthood by the Numbers Report* shows that in 1973, Planned

Cumulative Number of Surgical Abortions at Planned Parenthood Federation of America



Planned Parenthood opened the first freestanding abortion clinic in U.S. on July 2, 1970. All data from Planned Parenthood Federation of America Annual Reports and Service Reports.

Parenthood performed only 0.67 percent of abortions done in this country. In 1993 it performed 8.98 percent, and in 2009 it performed roughly 27 percent. Translate those percentages to human lives, and you see a dramatic rise from 4,988 babies aborted by Planned Parenthood in 1973 to 329,445 aborted in 2009.

A 2012 report released by Planned Parenthood showed that the organization exceeded all of its previous targets by performing 333,964 abortions that year.

Purely measured by the numbers, Planned Parenthood is a business success story. But the price of that success is paid by the millions of babies lost to abortion.

Other Options

As a self-described “pro-choice” organization, Planned Parenthood’s website rightly offers these thoughts:

“If you are pregnant, you have three options to think about – abortion, adoption, and parenting.”

Having noted these options, you would expect that they would be presented to a female client with equity. But that simply isn’t the case.

Abby Johnson, the former director of a Texas Planned Parenthood facility, worked at Planned Parenthood because she cared about getting women the help they needed. She took to heart the many Planned Parenthood advertisements about “options counseling.” But she noticed there wasn’t a process for helping women with adoption information.

“I felt like it was important,” she says. She wrote a 75-page protocol for options counseling, and sent it to Planned Parenthood’s national headquarters. She requested that the protocol be implemented in all of Planned Parenthood’s facilities.

Some weeks later, she learned that her request had been rejected. A superior explained that it would be strange for someone to come to Planned Parenthood for an adoption referral, because “that’s not what we do.” The supervisor likened it to taking a car with a broken muffler to a transmission shop for repair.

Adoption, Johnson was told, would not be revenue-generating, so the organization was not going to put the protocol forward. Other former Planned Parenthood employees have come forward with similar stories. Adoption is simply not central to Planned Parenthood’s strategic plan.

Abortion is central.

Abortion Quotas

According to Sue Thayer, a former Planned Parenthood facility director, each Planned Parenthood affiliate has *mandated* abortion goals and quotas for its centers. With abortion as the organization’s primary money generator, the mandate helps ensure continued revenue.

Abby Johnson recalls the organization’s continual focus on money – and on the way to obtain it – during her time as a center director. In staff meetings, leaders would say, “We don’t have enough money – we’ve got

to keep these abortions coming.’

“It’s a very lucrative business, and that’s why they want to increase numbers,” she says. “One of the things that kept coming up was how family planning services were a drain on the budget, but abortion services were really running up the budget, and that was keeping the center afloat.”

It’s understandable why Planned Parenthood would *talk* about adoption and parenting, but the profitability of abortion would ultimately trump those options. According to Sue Thayer, “Adoptions are actually the only thing that Planned Parenthood *doesn’t* have a goal for.”

Insider Information

When Sue Thayer worked for Planned Parenthood, she thought it was a helpful and caring organization, and one of the few health care options in her small, rural town.

She started in 1991 as a family planning assistant at a Planned Parenthood facility in Storm Lake, Iowa, and later rose to the position of manager. At that time, her facility provided family planning services for women and did not perform abortions. Thayer took the job because she desired to help low-income women obtain affordable health care, and she remained there for 17 years.

“In my mind, Planned Parenthood was the ‘trusted friend’ it claimed to be, educating and providing women with effective contraceptives so that abortion could be avoided,” Thayer said.

In the early years, health care seemed to be the emphasis. But Thayer watched as the business structure changed. Conglomerates of Planned Parenthood facilities were formed, and along with them, larger numbers of high-dollar leadership positions were created.

Her Iowa facility was absorbed into the conglomeration known as Planned Parenthood of the Heartland. Its rural location was a barrier in attracting doctors willing to do abortions. So, according to Thayer, Planned Parenthood leadership got creative. In 2008, the organization required the clinic to begin webcam-based “Telemed abortions.”

Cheap and Quick

Abortions are done in one of two ways – either surgically or chemically. The first method cuts the preterm child into parts and removes it from the womb. The second uses one prescription chemical to detach the child from the uterine wall, causing it to die, and a second chemical to induce contractions to expel the child.

Planned Parenthood wanted a quicker and less expensive way to perform abortions, Thayer said, because doctors’ time is expensive and not always available in rural areas. A new concept was the solution: “Telemed.”

Telemed abortion uses the chemical method. It makes the procedure quicker (for the abortionist) and cheaper (for the facility), because no doctor, nurse, or other medical personnel are physically present with the patient.

After a brief webcam consultation, a doctor in a remote location pushes a button that opens a drawer in front of the female patient. Inside are two pills – the first taken on the spot, and the second taken later at home. The abortion process takes place outside the clinic, over a painful period of days.

Because some rural clinics are open only 15 hours a week, a woman may not have the option to return for medical help if she needs it. Instead, women are instructed to go to an emergency room if they experience problems. According to Thayer, women were encouraged not to admit taking the abortion pills, because miscarriage follow-up is covered by Medicaid but abortion follow-up is not.

According to FDA reports, the abortion pills have caused the deaths of 14 women and the hospitalization of 612 women, many with severe blood loss requiring transfusion. This is because the actual abortion takes place outside the clinic.

Nevertheless, Planned Parenthood championed the telemed method.

The reason?

Low overhead costs, said Thayer.

“My superiors justified telemed abortions, lauding the financial benefits of not having to worry about or pay for specialized equipment, staff, and a traveling physician – all required with surgical abortions,” she says.

After more than 17 years with Planned Parenthood, Thayer’s confidence in the organization had waned. She began asking questions, such as “Is this legal?” and

“How can we do follow-up care?” But she didn’t receive answers. Just as her center was about to start providing telemed abortions, she was fired. Planned Parenthood called it downsizing, but supervisors showed up with boxes, waiting to escort her out.

