

# PRETTY ugly

PLANNED PARENTHOOD'S  
DECEPTION OF THE  
AMERICAN PUBLIC



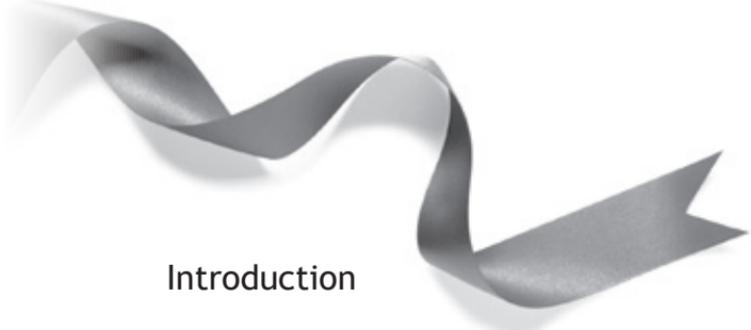
ALLIANCE DEFENDING FREEDOM

*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

# Big Business

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*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 pile 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.*

## 2 *Introduction: Big Business*

Marketing experts explain that clearly identifying your target customer is the first step. Discover who needs your boxes; and more important, if people don't think they need your boxes, then change their mind. Convince them that the thing their lives have been missing is your boxes.

Of course, you want to make a profit – and the bigger, the better. So you focus your sales efforts, educate your salespeople, and set quotas for them to meet.

Once you've identified your customer and set your quotas, you'll want to do everything you can to keep costs low. Cut all possible corners to make sure that enough money is coming in to keep the lights on.

And last, get creative. Think outside the box. Find unconventional ways to make money and beat the competition. Build critical alliances. Promote your brand through a company name that conveys trust, a strong visual identity, slick tag lines, engaging advertising, well-designed websites, and publicity buzz. Get the media to present you in the best light possible. If you create a reliable market, then your boxes will fly out the door.

How does this relate to Planned Parenthood? Just like a box company, Planned Parenthood is a business – a very BIG business – that applies standard business rules to succeed in the market. But, instead of selling boxes, Planned Parenthood sells sex education and sexual health services. And what they have done to build this business is pretty ugly.

## Nonprofits

For the past 13 years, Forbes magazine has published an article titled “America’s 200 Largest Charities.” One organization on that list is Planned Parenthood Federation of America. Of the 1.5 million non-profit organizations that exist in the United States, Planned Parenthood is consistently one of the 50 largest.

With \$1.5 billion in assets and more than 750 facilities that draw in nearly 3 million customers a year, Planned Parenthood’s business is booming.

A Planned Parenthood executive has been quoted as saying, “Non-profit is a tax status, not a business status.” And this mental approach to business pushes Planned Parenthood to thrive.

## Business Model

How would you feel if a hospital’s lobbyists championed eliminating 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, wouldn’t that dangerous hypocrisy be self-evident?

Planned Parenthood engages in practices like these. It claims to provide “preventive services,” aimed at showing young women how to avoiding pregnancy. But, in reality,

it promotes risky sexual behavior that increases the likelihood of pregnancy and disease. This is how it creates a market for contraception, sexually transmitted disease (STD) testing, and its biggest moneymaker – abortion.

Planned Parenthood follows a simple business model:



Planned Parenthood creates customers by promoting risky sexual behavior to children.

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Planned Parenthood enforces abortion quotas to drive revenue.



Planned Parenthood keeps health standards low to keep overhead costs low, which puts women at risk.

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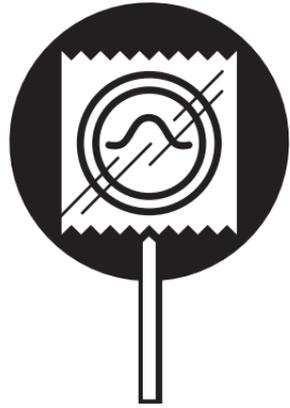
Planned Parenthood engages in alleged fraud, waste and abuse of taxpayer dollars to keep its \$1.5 billion box full.



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 increase along with the demand for abortions. And by keeping health and medical standards minimal Planned Parenthood keeps costs low, thereby driving more money to the organization's bottom line. If all of this does not fill its enormous box of financial demands, Planned Parenthood seems willing to bend the rules and charge the American taxpayer for things that it shouldn't, ensuring that it keeps its doors open.

So is Planned Parenthood really who it says it is? Untie the ribbon, lift the lid, and take a look inside. This booklet and its related website, *www.ItsPrettyUgly.com* contain the facts and resources that reveal the business model of Planned Parenthood. And that business model is...pretty ugly.



## Chapter 1

# Creating the Customer

PLANNED PARENTHOOD PROMOTES  
RISKY SEXUAL BEHAVIOR TO CHILDREN

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*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.”

If only its words matched 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 "sexuality education" to our nation's children.

## Targeted Marketing

Planned Parenthood's campaign to influence children starts early, and it follows a well-crafted sales process that moves with those children through each step of their growth. Planned Parenthood's own words expose 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."

What do children learn from the so-called "age-specific" information taught in Planned Parenthood's taxpayer-funded sex education? Here's a quick summary of what the organization 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 parts boys have and what parts 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 these books for young children do contain some true statements, they are little more than cheer-leading manuals for underage sexual experimentation,

where anything and everything is “perfectly normal.” No judgment. No discernment.

4. Children then graduate to Planned Parenthood’s *Facebook Page for Teens*. This page provides far clearer instruction on how to sexually experiment, and continually re-emphasizes the message “It’s all normal.” One post highlights 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 all types of sexual relationships and activity. Videos and pictures teach about masturbation, telling teens, “It’s not at all unusual for young children to masturbate.... In fact, 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 the nation’s primary 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 opened a center that provides free birth control for teens without parents' knowledge. If the center is doing what other Planned Parenthood facilities do, it is distributing the morning-after pill, and counseling and referring for abortion. And, according to research by Students for Life of America, 79 percent of Planned Parenthood's more than 750 taxpayer-funded facilities are also located within walking distance of universities.

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 about things like oral sex, teach young people how to make their own sex protection, and continue to promote the idea that different is normal.
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. Planned Parenthood launches clever, targeted, high-dollar ad campaigns that are often focused near college campuses and inner-city areas where many younger people live. 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.

This just touches the surface of Planned Parenthood’s sex education materials and marketing plans targeting young people. Due to the extremely graphic nature of their materials, others have been placed in a separate appendix found in the back of this book, and more can be found on *www.ItsPrettyUgly.com*.

## Marketing Outcomes

Planned Parenthood’s material for young people promotes an obsession with sex. From the time a child is old enough to learn to tie her shoes, 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 conditions them to accept abnormal as normal, and teaches that all expressions of sexuality should be indulged and celebrated.

And with that indulgence comes the increased demand for contraception. From free condoms that have tracking codes on them to encourage risky behavior, to birth control pills which cost Planned Parenthood \$2.98 per cycle – but are billed to Medicaid as high as \$35 per cycle – Planned Parenthood profits when young people are sexually active.

When sexual activity is rampant, and sexually transmitted diseases go viral, Planned Parenthood profits from the increased need for the STD testing they provide. In 2011, Planned Parenthood performed nearly 4.5 million sexually transmitted disease 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 urging the girl to get an abortion.

“Planned Parenthood... recruits lifelong clients from our public schools by teaching sexual education that promotes promiscuity to students as young as 5 years old, providing free condoms and birth control to high school students, and advertising in public school newspapers,” said Attorney Kristian Garza of Survivors of the Abortion Holocaust. Planned Parenthood claims it will reduce teen pregnancies, but the truth is it “will just increase the number of pregnancies that end in abortion,” Garza said.

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, “Care. No matter what,” implies a commitment to provide young people with health care regardless of the circumstance, with no questions asked. 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, when sexual abuse of a minor is overlooked – despite the laws that require medical providers to report it – that child can 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 again and again.

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 he paid for the abortion with a credit card in his own name. The girl's parents were never contacted by Planned Parenthood.

