

EXPAND YOUR REACH

Adding STI Services

How to become the first clinic option —
not the clinic of last resort!



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SYMPTOMS

Dysfunctional relationships and sexual promiscuity are spiraling generations into a culture of hurt, confusion, disease and destruction. The symptoms are harsh.

- **Unwanted pregnancy**
- **Abortion**
- Sexually Transmitted Infections (STIs)
- Broken relationships
- Systemic social dysfunction
- Poverty, abuse, addiction, etc.

TEST

The mission of pregnancy service providers is to engage and intervene with abortion-minded/at-risk individuals in our communities. As hard as we try, many women and men continue to reject the help available because **once abortion is in their scope they don't see "pregnancy services" as relevant.**

All the good telephone talking points in the world won't replace an abortion-minded individual's perceived need for services.

Now we can offer a service that communicates our care for her—not just the pregnancy!

She may not be interested in fetal development or welcome an ultrasound. However, when a woman understands that her health is at an increased risk from possible sexually transmitted infections (STIs), and that our Sexual Health Clinic can help meet *her* needs, that contact, call, or text takes a different direction.



DIAGNOSIS

Pregnancy clinics/centers often ask themselves:

“ **WHY DON'T WE SEE MORE ABORTION-MINDED WOMEN?** ”

The obstacles for many pregnancy clinics/centers are:

1. Services are often seen as **irrelevant** by abortion-minded women.
2. The struggle to reach abortion-minded women in the **small window of time** available.
3. The focus is primarily on women and misses the **vital importance of the men** involved.

Today's generation is more sophisticated, while the culture has devolved. If we are serious about truly competing on a broader level we have to stretch outside the “traditional” services offered and adopt a relevant strategy for today's culture.

TREATMENT

Once there's a positive pregnancy test, decisions will be made quickly—we need to already have a pro-active plan in place. Advertising to reach abortion-minded women and men has a very limited time-frame to be effective.

Sexual Health Clinic services are better equipped to holistically serve our clients!

STI SERVICES WILL:

1. Appeal to an abortion-minded/at-risk woman.
 - The focus is on her increased health-risks due to an active STI.
 - The services of STI screening are typically not provided at the abortion clinic.
 - This provides a pro-active care plan for *her* health.
2. Better serve existing and future pregnant clients.
 - The CDC estimates that **50% of all new STI cases each year occur in 15-24 year olds, which also happens to be 50% of the demographic obtaining abortions.**²
 - Fetal and maternal health is enhanced.
 - **It is estimated that undiagnosed STIs cause 24,000 women to become infertile each year.**³
3. Enhance sexual risk avoidance discussions.
4. Enrich medical credibility within the community.
5. Offer Physicians, PAs, NPs and RNs a place for more volunteer opportunities.
6. Put an end to referrals to service providers not aligned with risk-elimination.
7. Provide the answer for bridge-building with the negative pregnancy test client.
8. Allow us the opportunity to become the face of POSITIVE reproductive health services.

These are significant advantages which no amount of marketing can replace!

“In the past 5 years, STI services have expanded our reach to abortion vulnerable couples by more than 500%.”

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POTENTIAL CLIENTS

- **Abortion-minded/at-risk women**
- **Negative pregnancy test clients**
- Partners of clients
- University students
- Students from school-based programs
- Men
- Career-focused women

CURE

We must get on the radar of young women and men before the crisis ever hits.

The advantages have been proven over the years:

- *STI services increase the number of abortion-risk women who access our clinics.*
- Men are welcomed to a place where they are not viewed as “the problem.”
- Sexual health exams, discussions and treatment enable us to connect with clients to PREVENT untimely pregnancies and future STIs.
- The relationships built during the STI testing process provide a “safe place” where individuals can return IF they have a pregnancy.
- Men bring girlfriends considering abortion.
- Because needs are met with respect, clients refer their friends to come to our clinics.

CARE PLAN OF ACTION

CHANGE THE DYNAMICS!

Become a Sexual Health Clinic by adding STI Services. Take your services to the next level.

This practical, hands-on **STI Seminar** will answer your questions and equip you to implement STI testing and treatment in your clinic. The on-site training in Joplin, Missouri is ideal for medical team members and clinic/center directors. Learn how to integrate STI services into your clinic and **experience it firsthand**. From marketing your program to equipping your volunteers—this seminar could fast-track your clinic for success!

LifeChoices network of health clinics has served clients through STI testing and treatment since 1997. In the past nine years, many organizations in the USA and around the world have been trained to expand their impact through STI and holistic services. Due to the growing number of requests, seminars are now offered three times a year. These seminars provide:

- Interactive sessions led by medical professionals
- Practical, hands-on training
- Resource kit with easy-to-customize forms, DVDs, Policies & Procedures, Standing Orders & much more

Becoming a Sexual Health Clinic is an achievement worth the investment!

Space is limited! For more information or to register, visit us at www.lifevoices.org.

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1. “Reported STDs in the United States.” Center for Disease Control. Center for Disease Control, n.d. Web. 5 Feb 2014. <<http://www.cdc.gov/nchhstp/newsroom/docs/STD-Trends-508.pdf>>
2. “Facts on Induced Abortion In the United States.” Guttmacher Institute. Guttmacher Institute, n.d. Web. 5 Feb 2014. http://www.guttmacher.org/pubs/fb_induced_abortion.html
3. “Reported STDs in the United States.” Center for Disease Control. Center for Disease Control, n.d. Web. 5 Feb 2014. <<http://www.cdc.gov/nchhstp/newsroom/docs/STD-Trends-508.pdf>>