“Webcam was a tipping point for me,” Thayer says. “I couldn’t see how I was going to ever...do webcam abortions.” She admits that she felt “relieved” about being fired.

The organization tried to motivate her to stay quiet about her experiences at the clinic.

“They did offer me a...tidy little sum...if I’d sign a statement that I would never talk about Planned Parenthood – never even acknowledge that I had worked there,” she says. The offer was a significant sum, and as a single mother, Thayer admits it was tempting.

Instead, she contacted Alliance Defending Freedom. That connection resulted in filing a “whistleblower” lawsuit against the facility, alleging millions of dollars in fraudulent billing and other improper practices.

Thayer’s testimony contributed to the Iowa Board of Medicine’s August 30, 2013, decision to ban Telemed abortions. This came five years after Iowa became the first state in the nation to offer the program.

But in early November 2013, an Iowa District Judge ordered a stay on that decision...potentially reopening the door to telemed abortions.

Abortion on Demand

Planned Parenthood advertises “nonjudgmental” care for all who come. Ultimately this means that no woman who wants an abortion is turned away, whatever her situation may be. And that situation can be tricky if the woman wants to abort a baby because of the child’s gender.

Planned Parenthood apparently does not judge even this decision.

A 2012 opinion poll conducted by the Charlotte Lozier Institute found that 77 percent of respondents believed that abortion should be illegal if the sole reason for seeking the abortion is the fact that the developing baby is a girl.

But even though a majority of Americans don’t like the idea of ending lives because they happen to be female, a Planned Parenthood official stated that while the group opposes sex-selection abortion, it doesn’t rule it out. Chloe Cooney, Planned Parenthood’s director of global advocacy, says abortion is always a complex decision best left to the private realm. In other words, if a woman wants an abortion for gender selection, Planned Parenthood won’t interfere.

Another challenging situation for Planned Parenthood is when a woman is being pressured into getting an abortion she doesn’t want.

Planned Parenthood appears to go both ways on this subject. On one hand, in 2012 after Chinese dissident Chen Guangcheng made a legal stand against China’s

one-child/forced abortion policy, Planned Parenthood in the U.S. issued a statement claiming to be opposed to both forced abortion and coerced birth control.

But on the other hand, Planned Parenthood also supports funding for the United Nations Population Fund (UNPFA), the international group that cooperates with Beijing's population control measures.

When the U.S. House of Representatives considered eliminating its contribution to UNPFA's \$39 million budget, Planned Parenthood opposed the measure and prevailed.

Statistics Can be Misleading

Planned Parenthood claims that abortions account for only 3 percent of the services it provides. But the actual numbers tell a very different story.

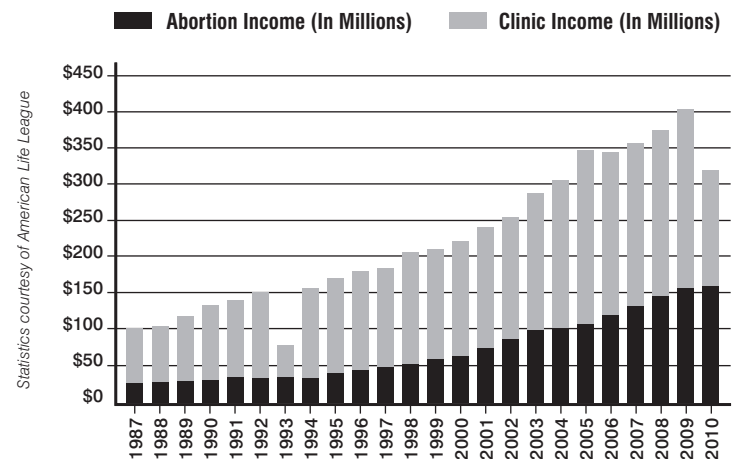
Planned Parenthood reports it provides about 11 million services for nearly 3 million clients in a given year. A total of 333,964 of those services are abortion procedures. This means that 11 percent of women who come to Planned Parenthood have an abortion.

Dispensing birth control represents a significant portion of those 11 million services. For example, by its standard of measure, when Planned Parenthood gave out 55,000 condoms on college campuses in the state of Washington, it could have counted that as 55,000 "services." Every pregnancy test, STD test, or treatment for a urinary tract infection is counted as well. If *every* service, small or large, is weighted equally, you could

statistically assert that abortion makes up just over 3 percent of what the organization does. But it is difficult to reasonably equate the simple act of handing out a single condom with that of performing an abortion.

If you move away from statistical manipulation and examine the *income* generated by Planned Parenthood from each service, the picture becomes more clear: abortion makes up about 50 percent of its revenue. If the statistical percentages are more specifically defined as services provided to women who are pregnant, the numbers are even more dramatic.

Planned Parenthood Federation of America Annual Clinic Income and Abortion Income



Clinic income from PPFA Annual Reports. Abortion income calculated using PPFA annual reports and average price for abortion at Planned Parenthood each year. In 1993 PPFA changed fiscal years — this number represents six months of data. In 2010, PPFA altered the way it reports clinic income, and the data for this year is not deemed reliable.

As noted earlier, Planned Parenthood accurately says that a pregnant woman has three choices: keep the child, give the child up for adoption, or abort the child. Here is a statistic that casts a clear light on the organization's priorities: Planned Parenthood states that it performed 333,964 abortions in the 2011-2012 fiscal year, and made 2,300 adoption referrals. That simply means that *92 percent of the services provided to pregnant women by Planned Parenthood were abortions.*

The profitability and promotion of abortions is one of the key strategies for strengthening Planned Parenthood's bottom line and securing its income growth. But growing costs are always a threat to a corporation's viability. How Planned Parenthood handles cost-cutting measures also gives a chilling glimpse into their corporate soul.

CHAPTER 3

Health vs. Money

PLANNED PARENTHOOD PUTS WOMEN
AT RISK BY FAILING TO UPHOLD SAFE
HEALTH STANDARDS

Planned Parenthood promotes itself as “a trusted health care provider” and the organization is frequently praised by close allies in the media. The public is led to believe that when a woman goes to Planned Parenthood, she will encounter a clean, safe, professional facility.