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 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. Their 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, Planned Parenthood often substitutes its own judgment for that of the parent and the police, and ignores mandatory reporting laws. The organization claims that mandatory reporting laws don't reduce teenage pregnancy rates, but only discourage teens from seeking reproductive health care because youth fear that disclosing information about their partner will result in a criminal charge.

So a blind eye is turned. The adult is free to continue the relationship with the child. An abortion is performed in complete secrecy. And the abuse continues.

“[R]ather than intervening in the cycle of abuse and protecting these young girls, Planned Parenthood affiliates frequently partner with the abusers to hide their crimes,” said a spokesperson for Americans United for Life (AUL).

Ironically, Planned Parenthood sees this as part of its commitment to “Care. No matter what.”

## Behind Closed Doors

Live Action, a pro-life group dedicated to investigative journalism, media, and youth education, has created a series of undercover 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.

The clear pattern is that behind closed doors Planned Parenthood workers do little to deter children from being sexually active, or to help protect them from sexual abuse. When the abuse becomes a cycle, and the girl becomes pregnant again, she ends up back at Planned Parenthood with another unwanted pregnancy.

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 one of its lawsuits against Planned Parenthood, *Doe v. Planned Parenthood of Cent. & N. Ariz.*, AUL details a 1998 event in which a 13-year-old girl was raped by her 23-year-old foster brother, who then took her to Planned Parenthood of Central and Northern Arizona for an abortion. The clinic did the 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.

“Substantial and developing evidence . . . indicates that many Planned Parenthood clinics fail to report instances of suspected sexual abuse and instead advise minors and their abusers on how to circumvent the

law,” AUL reports. “As a result, sexual predators are free to continue to abuse their victims, scarring them for life.”

## 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. Remember the girl whose soccer coach got her pregnant? She courageously testified in this case to defend parental notice laws in Alaska. But rather than learning from the conviction in Ohio, Planned Parenthood brought a suit to prevent parental notification of a child seeking 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.”

In a press release announcing the decision, Alliance Defending Freedom Senior Counsel Steven H. Aden said, “A young girl’s well-being is worth more than Planned Parenthood’s bottom line. Abortionists don’t care more about children than parents do. The court has done the right thing in upholding the will of Alaska’s citizens, who clearly expressed themselves in the 2010 ballot initiative in an effort to protect young girls from predatory abortionists.”

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. Staff at a Planned Parenthood affiliate in Birmingham failed to obtain parental consent for nine of nine minor patients in a manner that complies with state legal requirements, according to the Alabama Department of Public Health's 2009 report. That's 100 percent noncompliance.

With its claimed commitment to the health of young people, it seems that Planned Parenthood affiliates would want to notify parents of child abuse, and to help that child out of the harmful situation. Planned Parenthood could also be expected to comply with the laws made by the government that funds them. In fact, the law says 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.

But instead, it appears that Planned Parenthood affiliates frequently bypass talking to parents or police, and that they commit abortions and give contraception to children without notifying any authority. As a result, children are allowed to behave as adults, and no parental voice speaks into their decision about having an abortion or continuing in a harmful relationship. Again, the practices seem to revolve around the bottom line. Planned Parenthood can bill for abortions and contraception, but there's no money in notifying parents or police.

## Family Affair

Perhaps Planned Parenthood thinks these young people are mature enough to know what they are doing. But it seems obvious that someone who finds out about a girl who is being sexually assaulted in a non-consensual relationship would be obligated to notify the police.

In a lawsuit filed by Alliance Defending Freedom allied attorneys, Denise, 16, was taken by her father to the Planned Parenthood of Southwest Ohio facility for an abortion in 2004 (the same facility involved in the soccer coach case). 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 never reported the incident to the police.

Eventually, Denise notified the police herself, but by then her father had continued the abuse for two more years. He was sentenced to five years in prison.

## Children For Sale

In the same way, Planned Parenthood apparently doesn't comply with federal laws that prohibit practices

such as sex tourism and interstate and international trafficking of people for sexual purposes. A series of Live Action videos reveal 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 posing as a pimp and prostitute tell Woodruff some of the girls don't speak English and imply they aren't citizens. The pair inquired 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."

Planned Parenthood portrays its role as one of not interfering in the sexual activities of others. But

as a provider of contraception, testing, and abortion, Planned Parenthood seems to turn a blind eye to prostitution, sex trafficking, and sexual abuse in order to ensure it keeps its doors open.

## 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 Pinero 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.”

On page 10 of the report, Planned Parenthood defines “young people” as 10 to 24 years old.

## The Business Plan

The business model of Planned Parenthood makes sense. It makes money by creating customers, building demand, selling services, and boosting its bottom line by following these simple steps:

- Get children interested in risky sexual activity early and often
- Promote sexual experimentation without restraint
- Dispense contraception
- Offer testing for sexually transmitted diseases
- Promise a way to seemingly avoid the consequences of unintended pregnancies by offering unrestricted abortion

- Ignore or evade mandatory reporting laws
- Bill, bill, bill for services

But a really smart business model doesn't just create a customer and offer services. It incentivizes its employees by establishing goals and giving them something to sell... something that brings the highest rate of return.



## Chapter 2

# The Moneymaker

PLANNED PARENTHOOD ENFORCES  
ABORTION QUOTAS TO DRIVE REVENUE

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*Planned Parenthood* – the name has a nice ring.

And who wouldn't applaud its professed mission to promote the health of women and families – if that's what they really did.

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 thought that Planned Parenthood counsels parents interested in adoption. (It does not.)
- Only 36 percent were aware that Planned Parenthood performs abortions, *yet they perform 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 did abortions.

So why the confusion around the services and purposes of Planned Parenthood? Despite being the largest seller of abortion in the nation Planned Parenthood does not aggressively advertize 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 daughter’s decisions, or provide any protection for preterm children.

## Planned Parenthood Favorability Ratings Compared to Perceived Services Provided

Services	Provides	Initial PP Rating Low N=472	Initial PP Rating Med N=389	Initial PP Rating High N=598
Pregnacy 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.

## Income Generator

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

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 money-making service Planned Parenthood provides. It accounts for around half of the \$311 million dollars generated in revenue from its patients each year.

To feed its voracious financial appetite, it seems that Planned Parenthood must not only sell abortions, but must also encourage them.

Planned Parenthood promotes abortion because abortions drive revenue.

## Market Share

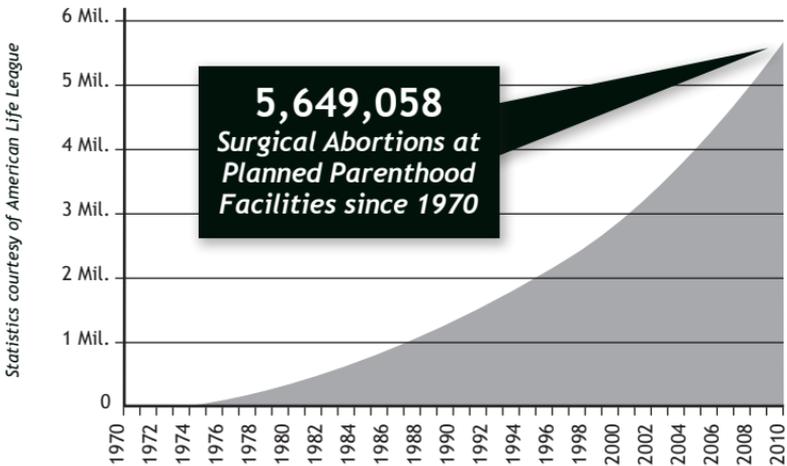
An underlying principle for any successful business is to secure a growing share of the market. Over the years, Planned Parenthood has claimed an increasingly larger share of the abortion market.

Alliance Defending Freedom's Planned Parenthood by the Numbers Report shows that in 1973, Planned Parenthood committed only 0.67 percent of abortions done in this country. In 1993 it committed 8.98 percent, and in 2009 it performed roughly 27 percent. The numbers rose dramatically from 4,988 babies aborted by Planned Parenthood in 1973 to 331,796 aborted in 2009.

