COURAGE NOW.

THE CAMPAIGN FOR CHOICES

www.memphischoices.org
THANK YOU.

For more than 40 years we’ve been a leader in offering reproductive healthcare services that are limited or otherwise unavailable in our community. For many of the patients we serve, the option to choose exceptional and judgment-free care exists only because of you. Our growth in services and facilities has been, and will continue to be, driven by patient demand—and made possible by you.

Every $1 donated to the CHOICES’ Patient Assistance Fund is matched with $20 in additional donations. Donors can trust that CHOICES will maximize their investments for the greatest impact on our community’s health.

Patients by Ethnicity
- African American
- Caucasian
- Hispanic
- Asian, Native American, Other

I am so thankful for a place where everyone matters. CHOICES is the epitome of inclusion.”
- Eric Clemons, Supporter

“
Dear Courageous Partners,

Now is a truly defining moment for CHOICES—and we need you. We have a courageous and bold vision that is centered 100% on patients and their families. The vision requires significant financial investment from caring donors. We must raise $4.2 million to fund four essential priorities for capital expansion, exceptional patient care, program expansion and education.

In today’s volatile and uncertain world we recognize that this is more than a capital campaign—it’s a vision for a healthier future that must be made real.

Your gift will help build a new, national model for reproductive healthcare in a beautiful, nurturing and culturally grounded environment. Your support of this campaign is an investment in the first, and ONLY, nonprofit in the United States to offer the full spectrum of services in reproductive health regardless of family choice, economic status, sexual orientation/gender identity.

CHOICES’ new 16,000 square foot state of the art facility will 1) serve our community and region in a way that is inclusive and far reaching and 2) provide the kind of continuity of care that promotes healthy families, individuals and communities.

A donor has taken a bold step and issued a $2.1 million challenge. Your $1 becomes $2 for CHOICES! Only with you is this bold vision possible.

With our thanks,

Kathy Fish, Fish & Associates, campaign co-chair
Tiffany Futch, First Tennessee Bank, campaign co-chair
Sara Jane Goodman, campaign co-chair
Jennifer Campbell, campaign cabinet member
Cathy Chapman, campaign cabinet member
David DePonte, campaign cabinet member
KC Warren, campaign cabinet member

THE BENEFITS OF YOUR INVESTMENT ARE FAR-REACHING.

With you, we will:

1. Build a unique and welcoming, state-of-the-art facility that meets today’s competitive healthcare and environmental standards in the heart of the Memphis medical district.
2. Grow our fee-for-service and no-charge patient services and in turn increase our annual patient census from 15,000 to 25,000 while creating sustainable revenue streams.
3. Increase access for people at risk for pre-term deliveries and provide alternative birthing options in Memphis’ urban core.
4. Create a Center of Excellence in Midwifery to provide high-quality training and education, with an emphasis on attracting and supporting students of color.
5. Provide space that supports excellent care across the reproductive health spectrum along with mental health care and family support.

The Campaign for Choices

Pictured left to right: CHOICES Courage Now co-chairs: Sara Jane Goodman, Tiffany Futch, Kathy Fish
CAN 16,000 SQUARE FEET OF MEDICAL SPACE CHANGE THE WORLD?

WE THINK IT CAN.

STRICTATIC PRIORITY ONE

CHOICES Capital Expansion: State-of-the-art, accessible, patient-centered

Our new, state-of-the-art facility will help to radically transform the way reproductive healthcare is provided and perceived in our community. Leading this transformation is a caring and committed team of expert clinical professionals and administrators. Designed by local architect Peter H. Warren, AIA of Warren Architecture, our new space uses cost-effective materials in creative and environmentally sensitive applications.

CHOICES has been serving the people of Memphis for over 43 years. I am proud to have this innovative healthcare provider in my district and I am pleased that they are bringing an increased scope of services to the people of the Mid-South.” – Congressman Steve Cohen

“THE CAMPAIGN FOR CHOICES

7
CHOICES Medical District Home Features:

- A Birthing Center featuring three (3) birthing suites for labor, delivery, recovery, and postpartum care, plus a family room and kitchen for use by family members and children of laboring moms. Both privacy and comfort are found in the cozy, home-like rooms where baby, mom and family can celebrate and bond.

- A community gathering space and resource center

- A roof-top, exterior Labor and Meditation Garden located on the second floor for quiet time and reflection. The courtyard will be connected to the birthing suites and will be surrounded with glass allowing the outside in.