But many court cases, health inspections, and medical board citations have revealed that the organization has a pattern of pitting profits against safety.

Substandard Facilities

It goes without saying that abortion facilities are unsafe for babies. But shouldn't those facilities at least be safe for the women?

The murder trial of Philadelphia doctor Kermit Gosnell provided a shocking glimpse into the inner workings of his abortion clinic. Unsanitary conditions, unsterilized instruments, fetal remains, dried blood on instruments and floors, padlocked emergency exits, lack of qualified healthcare personnel, and other serious health risks to women were revealed. While some abortion defenders have tried to convince the public that this clinic was atypical, data suggests that substandard health conditions are prevalent in the abortion business.

When the Virginia Board of Health inspected abortion facilities in its state for the first time in two decades, Planned Parenthood strongly objected to the inspections. The results reveal why.

The Board of Health's report detailed issues involving infection prevention, personnel, improper dispensing of drugs, maintenance problems, and building code violations. In all, 80 citations were issued to the nine abortion centers. Examples of findings included:

- Fetal remains and blood in freezers
- Sponges used to clean surgical implements for a full week without being replaced or disinfected

- Uncertainty of clinic staff about which instruments were clean and which were dirty
- Failure of personnel to use personal protective equipment
- No policies requiring experience and training for staff
- Improper labeling of drugs
- Equipment not in good repair
- Hallways too narrow for gurneys to pass through, requiring women to be hand-carried to an ambulance in cases of medical emergency

An inspection of Planned Parenthood's Roanoke Health Center revealed a brownish red splatter on an operating table. Staff members admitted that it was dried blood, and that the table had not been disinfected between patients, according to the report.

Another inspection of the Planned Parenthood of Metropolitan Washington, D.C., facility revealed that one employee was cleaning the tops of medication vials prior to the first puncture with the needle, but not cleaning them prior to the second puncture.

"The current research says it doesn't make any difference," the employee reportedly said, when asked about the practice. "You could lick the tops of the vials,

and the infection rate would be the same.” She also explained that when she mixed medications, applied a label, and took the vials to the procedure room, no one verified the medications she was mixing. Verification is a common health and safety precaution, according to the report.

The additional troubling twist in this story is that these were not surprise inspections. They had been announced well in advance, likely allowing the facilities to clean up other violations before being inspected.

The bottom line is...the bottom line. Health and safety standards can be expensive and cut into profits. Maintaining medical equipment is costly, training staff is time-consuming, and implementing failsafe procedures is inefficient for a business model built on quantity, speed and profit. Planned Parenthood performs abortions at the rate of one every 95 seconds, and on average, its doctors reportedly spend no more than a few minutes with any patient who is having an abortion. The system seems streamlined to generate revenue, and that can mean safety is sometimes compromised in the process.

“Abortion facilities should be held to the same health and safety standards as all other medical facilities,” says Casey Mattox, senior counsel with Alliance Defending Freedom. “Their resistance to such standards exposes their real attitude toward women. Planned Parenthood is a billion-dollar corporation. If they are going to profit from killing innocent life, is it too much to expect that they meet basic standards to protect women’s health?”

Women at Risk

Early in its history, Planned Parenthood told women that abortions were not safe. A brochure issued in 1952 answers the question “Is birth control an abortion?”

“Definitely not,” Planned Parenthood said. “An abortion requires an operation. It kills the life of a baby after it has begun. It is dangerous to your life and health. It may make you sterile so that when you want a child you cannot have it. Birth control merely postpones the beginning of life.”

Today, Planned Parenthood tells a different story. Women are frequently not told about all of the risks to health and fertility associated with abortion, nor are they often told of the substantial increases to the risks that come with a botched abortion.

In October 2012 Ayanna Byer, after learning she was pregnant, made an appointment at Planned Parenthood in Colorado Springs to learn about her options. She decided to proceed with an abortion, but was anxious when she was told that she was too far along for a chemical abortion. But, she said, Planned Parenthood assured her it could do a surgical abortion and that she would be under anesthesia so that she would not even be aware of the surgery.

Planned Parenthood nurses, under the supervision of abortionist Dr. James Boyd, had trouble administering the anesthesia, Byer said. She told the doctor and nurses she didn’t want to proceed with the abortion without the anesthesia. The nurses continued to try to

administer the anesthesia, but without success. Before the actual abortion started, Byer told the doctor to stop, but he told her it was too late, turned on the vacuum suction machine, and began the procedure.

Ultimately, Ms. Byer filed a lawsuit where the painful details of the abortion were outlined. “Byer, fully awake, was forced to feel the full pain of the procedure against her will and without the promised anesthesia.” During the procedure she asked repeatedly, “Why are you doing this to me?”

After seven minutes, the abortionist stopped the vacuum machine and sent her home. But tissue associated with the pregnancy was mistakenly left in her womb.

Two days later Byer ended up in an emergency room, undergoing high-risk surgery to remove the remaining tissue. Because of her continued pain and heavy bleeding, the on-call doctor was concerned that she might have had an ectopic pregnancy. When he contacted Planned Parenthood the next day to ask about pathology results, he learned that, in Planned Parenthood practice, no pathology is done on abortion patients. The doctor merely looks at the remains of the baby and decides whether the abortion is complete.

“It is medically inappropriate for a physician to remove products of conception and not confirm the diagnosis with pathology,” the emergency room doctor said. “I know of no physician or hospital that would allow the removal of a specimen of this nature and assume what the diagnosis was by just ‘looking’ at it.”

Alliance Defending Freedom allied attorneys represented Byer in this medical malpractice case against Planned Parenthood of the Rocky Mountains and its doctor, James Boyd.

Mothers Who Did Not Survive

Many documented medical emergencies like Ayanna Byer’s have occurred at Planned Parenthood facilities. Sadly, some of those emergencies led to patients’ deaths.

TONYA REAVES

Tonya Reaves, 24, reportedly went to Planned Parenthood on Michigan Avenue in Chicago on July 20, 2012. She was 16 weeks pregnant and was scheduled for a second-trimester abortion, according to news sources.