A 2012 report released by Planned Parenthood showed that the organization exceeded all of its previous targets by committing 333,964 abortions that year – compared to 4,988 in 1973.

Planned Parenthood appears to be a profit-driven business with an aggressive strategy for claiming more and more of the market share in its strategic area of business.

## 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.

## Other Options

When a woman is pregnant, she has three options – parenting, adoption, or abortion. A group that is self-described as “pro-choice” would be expected to lay out the full menu of reasonable possibilities to a woman seeking its counsel and encourage her to choose from those options.

In fact, Planned Parenthood’s website suggests that this is the case, stating, “If you are pregnant, you have three options to think about – abortion, adoption, and parenting.”

“Only you can decide what is right for you,” the website continues. “But women often find it helpful to

talk it through with someone else. Family planning clinics, like your local Planned Parenthood health center, have specially trained staff who can talk with you about all of your options. But beware of so-called ‘crisis pregnancy centers.’ These are fake clinics run by people who are anti-abortion. They often don’t give women all their options. They have a history of scaring women into not having abortions. Absolutely no one should pressure you or trick you into making a decision you’re not comfortable with.”

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 said. 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, saying that while clinics have abortion quotas they are expected to meet, they do not have adoption quotas. Adoption does not seem to be a service that fits into Planned Parenthood's strategic plan.

And what does Planned Parenthood think about parenting?

The fact that some Planned Parenthood facilities request donations of diapers and other baby products for clients suggests that the organization supports parenting. But an encounter by two young women visiting a Planned Parenthood facility in Washington, D.C., offers a different view.

It was 3:30 on a Wednesday afternoon – a full hour before closing time – but the women were not permitted inside. One of the women had her 5-month-old son with her, and the employee at the front entrance informed the pair that babies were not allowed in the building – ever.

Not all facilities prohibit children, however. Some allow them – not only in the building, but in the abortion room while the procedure is taking place. The only rule is that the child has to be restrained in some way – in a car seat or other device.

Either instance seems out of place for an organization that is perceived to primarily provide help and education to new and expectant parents. Whether it's an anti-baby policy, or a decision to let small children watch a surgical abortion, Planned Parenthood's approach to little ones is surprising.

What isn't much of a surprise, however, is the fact that the organization's employees are encouraged to sell abortions to increase revenues. Like any business, employees of Planned Parenthood have to meet their goals to keep their jobs, and one of the goals they have to meet is their abortion quota.

## Abortion Quotas

A Planned Parenthood employee appears to have little financial incentive to counsel a woman on the options of adoption or raising a child. If a woman chooses either of those two options, the facility makes no money.

In 2010, Planned Parenthood Federation of America, the parent organization of Planned Parenthood, *mandated* that each of its affiliates must do abortions. The mandate helps ensure that revenue continues to flow.

According to Sue Thayer, a former Planned Parenthood facility director, each Planned Parenthood affiliate mandates abortion goals and quotas for their centers.

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 every meeting leaders would say, “We don't have enough money, 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 said. “One of the things that kept coming up was how family planning services

were really dragging down the budget.... It was a drain on the budget, but abortion services were really running up the budget, and that was keeping the center afloat.”

A national Planned Parenthood report shows the organization commits nearly 400 abortions for every one adoption referral. In 2010, the facilities performed 329,445 abortions and 841 adoption referrals to other organizations.

In an organization that is well-organized, strategic, and profit-driven, “adoptions are actually the only thing that Planned Parenthood doesn’t have a goal for,” said Thayer.

## Insider Information

Thayer once worked for Planned Parenthood because 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 do 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 focus shifted to the bottom line. 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 clinic was absorbed into the conglomeration known as Planned Parenthood of the Heartland. The mostly rural location wasn't an area that attracted doctors willing to do abortions. So, Thayer said, 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 commit abortions, Thayer said, because doctors' time is expensive and not always available in rural areas. Telemed was the solution.

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.

The patient is given a trans-vaginal ultrasound by the non-medical staff. The baby's image is projected to a doctor who sits at a computer in a remote hub monitoring images from many facilities. The doctor appears by webcam on a screen in front of the woman. If the baby is 63-days-old or less, the doctor pushes a button on his keyboard, which opens a drawer in front of the woman. Inside are two pills – the abortion drug known as RU-486. The first is taken on the spot, and it usually acts within hours to kill the child. The second is taken 24 hours later at home, and starts the contractions. The entire amount of doctor time spent is less than five minutes. However, the abortion process actually takes place at home over a painful period of days.

As a center manager, Sue was sent to Sioux City, Iowa and instructed to learn how Telemed abortions were done. She would then be responsible for teaching her staff to carry them out.

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, patients are instructed not to return to Planned Parenthood if something goes wrong. Women are given an 800 number to call if they experience problems, and are told that if medical help is needed to go to an emergency room. 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 the Food and Drug Administration 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.

Sue explained that women are not prepared emotionally and are often alone as the process is completed. A chemical abortion can take many days in which a woman can be very sick. Women would tell Sue, “I didn’t realize how sick I was going to be. I didn’t realize I would see my own baby in my toilet.”

Nevertheless, Planned Parenthood champions 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 said.

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 said.

“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 said. 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.

But in the meantime, Planned Parenthood has expanded its provision of webcam abortions. The organization released a study on the so-called “success” of this low-cost option, saying that telemed has increased the reach of abortion to rural women. This seems to have been a strategic business decision for Planned Parenthood, underscoring Thayer’s assessment that “Planned Parenthood has non-profit status, but they are definitely a for-profit business.”

## Abortion on Demand

Planned Parenthood advertises “nonjudgmental” care for all who come. What this means, is that no woman who wants an abortion is turned away, whatever her situation may be. And sometimes the situations are tricky.

One of the situations Planned Parenthood faces is women who want 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 (research arm of the Susan B. Anthony List) 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 Americans in general 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, said abortion is always a complex decision best left to the private realm. In other words, if the woman wants an abortion for gender selection, Planned Parenthood won't interfere.

Another tricky situation for Planned Parenthood is when a woman is pressured into getting an abortion she doesn't want.

Planned Parenthood seems to go both ways on this subject. In 2012, after Chen Guangcheng, a Chinese dissident, 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 Planned Parenthood also supports funding for the international group that cooperates with Beijing's

population control measures, the United Nations Population Fund Association (UNPFA).

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

## Numbers Don't Lie

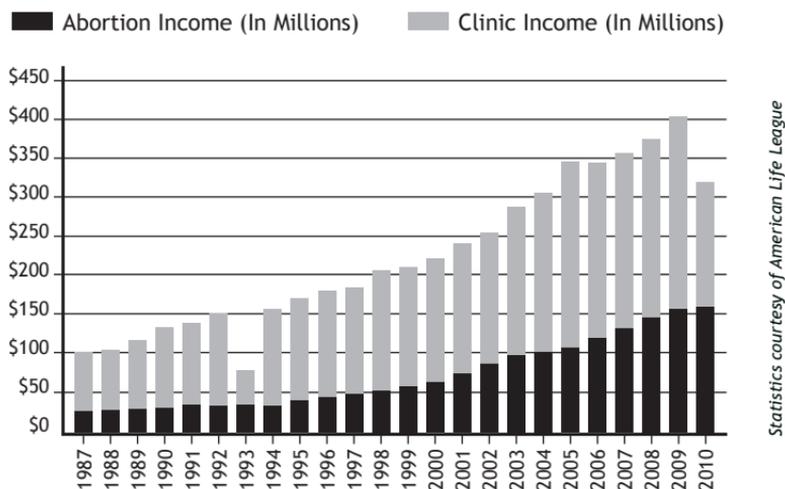
Planned Parenthood claims that abortions account for only 3 percent of what they do. But the numbers tell a very different story.

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

Dispensing birth control represents a significant portion of those 11 million services. For example, when Planned Parenthood gave out 55,000 condoms on college campuses in the state of Washington, it 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 assert that abortion makes up just over 3 percent of what they do.

But if you examine the income generated by Planned Parenthood from each service, the picture is different: Abortion makes up about 50 percent of the revenue. If the picture is more specifically defined as services provided to women who are pregnant, the numbers vary even more.