- Five (5) exam rooms and two (2) procedure rooms designed to be patient friendly and efficient

- Two (2) clinical stations located in the heart of the clinic to support efficiencies and collaboration among clinical staff and patients

- An on-site laboratory for immediate testing and fast results

- A patient call center that allows for privacy in consultations by phone, appointment-making, post visit follow-up, counseling, etc.

- Administrative space that is collaborative and efficient with a mix of private offices, co-working spaces, and conference rooms.

- Dedicated clinical offices and consultation rooms for mental health services

- A welcoming front porch entry leading to the patient commons areas that support check-in, patient privacy and comfort

- Health technologies such as: EHR (Electronic Health Records), smartphones, tablets and other applications that maximize patients’ access to their own information, and expands the clinical team’s ongoing engagement in the patient care experience.

- Patient-friendly technologies such as central scheduling and an online patient portal

- A campus designed to meet the highest standards of safety and accessibility with ample parking, security staff and 24-hour access for families accessing maternity care.

Located on Poplar Avenue, CHOICES Memphis Medical District Home will support the integration of technology and innovative building design to improve the whole patient experience—from scheduling, to care, to home.

Designed with the highest standards, the birthing suites will be certified by the Commission for the Accreditation of Birth Centers, and located two miles from Regional One Health in case emergency transfers are needed.
Can you imagine pregnant women having more control of their birthing experience?

You’re not alone.

2 Strategic Priority Two

CHOICES Birthing and Family Center
Collaborative, high-quality, evidence-based

We believe in choice—including a women’s ability to have a healthy, uncomplicated birth in a birth center with midwife care, or in a hospital or at home. We believe that checking on and caring for mom and baby before, during and after birth is a foundation for healthy babies and healthy families. Most of all, we believe that this care should be available to all women—regardless of their ability to pay or the zip code in which they live.
The new CHOICES center will be the first nonprofit in the nation to offer comprehensive reproductive health and wellness services, including births, pre-natal care, mental health services, education about post-partum depression, parenting and breast-feeding are essential parts of the CHOICES birthing experience.

Birthing suites will feature space for laboring mothers to walk, stretch and move, with built-in birthing slings, large tubs for water births and all the comforts of home. Down the hall, families can rest in the family room or in the beautiful rooftop, outdoor courtyard. Family members, including siblings, can be involved in the birth experience while mom and baby receive the best patient care possible.

Benefits of CHOICES Birth and Family Services:

- Access to high-quality perinatal care for women living in the Memphis urban core
- Access to prenatal and birth services by physicians, midwives and doulas with an emphasis on culturally-informed and appropriate care
- Affordable choices for expecting mothers who are looking for a more natural birthing process in a serene setting accessible to family members.
- Cost savings for low-risk births, without sacrificing quality or care
- Control of the birthing process for pregnant and birthing moms
- Decreased chance of medical interventions such as inductions, episiotomies and cesarean deliveries
- Family connectivity and bonding begins immediately
- Length of stay is much shorter than at a hospital (hours instead of days)

A recent CHOICES study found that 77% of Mid-South respondents would consider a birth center for their next birth. But for women living in Memphis, this simply isn’t an option — there is no place for them to turn for an out-of-hospital birth other than their own homes.

“The new Center will be an important national model that grounds healthcare in the reality of women’s lives, improves health outcomes and advances a holistic, positive vision for health and social justice.”

Lynn Paltrow
Executive Director, National Advocates for Pregnant Women
WHAT DO YOU CALL REPRODUCTIVE HEALTHCARE DESIGNED WITH EVERY PATIENT IN MIND?

REVOLUTIONARY.

STRATEGIC PRIORITY THREE

The CHOICES Model of Care:
Comprehensive, unprecedented, judgment-free

At CHOICES we’re creating a new, national model of care. It’s patient-centered and patient-driven care provided by an expert clinical team of physicians, midwives, nurses, doulas, and mental health professionals.

In addition to being the first center in the region to offer midwife births, the CHOICES Center will offer care in gynecology, STI testing and treatment, HIV testing and treatment referrals, contraception, fertility assistance, abortions, adoption referrals, as well as gay, lesbian and transgender healthcare services. Mental Health services will include counseling for victims of sexual assault, intimate partner violence, post-partum depression, gender transition support, and more. Ancillary activities will include childbirth classes, pre- and post-natal yoga, breastfeeding classes and individual lactation support.