Planned Parenthood did a dilation and evacuation (D&E) abortion, dismembering the child and removing it one part at a time, reports say. But in recovery, Reaves bled significantly.

Planned Parenthood allegedly did not make a call to 911. It’s unclear who ultimately called for an ambulance. But five hours later, Reaves was taken to Northwestern Memorial Hospital, where an ultrasound showed the abortion was incomplete. Part of the baby was reportedly still inside her womb. Doctors at the hospital did a second abortion, but the pain did not subside.

A second ultrasound showed that Reaves had also suffered a perforation, sources say. She went into

immediate surgery, where an uncontrollable bleed was found. Doctors performed an emergency hysterectomy, but it was too late. According to reports, Reaves died at 11:20 p.m., just a little more than 12 hours after she entered the Planned Parenthood facility.

The autopsy report indicated about 30 percent of Reaves' total volume of blood had bled into her abdomen.

DIANA LOPEZ

On February 28, 2002, Diana Lopez, 25, sought an abortion at Planned Parenthood in Los Angeles. She was 19 weeks pregnant.

During the D&E procedure, her cervix was punctured, and Lopez bled profusely. She was taken to Women's and Children's Hospital at Los Angeles County LAC+USC Medical Center, and underwent an emergency hysterectomy in an attempt to save her life. But it was too late. Lopez died.

After an investigation, the California Department of Health Services cited Planned Parenthood for several violations, including inadequate advice regarding the danger of a D&E abortion in the second trimester. Lopez's hemoglobin levels were below standards for a safe D&E. Low levels often lead to excessive bleeding. Planned Parenthood was also cited for administering a drug to Lopez during the *first day* of the usual two-day abortion process, when the facility's treatment protocols required that the drug be given on the second day, *90 minutes* before the surgical part of the procedure.

HOLLY PATTERSON

Holly Patterson, 18, went to a Planned Parenthood facility in Hayward, California, for a chemical abortion on September 10, 2003.

Planned Parenthood workers gave her 200 milligrams of mifepristone, instead of the 600 milligrams recommended by the FDA to begin the three-day process. Mifepristone is meant to block nutrients from the womb, eventually starving the developing child. If the clinic had followed FDA recommendations, Patterson would have been instructed to return to the facility to receive 400 micrograms of misoprostol to begin contractions and expel the aborted child.

Instead of advising Patterson to return to the abortion clinic on the third day to complete the treatment orally with 400 micrograms of misoprostol, Planned Parenthood workers instructed her to insert 800 micrograms of misoprostol vaginally at home the next day.

Patterson did as she was told.

On September 14 she was treated at an emergency room for bleeding and pain, and sent home. Three days later she was admitted to the hospital. Septic shock overtook her body, and she died that afternoon. Her death was the result of a severe bacterial infection caused by an incomplete abortion.

Since 2010, because of stories like these, 15 states have started investigations into abortion facilities and individual abortionists for substandard patient care.

Fully Informed Consent

We live in a health- and safety-conscious world. Every visit to a medical facility, for any reason, requires paperwork, the presentation of insurance information and medical history, and the review of a long list of specific complications that could arise during the procedure.

So it seems counterintuitive that Planned Parenthood, a company that describes itself as a “trusted health care provider,” would not follow, or encourage, health and safety protocols.

Abortion is a complicated procedure – not only physically, but mentally and emotionally as well. Women who have had an abortion can face substantial increase in the risk of depression, mental stress, self-harm, and suicide. So why wouldn’t Planned Parenthood, the nation’s largest abortion provider, inform women of the risks they could face?

Many states have passed laws requiring that women be informed of the risks associated with abortion before they undergo the procedure. But when this happens, Planned Parenthood regularly files lawsuits to block their implementation. South Dakota enacted such a law in 2005, and Planned Parenthood sued. Although the U.S. Supreme Court has affirmed that there is “a substantial governmental interest justifying a requirement that a woman be apprised of the health risks of abortion and childbirth,” Planned Parenthood continues to resist any laws requiring full informed consent.

The U.S. Supreme Court’s ruling pointed out that “psychological well-being is a facet of health,” and a woman should not be put in a position of choosing an abortion and later suffering significant psychological effects from the procedure because she had not been informed about these risks.

In 2007 the U.S. Supreme Court held, “It seems unexceptionable to conclude some women come to regret their choice to abort.... The State has an interest in ensuring so grave a choice is well-informed.”

Many studies show links between abortion and depression, and abortion and suicide. Among them:

- A British study in 1995 found that in women with no history of psychiatric illness, the rate of deliberate self-harm was 70 percent higher after abortion than after childbirth.
- A California study in 2002 found that suicide risk was 154 percent higher among women who had gone through abortion compared with those who had gone through childbirth.
- A British study in 2012 found an 81 percent increased risk of mental trauma after abortion.

Planned Parenthood tells women that abortion is very safe, and that it is in fact “safer than labor and childbirth.” It does not inform them that induced abortion increases the risk of miscarriage by 55 percent

in subsequent pregnancies. And it doesn't tell them that risks associated with abortion include psychological harm and increased rates of suicide. Instead, Planned Parenthood files lawsuits against states that pass laws requiring the disclosure of this information.

In the South Dakota lawsuit, Planned Parenthood sued to avoid having to communicate the risks associated with abortion. In the suit, the Planned Parenthood medical director testified that she had not read the medical literature that provided evidence that abortion places a woman at risk for psychological harm. And a state blue ribbon panel had previously reported, "The abortion providers give misleading information about the psychological and physical risks to the mother, and do not disclose the direct injury to the child that leads to its death." One party to the lawsuit said, "The evidence in this case is shocking in how poor, even non-existent, any meaningful counseling is, at the Planned Parenthood facility in Sioux Falls."

Opposing laws that require women to be informed of the health risks of surgical procedures is in keeping with a Planned Parenthood business model that relies heavily on the contribution of abortion procedures to the corporate bottom line.