## 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.

Planned Parenthood provides abortion – and, on rare occasions, prenatal services and adoption referrals – to women who are making a decision about pregnancy. Again, Planned Parenthood states that it committed 333,964 abortions in 2011, and made 2,300 adoption referrals. This means that 92 percent of the services to pregnant women were abortions. Or, more than 9 out of 10 pregnant women who went to Planned Parenthood had an abortion while they were there.

This is consistent with the profit-oriented business model. Profits not only come from doing abortions,

but also from cutting the costs associated with those abortions. But what is the impact of these cost-cutting measures on the quality of care?



## Chapter 3

# Health vs. Money

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

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*Planned Parenthood executives have registered a trademark for the phrase “the most trusted name in women’s health.” Planned Parenthood promotes itself as “the nation’s leading sexual and reproductive 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 in this gruesome murder trial. 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 Health Board's report detailed findings of fetal remains and blood that was frozen to the bottom of freezers; sponges that were used to clean surgical implements for a full week without being changed or disinfected, and abortion clinic staff admitting they didn't know which instruments were clean and which were dirty.

Eighty citations were issued to the nine abortion centers including:

- Eighteen citations for personnel issues, including no background checks, no ongoing plans for staff training, no maintenance of personnel files, no policies requiring staff to be CPR-trained, no policies setting experience and training required to practice.
- Thirteen citations for infection prevention issues, including no clear division between clean and dirty utility areas, personnel not using personal protective equipment, and staff not keeping consistent and accurate records.
- Ten citations involved administration, storage, and dispensing of drugs, including four facilities with expired drugs in stock and others with improper labeling of drugs, and no medication dispensing policy.
- Ten citations were issued for maintenance problems, including equipment not in good repair, and no preventative maintenance plan.
- Six citations were given for local and state building code violations. These types of violations include hallways that are too narrow for gurneys to pass through, so a woman must be hand-carried to an ambulance after a botched abortion.

These were not surprise inspections. They had been announced well in advance. In all likelihood, the facilities had cleaned up other violations before being inspected. Imagine what a surprise inspection might have revealed? “No longer can the abortion industry claim that it puts women’s health ahead of its profits,” said Victoria Cobb, president of the Virginia Family Foundation.

An inspection of the Roanoke Planned Parenthood Health Systems 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 the 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 for the doctor to inject into the patient to numb the cervix, no one verified the medications she was mixing. Verification is a common health and safety precaution, according to the report.

“No longer can the abortion industry claim that it puts women’s health ahead of its profits,” said Victoria Cobb, president of the Virginia Family Foundation.

Health and safety standards can be expensive. They can cut into profits and diminish the bottom line. Maintaining medical equipment is costly, training staff is time-consuming, and implementing failsafe procedures is inefficient for a business model based 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 apparently that means safety is sometimes compromised in the process.

“Abortion facilities should be held to the same health and safety standards as all other medical facilities,” said 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, it is too much to expect that they meet basic standards to protect women’s health.”

## Women at Risk

Early on 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 not frequently told about all of the risks to health and fertility associated with abortion, nor often are they told of the substantial increases to these 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 they could do a surgical abortion and that she would be under an 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 proceeded with the procedure.

“Byer, fully awake, was forced to feel the full pain of the procedure against her will and without the

promised anesthesia,” her lawsuit states. While the procedure was underway, 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. The on-call doctor reported that Byer was: “Septic with a high fever and elevated white count. She required an immediate high-risk surgery to remove the remaining tissue that had been left during the previous procedure done at Planned Parenthood.” The doctor further wrote, “Because of the continued pain and heavy bleeding, I was concerned that the patient might have had an ectopic pregnancy.” But he reported that when he contacted Planned Parenthood the next day to ask about pathology results, he learned that 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 Doug Romero and Natalie Decker of Denver represent Byer in this medical malpractice case against Planned Parenthood of the Rocky Mountains and its doctor, James Boyd.

“What Planned Parenthood did to Ayanna is beyond the pale,” Romero said. “They clearly put her through extraordinary cruelty and jeopardized her life. Their actions were intolerable.”

## Mothers Who Did Not Survive

Many medical emergencies like Ayanna Byer’s have been documented at Planned Parenthood facilities. Some of the patients didn’t survive.

### 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 procedure her cervix was punctured, and Lopez bled profusely. She was taken to Women's and Children's Hospital at County-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 Cytotec (a drug similar to RU-486) on Lopez's first day of the two-day abortion. The facility's treatment

protocols required that it be given 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.

## 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 counter-intuitive that Planned Parenthood, a corporation that has formally trademarked the phrase “America’s most trusted name in women’s health,” 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 a 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 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 discovering later that she's suffering significant psychological effects from the procedure because she had not been informed about these risks.

In 2007, the Supreme Court held, "Whether to have an abortion requires a difficult and painful moral decision.... It seems unexceptionable to conclude some women come to regret their choice to abort.... Severe depression and loss of esteem can follow.... 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 Finland study in 1996 found the suicide rate nearly six times higher among women who had gone through abortion compared with those who had gone through childbirth.
- A 2002 California study found that suicide risk was 154 percent higher among women who had gone through abortion compared with those who had gone through childbirth.
- A study in New Zealand in 2006 found that 27

to 50 percent of women after abortion reported suicidal ideation, and the risk of actual suicide was three times greater for women who aborted than women who delivered.

- 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.”

As odd as it would seem for America's "most trusted name in women's health" to go on record opposing laws that require women to be informed of the health risks of surgical procedures, that opposition is in keeping with a business model that drives funding through meeting abortion quotas and selling money-making procedures that allow them to keep the doors open at more than 750 facilities around the nation.

## 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."

Prevent a surprise pregnancy.  
Have Emergency Contraception on hand.

EC

always *on sale* at  
Planned Parenthood

Planning  
is Power.

Affordable. No prescription needed for 18 and older.

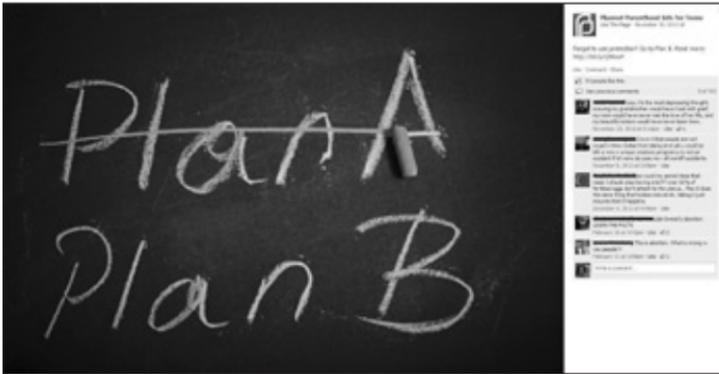
The advertisement features a black and white photograph of a man and a woman walking down a set of stairs. The man is on the left, wearing a light-colored jacket and pants, and the woman is on the right, wearing a dark top and jeans. The background shows a brick wall and a building. The text is arranged in a clean, modern layout with a mix of bold and regular fonts.

Planned Parenthood distributes two types of emergency contraceptives, Plan B and 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 advocated for Plan B to be available without a prescription or parental notification to girls as young as 11, and complained about the “unnecessary and burdensome barriers to [emergency contraception]” that require a doctor to prescribe the drug for girls under 17. However, Planned Parenthood has found a way, at least partially, around this barrier.

Planned Parenthood’s website announces that men can obtain an “over-the-counter form of Plan B” as long as they have government identification with proof of age. So if a guy who is 17 or older is dating a girl who is 16 or younger, he can obtain the drug from Planned Parenthood for her. She doesn’t even have to be there.



Ella, the trademarked name for Ulipristal Acetate, 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 Academy 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 would financially benefit from women using these drugs as often as possible. And that must be why the drugs are “always on sale.”

## Not Rare Events

It’s unfortunate and inexcusable that profit motives seem to have resulted in substandard conditions at Planned Parenthood centers across the country. Since 2010, 15 states have started investigations into abortion facilities and individual abortionists for substandard patient care, which in some cases have resulted in death.

After leaving her Planned Parenthood position, Abby Johnson said the motto her supervisors lived by was clear: Turn every visit into a revenue-generating visit.

“We did whatever we had to do to make sure that money was coming in,” Johnson said. “We wanted to make sure that people kept their jobs.”

In addition to cutting costs at the expense of safety, Planned Parenthood’s billing practices are questionable.



## Chapter 4

# Keeping the Box Full

## PLANNED PARENTHOOD UNDER INVESTIGATION FOR FRAUD

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*In recent history* we have seen the incredible lengths to which some companies will go to increase their profits. Sadly, many have resorted to illegal and fraudulent means to pad their bottom line. Enron, Lehman Brothers, AIG, Bernard L. Madoff Investment Securities, and many others have imploded under the scrutiny of their shady financial practices. Providing deceptive financial information to the government or the American public is fraud. Webster's Dictionary

defines fraud as “deceit or trickery perpetrated for profit or to gain some unfair or dishonest advantage.” Financial fraud also occurs when an organization receives money from the American taxpayer that it is not entitled to, or uses the money for purposes other than what was intended.

Many former Planned Parenthood employees and 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 would be paid 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 Planned Parenthood Gulf Coast 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 summary of how it works.

Planned Parenthood received \$542 million 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 set up 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. (Title X federal family planning dollars represented \$15 of every \$100.)

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's billed as a non-family planning service.

The temptation for a cash-hungry Planned Parenthood facility is to 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 of everything, 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 committing 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,” said 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 \$95,742,982 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 73 U.S. affiliates that have been reviewed so far. Two others, one in Texas and one in California, 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, who collectively receive over a half a billion dollars a year of taxpayer funds.

## Audits and Cases

“Health care fraud is not limited to blatant fraud by career criminals and sham providers,” said 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 overpayment from the government 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 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 said 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 said was for only one year and for only one of the 10 California affiliates. He estimated 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 \$629,142.88 were made to Planned Parenthood of 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," said 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 the state announced in 2010 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 of 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 them to wrongfully receive more than \$46 million from taxpayers.

His research showed that Planned Parenthood is permitted to charge Medicaid only 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.

“A federal court agreed ... that these allegations, if proven, constitute fraud in violation of federal law,” said

Matthew Clark, attorney for American Center for Law and Justice, which is bringing the suit on behalf of Reynolds. “This is a major victory as this case to hold Planned Parenthood accountable moves forward to trial. At stake are literally hundreds of millions of dollars, and it is a case that could have a substantial impact on one of Planned Parenthood’s largest affiliates in Texas.” At the time of printing, Planned Parenthood had entered into settlement talks with the Department of Justice to end this lawsuit.

**ILLINOIS:** A Planned Parenthood medical director, Caroline Hoke, is being investigated for overbilling 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, Ind., 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 was uncovered, including New Jersey Planned Parenthood affiliates.

**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 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 April of 2013, the Susan G. Komen Foundation Report was issued. This report addresses Susan G. Komen for the Cure’s announcement in 2012 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 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.

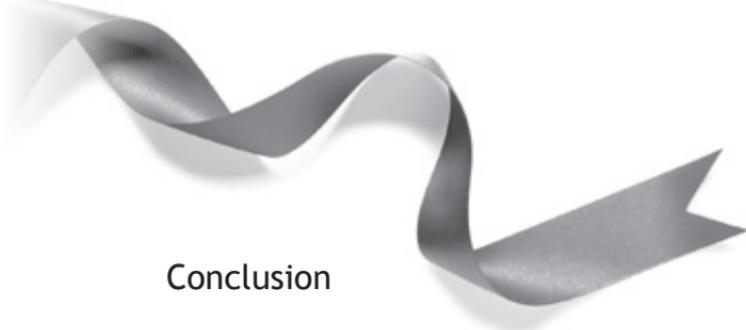
## Accountability

Any reasonable person would ask for scrutiny of organizations that utilize taxpayer dollars. In 2011, Planned Parenthood reported over \$87 million of profit...not a bad bottom line for a not-for-profit organization. While any company would be glad to earn excess revenue, it's not a good thing if those excesses are achieved through improper means. Where is the accountability?

Abby Johnson said, "Everyone, no matter what you think about abortion, should be interested in where our money is going and how it is being spent. As someone who saw the inside of this and saw the fraudulent billing and the fraudulent claims, I felt like I had a duty...to come forward."

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.

While it's true that some people have conflicted feelings about abortion...no one is pro-fraud.



Conclusion

# Wrapping It All Up

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*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 ingenious business model and clever marketing plans have driven more than 3 million women and young people a year, many of them in crisis, through Planned Parenthood's doors.

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 – 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 infections, 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.

The abortion giant earns, at a minimum, \$150 million in abortion revenue per year, which constitutes around 50 percent of the organization's total annual earned revenue. 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 generate revenue for Planned Parenthood. When compared against the highly profitable 300,000-plus abortions each year, it's abundantly 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. Profits also increase through telemed abortions performed without a doctor present.

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

## Putting Women at Risk by Keeping Health Standards Low

For an organization touting itself as “the most trusted name in women’s health,” you would assume Planned Parenthood would reinforce that self-created moniker 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. Why? Apparently, because higher health standards are costly and would cut into its huge profit margin. As a result, dirty facilities, misuse of drugs, and botched abortions are likely to continue at Planned Parenthood facilities.

In California, Planned Parenthood affiliates ran a radio ad to garner support for legislation that would allow non-physicians to perform early-term abortions. The bill being considered would allow midwives, nurse practitioners, and physician assistants to 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,” said Ron Prentice of the 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 is as well. Yet Planned Parenthood resists warning women about these risk factors. After all, every abortion not performed is a hit to Planned Parenthood's financial goals.

## 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.

## What Can You Do?

Thankfully, more and more people are embracing life. The current generation has grown up with ultra-

sound 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 we are surrounded by a generation of people who work tirelessly to see unscrupulous corporations driven out of the abortion industry.

You can be a part of that generation... no matter what your age. Go to *[www.ItsPrettyUgly.com](http://www.ItsPrettyUgly.com)* and learn what you can do to protect life, and to help shine a light on Planned Parenthood's ugly secrets.

*For all sources and citations, please visit  
[www.ItsNotPretty.org](http://www.ItsNotPretty.org)*

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**ALLIANCE DEFENDING FREEDOM** is holding Planned Parenthood legally accountable in courtrooms throughout our nation. 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 committing 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. To learn more and partner with us, visit *[www.ItsPrettyUgly.com](http://www.ItsPrettyUgly.com)*

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ALLIANCE DEFENDING  
**FREEDOM**

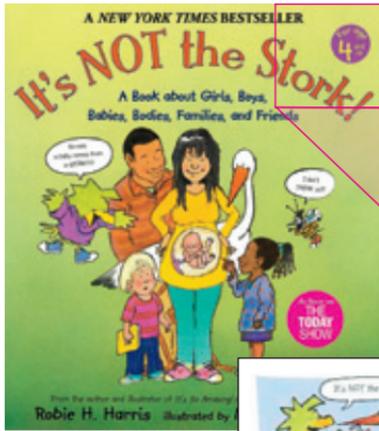
FOR FAITH. FOR JUSTICE.