Emergency Contraception

"Accidents happen," says Planned Parenthood. "That's why we have emergency contraception." The Planned Parenthood website claims that "emergency

contraception is a safe and effective way to prevent pregnancy after unprotected intercourse."

What it doesn't spell out quite so clearly is that emergency "contraception" isn't actually contraception when a woman may already be pregnant. Emergency contraception can end a life that has already been created. It can prevent a human embryo from implanting in the mother's womb, or end the life of the embryo after it implants.

Planned Parenthood makes emergency contraception readily available to people who are sexually active, promising a quick fix to those who are concerned they might be pregnant. Planned Parenthood's Facebook page for teens advertises the advantages of emergency contraception, and commits to having it "always on sale."

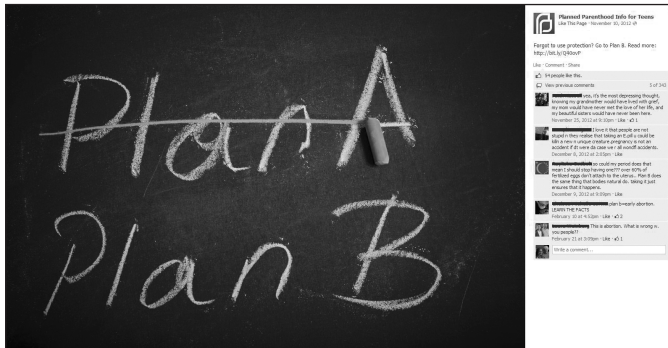


Planned Parenthood distributes two types of emergency contraceptives:

- Plan B
- ella

Plan B, or the “morning-after pill,” was approved by the FDA for use within 72 hours of intercourse. But Planned Parenthood affiliates often use it for up to 120 hours, or five days, after sexual intercourse.

Planned Parenthood has successfully advocated for Plan B now to be available without a prescription or parental notification to girls as young as 11.



Ella is a second type of emergency contraception available at Planned Parenthood. The FDA states that ella should not be used if a woman is pregnant or suspects she could be pregnant, and should not be used multiple times in one menstrual cycle. But Planned Parenthood has chosen to ignore the FDA recommendations. On

its website, Planned Parenthood says there are no advisements against the use of this treatment, and that “any woman who has had unprotected intercourse can use UPA [ella] within 120 hours (five days) to reduce the risk of becoming pregnant.”

Emergency contraception is a unique classification of drugs that was born out of the redefinition of pregnancy by the American College of Obstetrics and Gynecology (ACOG). In 1965, ACOG changed the definition of pregnancy from beginning at fertilization to beginning at implantation of the embryo in the womb. This allows for abortion-inducing drugs to be given out as “contraception” even after a new life has begun. Government funding cannot be used to cover abortions in most cases, but it can be used to cover abortion-inducing drugs in family planning programs. So Planned Parenthood financially benefits from women using these drugs as often as possible.

CHAPTER 4

Bottom-Line Maintenance

PLANNED PARENTHOOD UNDER
INVESTIGATION FOR FRAUD

A corporation that accepts government funding can be accused of financial fraud if it receives and spends money it is not entitled to, or uses taxpayer money for purposes outside the restrictions associated with the funding.

Former Planned Parenthood employees and concerned U.S. taxpayers have come forward with allegations that Planned Parenthood routinely commits this kind of fraud. Several former employees of Planned Parenthood are currently involved in lawsuits that have been

brought against the organization on behalf of taxpayers. Among these employees are a former chief financial officer, former clinic directors, and former employees who managed billing and records. Collectively, these lawsuits allege that hundreds of millions of dollars have been taken from taxpayers unlawfully. If proven in court, these allegations could result in Planned Parenthood being charged billions of dollars in fines, which they would be required to pay back to the government and the American people.

Behind Closed Doors

For about two years, Abby Johnson had system-wide access to patient records and billing activities at the center where she worked. Under a whistleblower lawsuit, Johnson is accusing 10 facilities in her Planned Parenthood Gulf Coast affiliate of submitting about \$6 million in false claims to Medicaid.

Johnson said she learned in a monthly management meeting that improper billing had been going on for some time. She asked how the money would be paid back. “My supervisor said, ‘We are going to hope we don’t get caught,’” Johnson said.

She and other facility managers were told to continue to bill for ineligible products and services. More than 87,000 claims for reimbursement were made that are alleged to be false, fraudulent, and/or ineligible for reimbursement from the Texas Women’s Health Program under Medicaid, according to Johnson.

The lawsuit claims Planned Parenthood Gulf Coast knowingly committed Medicaid fraud. The facility’s main function was to offer women an annual family-planning exam and consultation, and only office visits related to contraceptive management were reimbursable by Medicaid. But, Johnson said, due to financial pressures, the facility leaders and staff collaborated to register ineligible services – such as pregnancy tests, STD tests, and Pap smears – for Medicaid reimbursement. She said the bosses admitted to her and others that they knew these claims were not eligible but told them, “We have to keep these people as patients” and “We must turn every call and visit into a revenue-generating client.”

When Johnson left her job at Planned Parenthood after eight years, she was asked to come back and was offered more money, but she said she’d left for personal and moral reasons. A short time later she received a fax indicating Planned Parenthood was seeking a permanent injunction against her – a gag order. Their lawsuit to silence her was dismissed.

Medicaid

Unless you’re an accountant, billing practices and financial fraud may seem complicated. Here’s a simple example of how it works.

Planned Parenthood received \$542 million dollars in taxpayer money in 2012, an amount that has more than tripled since 1998. Most of that money comes from the federal government, and some comes from state funding.

Planned Parenthood receives much of its money through Medicaid reimbursement. Two-thirds of Planned Parenthood's clients qualify for some type of federal help, often Medicaid. According to Planned Parenthood President Cecile Richards, "We see 3 million patients a year and 2 million qualify for some type of federal assistance."

Medicaid was established in 1965 to help low-income citizens receive necessary health care. It's funded both by federal and state governments. In 1976, Congress added the Hyde Amendment to the appropriations bill that funnels dollars into Medicaid. Henry Hyde was a member of the U.S. House of Representatives from Illinois, 1975 to 2007, and the amendment that bears his name bans states from using federal funds for abortion except in cases of rape, incest, or danger to a mother's life. Congress has renewed the amendment in some form every year since its original passage.

Here's how Medicaid reimbursements play out at Planned Parenthood.

Planned Parenthood uses Medicaid funding mainly for what it calls "family planning services." In 2001, according to Planned Parenthood's sister organization The Guttmacher Institute, Medicaid dollars made up \$60 of every \$100 of public dollars spent on family planning.

Significantly, the federal share for most Medicaid services is between 50 and 76 percent, but for family planning, the federal government pays 90 percent. If an expense is billed under family planning, the clinic

usually gets reimbursed at a higher rate than if it is billed as a non-family planning service.

The temptation for a Planned Parenthood facility is obvious – list an expense in the column that gets the best payback.

In 2010, the potential for this kind of abuse got a boost when the Patient Protection and Affordable Care Act expanded the number of people able to qualify for Medicaid in many states. That means Planned Parenthood has the potential to bill more expenses to the federal government at the financially advantageous family planning reimbursement rate.

Title X

Since 1970, Title X of the Public Health Services Act has been on the books, providing federal funding for family planning. It is specific about what it will cover, and what it won't: "The law prohibits the use of Title X funds in programs where abortion is a method of family planning." It can be used only to support preventive family planning methods, (i.e., birth control) and services such as population research, infertility help, and other related medical, informational, and educational activities.

Just like Medicaid and the Hyde Amendment, a Title X grant recipient agrees that federal dollars cannot be used to fund abortion. For many years, Congress and the courts required that to ensure compliance with this law, any organization receiving Title X money

that also did abortions, had to maintain complete separation between the abortion and non-abortion services of the business, including facilities, personnel, and accounting records. This bright line of delineation was relaxed during the 1990s, and the law was changed to require that Title X-funded organizations performing abortions only be responsible for making sure that no part of that taxpayer money supports the abortion side of their business.

Unfortunately, even with these restrictions, Title X funds that go to Planned Parenthood arguably support and promote abortion, because the money doesn't swim in separate streams as it flows out to different services. Abby Johnson states, "As clinic director, I saw how money received by Planned Parenthood affiliate clinics all went into one pot at the end of the day – it isn't divvied up and directed to specific services." By combining the various funding sources to pay common expenses, such as rent, utilities, personnel and other shared overhead expenses, it is virtually impossible for those Title X dollars not to support or subsidize the abortion operations.

Reports to Congress

In October 2011, an exhaustive report produced by Alliance Defending Freedom with assistance by the Susan B. Anthony List was submitted to Congress. It alleged that waste, abuse, and potential fraud by Planned Parenthood may reach multiple millions of dollars.

"Americans deserve to know if their hard-earned tax money is being funneled to groups that are misusing it," says Michael J. Norton, former U.S. attorney and current Alliance Defending Freedom senior counsel, who assisted in drafting the report and litigates fraud cases against Planned Parenthood. "Planned Parenthood has to play by the same rules as everyone else. It certainly isn't entitled to a penny of public funds, especially if it is committing Medicaid fraud."

The report is based on publicly available audits and suggests that Planned Parenthood is motivated to take advantage of overbilling opportunities to boost its bottom line, partly because federal and state funding programs are complex and understaffed. Mostly, these programs rely on the integrity of the provider for compliance. But if the provider lacks integrity, who's going to know?

The report lists 12 types of potential fraud that are alleged to be committed by family planning providers like Planned Parenthood, including billing and receiving reimbursement from government agencies for medications and services connected with abortions – a practice that is illegal under federal law.

Other violations include billing more than actual costs for contraceptives and other products, inappropriate billing for services that were not medically necessary, billing for multiple initial prenatal care visits (there can be only one initial visit), and incorrectly billing first, follow-up, and postpartum services.

The numbers listed in the report are staggering:

- Federal and state audits of family planning funding found a minimum of \$95.7 million in waste, abuse, and potential fraud from 1995 to 2009.
- Of this amount, at least \$7.8 million was identified in separate state audits of Planned Parenthood affiliates in four states: New York, California, Washington, and Texas. Reported abuses ranged from extensive overbilling to illegal billing for abortion-related procedures that are ineligible for federal funding.
- In addition, federal audits of family planning programs from 1995 to 2009 identified a total of nearly \$88 million in overbilling. That sum may actually be as high as \$99 million, according to the Inspector General's Office at the U.S. Department of Health and Human Services.
- Of the 38 federal family planning audits covering federal funding streams and 19 states, two audits – in New Jersey and New York – specifically called out Planned Parenthood alone as a source of overbilling in the family planning programs. The combined waste in these two audits alone was \$1.5 million.

- All told, extensive waste, abuse, and potential fraud have been identified to date in more than 25 percent of Planned Parenthood's U.S. affiliates that have been reviewed so far. Five others are the subjects of federal whistleblower lawsuits by former Planned Parenthood employees alleging fraud.

The extent of possible waste, abuse, and potential fraud at the nation's remaining Planned Parenthood affiliates is unknown. Alliance Defending Freedom has encouraged a full review and report by the House Energy and Commerce Committee, which is investigating Planned Parenthood.

The report notes the House investigation is especially pertinent, because Planned Parenthood Federation of America exercises the necessary oversight over the billing practices of its many affiliates, which collectively receive over half a billion dollars of taxpayer funds each year.

Audits and Cases

"Health care fraud is not limited to blatant fraud by career criminals and sham providers," says Lewis Morris, chief counsel to the Inspector General. Healthcare institutions "have also committed fraud, sometimes on a grand scale."

Here are a few examples:

CALIFORNIA: The 2004 audit of Planned Parenthood of San Diego and Riverside Counties found that the affiliate overbilled the government in excess of \$5 million in the fiscal year ending in 2003. Instead of billing family planning services at cost as required, the affiliate marked up the price of drugs. That resulted in government overpayment of at least \$5.2 million in one fiscal year. The affiliate was never held accountable by the state.