# Appendix

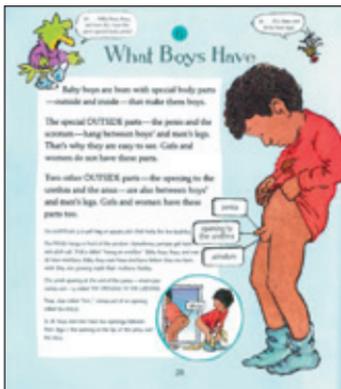
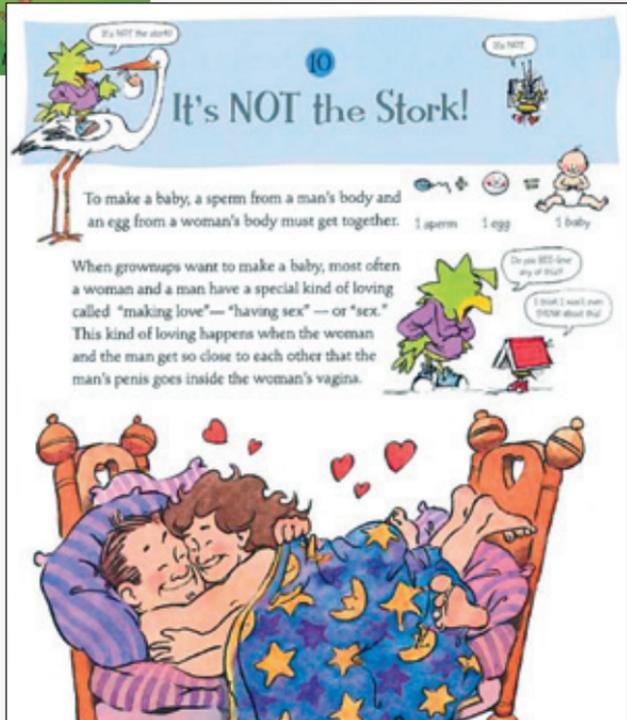
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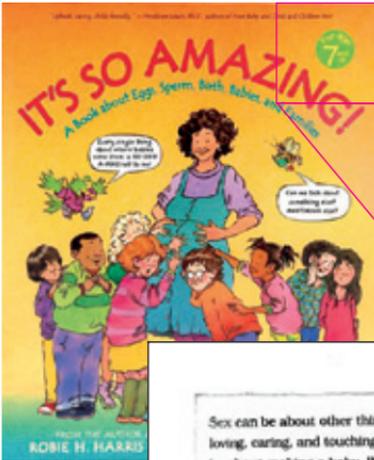
**WARNING!** The resources listed below contain illustrations that Planned Parenthood uses to educate young people. They may be offensive to the reader and *are not condoned by Alliance Defending Freedom.*



***It's NOT the Stork!***

The Planned Parenthood sex education program for children starts at age 4 with this book about girls, boys, babies, bodies, families, and friends.

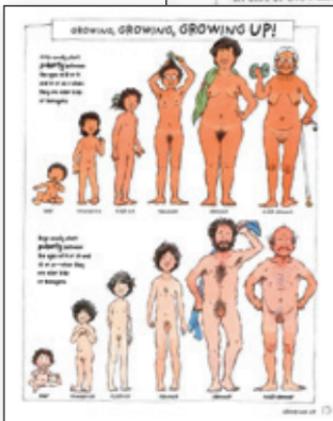




Sex can be about other things, too — like loving, caring, and touching. Sex can also be about making a baby. When a woman and a man want to make a baby, they hug and cuddle and kiss and feel very loving, and get very close to each other — so close that the man's penis goes inside the woman's vagina. When this happens, it is called "sexual intercourse."

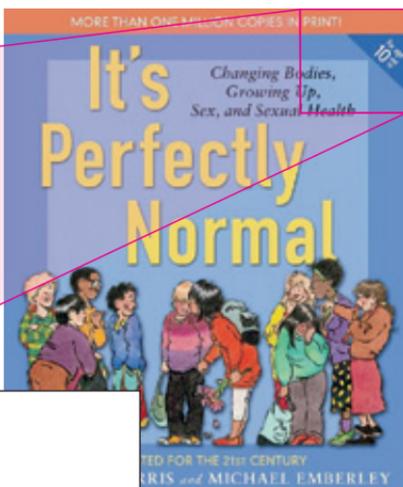


During sexual intercourse, millions of tiny sperm swim from the man's penis into the woman's vagina. And if just one of those sperm meets and joins together with an egg in one of the Fallopian tubes, the beginning of a new baby starts to grow.



### *It's So Amazing*

This book for 7 year-olds talks about heterosexual and homosexual relationships, tells the reason for abortion, and describes the use of condoms: "A condom fits over the penis. A condom can also keep people from getting or passing on infections like HIV... during sexual intercourse."



### 4 Making Love Sexual Intercourse

The dictionary tells us one more thing about sex. It says, *Sexual intercourse.* Sex also means sexual intercourse. Some people call sexual intercourse "having sex."



once their reproductive organs have grown up—to make a baby.

This is what I thought it was about.



I'd rather not think about it!

But most people don't have sexual intercourse only when they want to make a baby. Most often, they have sexual intercourse because it feels good.

People have sexual intercourse well into old age.

People also call sexual intercourse "making love" or "lovmaking" because it's a way of expressing love. But sexual intercourse is only one way of expressing love. Hugging, cuddling, holding hands, kissing, and touching are other ways of expressing love. So is just being with someone you like a lot and telling that person, "I love you."



Sexual intercourse happens when a female and a male feel very sexy and very attracted to each other. They want to be very close to each other in a sexual way, so close that the male's penis goes inside the female's vagina. And the vagina stretches open in a way that fits around the penis.

When this happens, it is possible for a female and a male—

### It's Perfectly Normal

This book for 10-year-olds discusses changing bodies, growing up, sex, and sexual health. It deals with topics including anal sex, how to masturbate, AIDS and abortion.

14 It's Perfectly Normal

### 7 Outside and Inside The Female Sex Organs



**The Vagina**  
The opening to the birth canal. It is called the vagina. The word also refers to the canal.

**The Clitoris**  
The clitoris is a small, sensitive organ. It is located at the top of the vulva. It is called a clitoris because it is so sensitive.

**The Uterus**  
The uterus is a pear-shaped organ. It is located in the middle of the female body. It is called a uterus because it is so important.

**The Ovaries**  
The ovaries are two small, oval-shaped organs. They are located on either side of the uterus. They are called ovaries because they produce eggs.



**The Penis**  
The penis is a long, thin organ. It is located at the top of the male body. It is called a penis because it is so important.

**The Testes**  
The testes are two small, oval-shaped organs. They are located at the bottom of the male body. They are called testes because they produce sperm.

**The Prostate Gland**  
The prostate gland is a small, walnut-shaped organ. It is located in the middle of the male body. It is called a prostate gland because it is so important.

**The Uterus**  
The uterus is a pear-shaped organ. It is located in the middle of the female body. It is called a uterus because it is so important.

## 16 Perfectly Normal Masturbation

During puberty, when the sex hormones cause boys' and girls' sex organs to become more active, many kids begin to have even more pleasurable and excited feelings about their own bodies—and they may also be more attracted to and interested in other people's bodies.

These feelings are often called sexual feelings or "feeling sexy." Even though they are hard to describe, they are normal feelings. They happen at different times and in different ways for different kids.

Boys and girls, teenagers, and grown-ups too, experience sexy feelings when they masturbate. Masturbation is touching or rubbing any of your body's sex organs for pleasure—because it feels good. One everyday term for masturbating is "playing with yourself."

Make sure the time I've heard about that.

Just another big word. That's all it is.



Some people think that masturbation is wrong or harmful. And some religions call masturbation a sin. But masturbating cannot hurt you. And it does not result in pregnancy or in getting or passing on infections that are spread by sexual contact. Many people masturbate. Many don't.

Whether you masturbate or not is your choice. Masturbating is perfectly normal.

When people masturbate, they usually rub their sex organs with their hands or with something soft, like a pillow. A girl often rubs her clitoris; a boy often rubs his penis. Both the clitoris and the penis are sensitive to touch.



48 It's Perfectly Normal

female and male may hug and kiss and touch each other even more as all of this is going on and feel more and more excited.

When these feelings come to a climax, semen is ejaculated from the penis and spurts into the vagina, and the muscles in the vagina and uterus tighten and finally relax. A small amount of fluid may come out of the vagina. This is called "having an orgasm."

A female and male may have orgasms at different times. And sometimes one person has an orgasm and the other doesn't. After an orgasm, most people feel relaxed, content, and sometimes even sleepy.

Sexual intercourse usually begins with two people touching, caressing, kissing, and hugging each other.

After a bit, the female's vagina becomes moist and slippery, her clitoris becomes hard, and the male's penis becomes erect, stiff, and larger. Sometimes a bit of clear fluid that may contain a few sperm comes out of the tip of the penis and makes it wet. The female and male begin to feel excited about each other.

It is now possible for the male's erect penis to go inside the female's vagina, which

stretches in a way that fits around the penis. The moisture from the vagina makes it easier for the penis to go in.

This kind of sexual intercourse is called "vaginal intercourse." It is also called "vaginal sex."



As the male and female move back and forth in rhythm, the movement of the penis inside the vagina soon feels very good. The

Every time a couple has vaginal intercourse it can result in a baby—unless the female is already pregnant.

All this sounds exciting.

It sounds great and messy. I don't want to hear any more about it.



56 It's Perfectly Normal

### WHAT A TRIP! Birth



which is fine. And right away, the new father is called and his

**Some bleed a little the first time they have vaginal sex, some don't. **It's all normal.****



asktheexperts.plannedparenthood.org

Planned Parenthood Info for Teens Like This Page · September 21, 2012 · 10

What's the deal with bleeding the first time they have vaginal sex, some don't, some do? All normal. [http://bit.ly/3Q8E7](#)

Like · Comment · Share

46 people like this.

22 photos

View all 25 comments

**Christy** · October 24 at 12:13pm · Like · #1

Clearly this is disgusting. It says that a relationship is more legitimate if both people are fundamentalist Christians, straight, rigidly religious, highly intelligent, unshowered about sex, abstinent, with good relationships with their parents and complete adherence to traditional gender roles. If I say it again it's disgusting.

**Do it's disgusting** · October 24 at 12:13pm · Like · #2

Do it's disgusting. But giving someone a list of people to yell at is very unhelpful. Please just tell me what you are just a sex toy for some young chick.

**I think planned parenthood is gross, instead of some stupid charity** · October 24 at 12:13pm · Like · #3

I think planned parenthood is gross, instead of some stupid charity. It's like, "Religious, that you of teenagers are better a comment."

**It's ok to swallow.**



asktheexperts.plannedparenthood.org

Planned Parenthood Info for Teens Like This Page · September 1, 2012 · 10

What's the deal with swallowing? Here's what our experts have to say! [http://bit.ly/3Q8E7](#)

Like · Comment · Share

46 people like this.

22 photos

View all 25 comments

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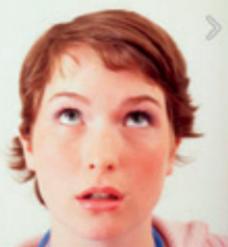
I think planned parenthood is gross, instead of some stupid charity. It's like, "Religious, that you of teenagers are better a comment."

**Facebook Page for Teens**

This page provides instruction on how to sexually experiment, re-emphasizing "It's all normal." It also encourages teens to engage in lewd acts, but reminds them to use a condom to avoid STDs.

**Worried your labia is too big, too small, too dark, too light, too smooth, too wrinkled, too short, or too long?**

**Relax! It's all normal.**



asktheexperts.plannedparenthood.org

Planned Parenthood Info for Teens Like This Page · October 1, 2012 · 10

Worried your labia is too big, too small, too dark, too light, too smooth, too wrinkled, too short, or too long?

Relax! It's all normal.

Like · Comment · Share

46 people like this.

22 photos

View all 25 comments

**Christy** · October 24 at 12:13pm · Like · #1

Clearly this is disgusting. It says that a relationship is more legitimate if both people are fundamentalist Christians, straight, rigidly religious, highly intelligent, unshowered about sex, abstinent, with good relationships with their parents and complete adherence to traditional gender roles. If I say it again it's disgusting.

**Do it's disgusting** · October 24 at 12:13pm · Like · #2

Do it's disgusting. But giving someone a list of people to yell at is very unhelpful. Please just tell me what you are just a sex toy for some young chick.

**I think planned parenthood is gross, instead of some stupid charity** · October 24 at 12:13pm · Like · #3

I think planned parenthood is gross, instead of some stupid charity. It's like, "Religious, that you of teenagers are better a comment."



Planned Parenthood Info for Teens shared a link.

August 31, 2012

Kreayshawn has dated guys and girls, but doesn't call herself gay, straight, or bisexual. She says, "I don't go searching for girls and guys, I just take whatever comes my way and that's just genuine." How do you know who you're into?



### Hip-hop's sexual coming-of-age

bit.ly

Rapper Kreayshawn talks to Salon about homophobia, Frank Ocean and her no-labels approach to sexuality

Like · Comment · Share

15 2

15 people like this.



Homophobia: literally, fear of monotony. Rap: absolute monotony. Rapper talks about monotony: a paradox of sheer idiocy.



### Coming Out

Only you can decide if and when to come out, to whom, and how to do it.

[LEARN MORE >](#)



### Myths and Facts About Masturbation

Here are some common facts and myths about masturbation.

[LEARN MORE >](#)



### What is Sex?

Here's everything you need to know to keep yours educated, healthy, and safe.

[LEARN MORE >](#)

### Planned Parenthood's Web Page for Teens

This page promotes sexual relations and activity of all kinds. Videos and pictures teach about masturbation and affirm that questioning sexual identity is "normal and very common, especially for teenagers."

## DIY Dental Dams

Someone asked:

**Q. Are there DIY versions of dental dams? I know saran wrap doesn't work because it has to be non-porous. What exactly does that mean? What can be used as a DIY dental dam, if anything?**

Actually, plastic wrap, such as Saran Wrap, might be a good alternative if a person doesn't have a dental dam. Dental dams (which are just small, thin, square pieces of latex used to protect the throat during certain kinds of dental procedures) work by keeping partners' body fluids out of each other's bodies and by preventing skin-to-skin contact. They are placed on the vulva or the anus when the mouth, lips, or tongue are used to sexually arouse a partner.

As long as it doesn't have any holes in it, a piece of plastic wrap should provide similar safer sex protection as a dental dam. It prevents the exchange of body fluids and limits skin-to-skin contact. However, you might want to consider the [Sheer Glyde dam](#), which has been approved by the FDA especially for safer sex. Like dental dams, Sheer Glyde dams are available online, in some drugstores, and at many [Planned Parenthood health centers](#).

photo: [RoadSidePictures](#)

**Tagged:** [Safer Sex](#), [dental dams](#), [Sheer Glyde Dams](#), [condoms](#), [stds](#), [Questions](#)

🕒 10 months ago ❤️ 75 🍷 📧 📧

### Different sized breasts

Someone asked us:

**Q. I'm nervous and one of my breasts is larger than the other. Is this normal or is it something I should be worried about?**

Normal. Normal. Having different sized breasts is really common. In fact, most people's breasts are slightly asymmetrical, uneven, or hang differently. Nothing to worry about. Testicles, too, are another body part that come in slightly unequal pairs. When it comes to our bodies, different is normal.

-Nathan at PPFPA

Tagged: [Breasts](#), [Questions](#), [Am I Normal?](#)

## Tumblr

Tumblr, a social networking website, focuses on teens and college students and is the perfect place for Planned Parenthood to communicate to young people about oral sex, how to make their own sex protection, and ways of getting pregnant.

## Can I get pregnant from pre-cum?



Someone asked us:

**Q.** *If pre-cum gets on the opening of my chance of me getting pregnant?*

We get A LOT of questions about pre-cum. Here

- Pre-ejaculate — also known as pre-cum — before ejaculation.
- Oozing pre-cum is involuntary, meaning a p
- Pre-cum usually doesn't contain sperm. But small amounts of sperm into their pre-cum. T he's one of the guys who have sperm in his

So it's unlikely but still possible to get pregnant fr become pregnant is through unprotected vaginal getting pregnant, check out our [My Method](#) tools for you.

—Amy at PPA

Tagged: [myths.pregnancy.pre-cum.am i p](#)

9 month

## Oral Sex



Someone asked us

**Q.** *I was wondering if there are any effects or things to know about oral sex. My boyfriend and I are becoming more sexually active and although not to the point of intercourse, I was concerned about making sure that there aren't lurking dangers that I haven't been warned about. Utah's Sex Ed curriculum is not near informative enough, and I've yet to see a gynecologist. Thank you!*

Awesome that you're doing your research and thinking about this ahead of time. Go you!