In 2008, an action was brought by the American Center for Law and Justice against Planned Parenthood affiliates in California on behalf of Victor Gonzalez, the vice president of Finance and Administration with Planned Parenthood of Los Angeles.

In this False Claims Act lawsuit, Gonzalez alleges the overbilling practice was a statewide problem for Planned Parenthood. Gonzalez says Mary-Jane Wagle, then CEO of the Planned Parenthood affiliate, asked him to assess the impact of these overbilling practices. He found approximately \$2.1 million in additional income from improper billing, which he says was for only one year and for only one of the 10 California affiliates. He estimates that in the course of six years starting in 1999, overbilling by Planned Parenthood's California affiliates exceeded \$180 million.

Following this discovery, he came forward and exposed this hidden information to the public.

WASHINGTON: An audit by the state's Department of Social and Health Services found

excess payments totaling \$629,143 were made to Planned Parenthood of the Inland Northwest (PPINW) from 2004 through 2007. Doug Porter, Washington's Medicaid director, had noticed a problem. "Most birth control clinics will see a woman and usually determine what method of birth control is best, and then they will prescribe six months to a year right then and there," says Porter. But at this facility, clients were coming in every month, allowing the clinic to overcharge for multiple office visits.

Other improper billing was found, including allegations that antibiotics were routinely prescribed as part of a surgical abortion but incorrectly billed under the family planning program.

PPINW was ordered to reimburse the government \$629,143, but in 2010 the state announced a settlement with PPINW for \$345,000. A settlement was neither an admission of guilt, nor was it exoneration, but the amount was obviously a compromise of these very serious claims.

In addition, a lawsuit brought by Alliance Defending Freedom on behalf of Jonathan Bloedow, a citizen whistleblower, against Planned Parenthood of the Great Northwest, was unsealed in March 2013. After conducting personal research on Planned Parenthood and the Medicaid reimbursement system, Bloedow discovered that the corporation had allegedly committed more than 2 million instances of Medicaid fraud that allowed it to wrongfully receive more than \$46 million from taxpayers.

His research showed that Planned Parenthood is permitted to charge Medicaid only for the actual cost for the oral contraceptives and emergency contraceptives it dispenses to women. In the Washington state area, it is estimated that Planned Parenthood pays under \$3 per cycle of oral contraceptives, but actually charged the government more than \$22, bringing in millions of dollars in profit.

This federal False Claims Act lawsuit against Planned Parenthood of the Great Northwest carries with it the potential for Planned Parenthood to owe the American people in excess of \$377 million.

IOWA: The Alliance Defending Freedom lawsuit on behalf of Sue Thayer against Planned Parenthood of the Heartland accuses the corporation of submitting “repeated false, fraudulent, and/or ineligible claims for reimbursements” to Medicaid, and of failing to meet acceptable standards of medical practice.

One portion of the Thayer False Claims Act lawsuit alleges that Planned Parenthood pressed women to help pay for services even if they could not cover the whole cost – calling it a “donation,” but then charged Medicaid for the whole cost of the service, thereby receiving pay multiple times for the same services.

The lawsuit accuses Planned Parenthood of the Heartland of defrauding taxpayers with half a million Medicaid claims over 10 years, unlawfully netting the organization \$28 million.

If Thayer’s claim is upheld, Planned Parenthood could be ordered to pay the federal and state governments up to \$5.5 billion (including fines).

TEXAS: In addition to the case brought by Abby Johnson against Planned Parenthood of Houston and Southeast Texas, another former employee of the same Planned Parenthood affiliate, Karen Reynolds, brought a False Claims Act lawsuit against the organization. The lawsuit alleges Planned Parenthood “defrauded the government by charging state and federal governments for services not actually provided, medically unnecessary services, and services that are not covered under Medicaid and other programs.”

Planned Parenthood tried to have the charges thrown out, but the federal court in Texas denied that attempt, and in July 2013, the Texas Attorney General’s office obtained a \$1.4 million settlement against Planned Parenthood Gulf Coast for Medicaid fraud.

ILLINOIS: A Planned Parenthood medical director, Caroline Hoke, is being investigated for over-billing Medicaid. The state Department of Healthcare and Family Services is withholding payments to Dr. Hoke until what it calls “billing issues” are resolved.

Carole Brite, head of Planned Parenthood of Illinois, called the inquiry a routine review, but admitted the organization will have to repay the state. That raises the question: If nothing wrong was done, why would there need to be any repayment?

Despite Planned Parenthood's denial of any wrongdoing, Linda Gombac, an auditor at BlickenStaff LLC in Lafayette, Indiana, and a spokesperson at a healthcare compliance consulting firm, said medical officials typically suspend payments only when additional payments would be improper.

NEW JERSEY: Misuse of federal funds by approved health care providers, including New Jersey Planned Parenthood affiliates, was uncovered. The governor of New Jersey twice de-funded Planned Parenthood, citing concerns about waste and abuse.

NEW YORK: In 2009, the Office of the Medicaid Inspector General for the State of New York released reports showing "a pattern of overbilling at the [Planned Parenthood] Margaret Sanger Center in New York City." A letter dated January 20, 2009, confirmed Planned Parenthood's request to settle one audit for \$207,809. Americans United for Life called on Congress to investigate this further.

Susan G. Komen Foundation

In 2012, Susan G. Komen for the Cure announced that it would no longer provide grants for breast cancer screening to Planned Parenthood, in keeping with the desire "to fulfill our fiduciary duty to our donors by not funding grant applications made by organizations under investigation," said president and founder Nancy Brinker.

Komen had previously given about \$700,000 annually to Planned Parenthood to pay for manual breast exams of patients. Because *no Planned Parenthood facility provides mammograms*, any woman examined must also be sent to a doctor to verify if she has breast cancer.

Generally, cancer screenings of this manual nature are covered by taxpayer funding as part of an annual physical exam. But they may also be covered by grants issued from Susan G. Komen. Evidence provided by former Susan G. Komen and Planned Parenthood employees indicates that money from the grants was never used to offset the costs reimbursed for these services by American taxpayers. This raises a legitimate question of whether Planned Parenthood is receiving payment more than once for the same service.

More than one in four Planned Parenthood affiliates have already been implicated in fraud or over-billing of the government and disregard for laws requiring federal funds *not* to be used for abortion.

CONCLUSION

One More Time

Let's take one last inventory of what comes in the neatly wrapped package marked "Planned Parenthood."

Planned Parenthood is a massive corporation with \$1.5 billion in assets and over 750 facilities nationwide. It received more than half a billion dollars from taxpayers and made upwards of \$87 million in profits in 2012. Its business model and marketing plans drive more than 3 million women and young people – many of them in crisis – through Planned Parenthood's doors each year.

Planned Parenthood's significant success is built on four foundational pillars:

Creating a Customer by Promoting Dangerous and Unhealthy Behavior

Planned Parenthood creates a customer by cleverly and aggressively marketing its services and ideology. It promotes what it calls “values-neutral” sex education, and advocates for its curriculum to be in public schools. Planned Parenthood leads young people to believe that all sexual activity, in any form or context, is appropriate and acceptable, and can be experienced without consequences or repercussions if done “safely.” However, that promise collapses under the weight of reality: the more that promiscuous sexual activity is encouraged, the more demand increases for contraceptive devices, STD testing, and abortions, all of which Planned Parenthood is more than happy to provide – usually at a price.

Statistically speaking, Planned Parenthood’s “preventive” services appear to do just the opposite. Non-marital birth rates, along with testing and treatment for sexually transmitted diseases, keep growing. Yet Planned Parenthood receives hundreds of millions of taxpayer dollars each year, and communicates that all sexual activity can be experienced without consequences.

Provocative sex education, proliferation of easy-to-obtain contraceptives, and clever campaigns promise an escape from consequences, but are exploited to build customers from the ground up and ensure a steady stream of revenue for years to come.

Enforcing Abortion Quotas to Strengthen the Bottom Line

Planned Parenthood takes advantage of existing laws that allow an abortion to be done for virtually any reason.

Each year, the abortion giant earns, at a minimum, \$150 million in abortion revenue, which constitutes around 50 percent of the organization’s total annual revenue earned from medical services provided. Abortion is big business, and every year since its inception, Planned Parenthood has worked to increase its percentage of the market share of abortion providers.

Planned Parenthood offers a bundle of what it calls “pregnancy services” (abortion, adoption referrals, and prenatal care), but neither parenting education nor adoption referral generates revenue for Planned Parenthood. When compared against the highly profitable 300,000-plus abortions each year, it’s clear why 90 percent of Planned Parenthood’s services to pregnant women end in abortions. And it’s the profit margin that has driven Planned Parenthood to create abortion quotas, helping ensure a prosperous financial future for the organization.

That profit margin is also behind Planned Parenthood’s resistance to laws informing women of the risks of abortion as well as Planned Parenthood’s opposition to parental consent laws and its persistent failure to notify law enforcement authorities of ongoing abuse.

For Planned Parenthood, the bottom line is ... the bottom line.

Putting Women at Risk by Keeping Health Standards Low

For an organization whose brand is built on being a trusted source for women's health issues, you would assume Planned Parenthood would reinforce that image by pursuing the highest standards of safety in health care. But Planned Parenthood has chosen to do just the opposite. At every turn, Planned Parenthood opposes legislation requiring the most basic health standards. The fact is that higher health standards are costly and would threaten the corporation's viability. As a result, dirty facilities, misuse of drugs, and botched abortions are likely to continue at Planned Parenthood facilities.

In California, Planned Parenthood affiliates successfully ran a radio ad to garner support for legislation that would allow non-physicians to perform early-term abortions. Unfortunately, that bill was passed and signed into law by the governor. Now midwives, nurse practitioners, and physician assistants may perform aspiration (suction) abortions.

"Never before ... has any state purposed to decrease the standard of care for women in order to expand the practice of abortion," says Ron Prentice of California Family Council. "In the case of complications, the absence of a physician can be harmful and possibly deadly for the women."

For the woman who chooses to have an abortion, not only is her physical health at risk, but her mental/

emotional health as well. Yet Planned Parenthood resists warning women about these risk factors. After all, every abortion not performed impacts Planned Parenthood's bottom line.

Planned Parenthood is Accused of Fraud, Waste, and Abuse

Planned Parenthood affiliates nationwide have been accused of committing at least 12 types of waste, abuse, and potential fraud, including illegally billing for drugs and/or services provided in connection with abortions, over-billing for prescription drugs, improperly claiming services were related to family planning, and billing for medically unnecessary services. Multiple former Planned Parenthood leaders have come forward with evidence of this misuse of taxpayer dollars.

This systematic abuse by Planned Parenthood translates to the improper appropriation of millions of taxpayer dollars. If these allegations are proven true, Planned Parenthood could owe the American people a refund of millions of dollars, and would be responsible for potentially billions of dollars in fines.

Encouraging News

Thankfully, more and more people are embracing life. The current generation has grown up with ultrasound technology that allows children to actually see their preterm siblings. They have grown up with a clearer,

more complete picture of when life begins and its intrinsic, eternal value.

We live in a time when pro-life legislation is increasing and it is having a measured effect. Just since December 2012, more than 50 Planned Parenthood abortion facilities have permanently closed...and more closures are anticipated.

What We are Doing

In the legal arena, Alliance Defending Freedom is holding Planned Parenthood accountable. In over 45 lawsuits litigated involving the abortion giant, Alliance Defending Freedom has exposed hundreds of millions of dollars in alleged fraud, opposed its efforts to avoid accountability, enforced requirements for parental notification prior to performing abortions on minors, reduced its ability to meet its abortion quotas, and defended laws enacted to protect women whose health and safety have been put at risk by abortion clinics.

What **YOU** can do

For Planned Parenthood, the time has come to *investigate its plan*. Concerned citizens need to challenge the contradictory claims of this non-profit giant. Get the facts for yourself. Go to www.InvestigateTheirPlan.org

*For all sources and citations, please visit
www.InvestigateTheirPlan.org*

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