As for 'lurking dangers,' unprotected oral sex does put both partners at risk for some sexually transmitted infections (which don't always have symptoms), whether they're giving or receiving genital stimulation. Although the risks of infection are generally quite a bit lower with unprotected oral sex than they are with unprotected vaginal or anal intercourse, using a barrier during oral sex can further decrease those risks.

## Practice like your sex life depends on it



Just because you don't have a penis, doesn't mean you shouldn't know how to put on a condom.

Everyone should know how to put on a condom correctly.

Tagged: [LOL.carrots](#), [how to use a condom](#), [Condoms](#), [Practice Makes Perfect](#)

3 months ago 825

Sheer Glyde dam, cut-open  
I'm at all worried about STDs  
I've sex and need birth control,  
Good health center.

67

**Events on  
College Campuses**

Many college campuses host Planned Parenthood events that purport to teach students how to “properly” engage in sexual activity. Many events feature all-night open bars, with no-pants-required dress codes.

presented by:



**You see a cardboard box...we see  
your Wednesday night wardrobe!**

# NO PANTS PARTY

**Wednesday, April 13, 2011 7-10 pm**  
IC Square  
Free entertainment, raffles,  
and opportunities to exercise your  
voice and educate yourself.  
**FREE** safe sex kit at the door!  
**Come play...  
no pants required.**



**Brought to you by: Office of the President, Office of the Provost, Division of Student Affairs and Campus Life, and the Department of Health Promotion and Physical Education.**

**ITHACA**  Individuals with disabilities requiring accommodations should contact VOX at [vox1@gmail.com](mailto:vox1@gmail.com). We ask requests for accommodations be made as soon as possible.



*Sexy Tuesdays*  
adults • conversation • action



## SEX TOY WORKSHOP & SOIREE with She Bop

Tuesday, March 26 from 6-8 pm  
at Shaker & Vino, 2929 SE Powell Blvd.

**\$15** Workshop | Wine | Silent Auction | Raffle



8<sup>TH</sup> ANNUAL BENEFIT FOR  
PLANNED PARENTHOOD OF NEW YORK CITY

# SUMMER, SEX & SPIRITS

**JUNE 26<sup>th</sup>** at *Hudson Terrace*  
621 WEST 46<sup>TH</sup> STREET

Open bar all night  
Silent Auction  
Performances by Lady Circus  
Naughty balloon artistry by Mistress B  
Music by DJ Tanner & DJ Louis XIX

VIP Reception at 7pm \$40 General Admission  
Party starts at 8pm \$80 VIP Tickets

*tickets available online*  
AT [WWW.PPNYC.ORG](http://WWW.PPNYC.ORG)



PRODUCED BY



With Questions on:  
How the Romans did it  
Finding the G-Spot  
Sex for One  
and more...

Show us what you've got at...

## SEXYTIME Trivia Night!

TO SUPPORT  Six Rivers Planned Parenthood

**FRIDAY, JANUARY 20TH**  
HUMBOLDT BREWS • 856 10TH STREET, ARCATA  
DOORS 7:30 PM • TRIVIA STARTS 8:00 PM  
FUN PRIZES • EXCEEDS MISS GINA & ANDREW GOFF

**\$10** Reservations  
and parties  
Reserve a table for your team of  
4-6 people by pre-registering  
online at [www.srpp.org](http://www.srpp.org)

707.442.2961 • [www.srpp.org](http://www.srpp.org)






### “Where Did You Wear It?” Campaign

In western Washington, Planned Parenthood gave away 55,000 condoms with tracking codes to college students so they could post and describe their sexual experience online.

**WHERE DID YOU WEAR IT?**

Did you just use a condom to protect yourself against unintended pregnancy, HIV and other sexually transmitted infections?

★ YOU GO, TIGER! ★

*Sex that safe, should be shared.*

Approximate Address, City, State

Have you talked with your partner about safer sex, condoms, STDs?  
 Yes  No

**DON'T WORRY**  
 We don't save this address. We generate a location close by in the neighborhood so your special spot stays secret.

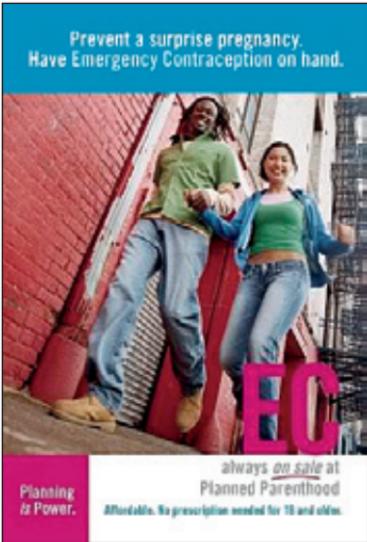
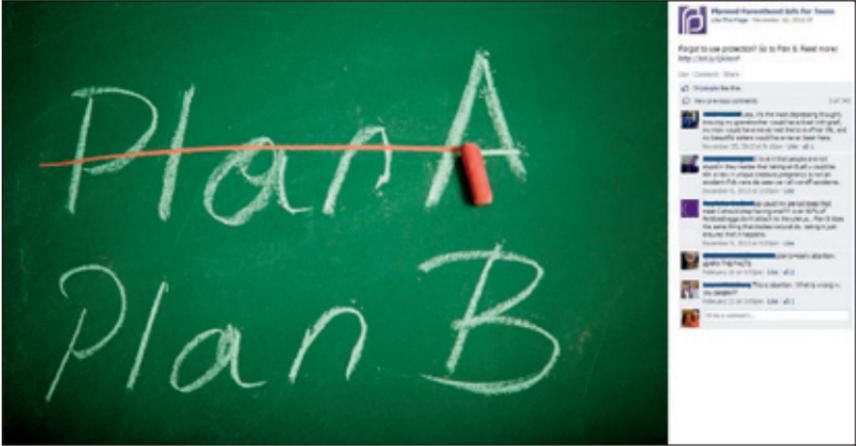
**THANK YOU**  
 for using Where Did You Wear It.

But more importantly, thank you for practicing safer sex. When used correctly, condoms are 98% effective at preventing pregnancy and a great way to protect against sexually transmitted infections.



### Transit Ads

Planned Parenthood utilizes clever, targeted, expensive ads that are often placed near college campuses and inner-city areas where many young people live. The “We’re Your…” transit ad campaign communicates that Planned Parenthood can be a trusted, hush-hush partner in sexual encounters, no matter what the outcome.



### Emergency Contraception

Planned Parenthood Facebook page for teens advertises the advantages of emergency contraception, and they commit to having it always on sale.



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*[www.AllianceDefendingFreedom.org](http://www.AllianceDefendingFreedom.org)*

**N**ational surveys reveal that Planned Parenthood enjoys a mostly favorable brand reputation. They have done an admirable job of marketing themselves as “the most trusted provider of reproductive health care” and proudly claim that “one in five American women have chosen them for health care at least once in their life.” On the surface, Planned Parenthood appears to be a caring non-profit looking out for the best interest of women.

But when you loosen the colorful and attractive marketing ribbon wrapped around this \$1.5 *billion* dollar corporation, **you find a very different, far more cunning reality.**

Planned Parenthood has built an effective business plan by creating a “customer” as early as grade school. Those relationships are nurtured as individuals grow-up and become sexually active, which increases the need for their services...including the ultimate solution to an “unwanted” pregnancy: abortion. To that end, Planned Parenthood is the nation’s largest abortion provider...**aborting more than 330,000 children per year.**



## In this booklet, you’ll discover that Planned Parenthood:

- Promotes Risky Sexual Behavior to Children
- Enforces Abortion Quotas to Drive Revenue
- Puts Women at Risk by Failing to Uphold Safe Health Standards
- Is Under Investigation for Fraud



This booklet provides a clear and troubling picture of Planned Parenthood’s deception of the American public.

**ItsPrettyUgly.com**