Thank you, CHOICES, for changing my life. Each and every one of you makes a difference—from the lady who always greets me with hello to the receptionist to the nurse to the doctors.”

Emerson Kirkpatrick
CHOICES patient and supporter

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Emerson Kirkpatrick
CHOICES patient and supporter

“
CHOICES: Collaborative and Comprehensive Care

Our new headquarters is designed to bring together this unprecedented blend of services and will house our physicians and clinical team of experts under one roof. Close proximity and access to multiple care options ensures collaboration and exceptional care in a patient-first environment.

The need for access to comprehensive sexual and reproductive healthcare is not limited to heterosexual, cisgender people. The LGBTQ community continues to face a range of barriers to culturally competent reproductive healthcare in the U.S. South including fertility assistance, pregnancy planning and childbirth. Few providers in our community are reaching out to provide such care for this population. CHOICES’ reputation of providing informed, non-judgmental care will help to address such barriers as fear of discrimination and a lack of providers well-trained in LGBTQ health needs.

As has been the pattern in the U.S. since the middle 1970’s, most abortion care is currently provided in stand-alone clinics which often offer few additional medical services beyond family planning. Our unique comprehensive reproductive health services model enables our providers to clinically support a range of patient decision making, while offering the education and mental health services that are the basis of truly informed care. A comprehensive care facility will also combat the deep cultural stigma of accessing abortion and family planning services in the U.S. South and will greatly facilitate continuity of care.

Leslie Lynn Smith
Community Supporter

The significance of building the nation’s first center of this kind in Memphis cannot be overstated. This level of forward-thinking innovation is exactly what will propel Memphis to become the destination city we know it should be and help our community reach its full potential.”

Dr. Donna Randolph
Medical Director

Dr. Susan Lacy
Director of Gynecology and Ambulatory Gynecology

Leslie Lynn Smith
Community Supporter
WHAT IF HAVING A BABY WASN’T BUSINESS AS USUAL?

NOW THAT’S RADICAL.

STRATEGIC PRIORITY FOUR

CHOICES Center of Excellence in Midwifery:
Proven, historically grounded in the south, highly-skilled training

We believe and research supports that midwifery care produces excellent outcomes. Midwives are qualified healthcare providers who receive comprehensive training and must pass stringent examinations to become licensed clinicians. Our midwives are also Certified by the American College of Nurse Midwives (ACNM) and the North American Registry of Midwives (NARM).
Midwives of color represent only 3% of midwifery practitioners nationally.

Decades of studies show that midwifery-based birth centers are safe for moms and babies.

A normal, uncomplicated birth at a birth center today costs about $4K compared to $10K in a hospital.

The Midwives Model of Care Includes:

- Investing in the physical, psychological, and social well-being of the mother throughout the childbearing cycle
- Providing the mother with individualized education, counseling, and prenatal care, continuous hands-on assistance during labor and delivery and postpartum support
- Minimizing technological interventions
- Identifying and referring women who require obstetrical attention

There are very few out-of-hospital learning opportunities to accommodate the growing number of midwifery students, particularly in the U.S. South. Very few of these sites serve racially diverse populations and even fewer provide a unique learning environment that encompasses comprehensive reproductive healthcare. CHOICES has long recognized the importance of providing optimal personalized care and supporting patient autonomy. Located in the heart of downtown Memphis, in a city that mirrors some of the nation’s poorest infant and maternal outcomes, CHOICES has a history of training providers and offering students an opportunity to learn and appreciate the unique health needs of this community.

We recognize the importance of training new midwives and new leaders to help better serve their communities. By providing hands-on training and mentorship to future midwives, especially to midwives of color, we will expand the diversity of the profession while we cultivate, educate and create new leaders. Hands-on training alongside experienced licensed midwives will give future professionals the opportunity to apply evidence-based midwifery theory and skills in a holistic model of care.

Infant Mortality Rate by Race and Ethnicity  
SHELBY COUNTY, TENNESSEE, 2004-2014

Shelby County Total
Non-Hispanic White
Non-Hispanic Black
Hispanic
CHOICES first capital campaign ever. Making what’s good—exceptional.

The Courage Now, Campaign for CHOICES claims a courageous and bold vision. With donors as our partners CHOICES seeks to raise $4.2 million to build a state-of-the-art Memphis Medical District Home—one that will radically transform the way reproductive healthcare is provided and perceived in our community.

We need you as our partner. Pledge today and your gift will be doubled thanks to a bold believer in CHOICES. Give by December 31, 2017 and your gift will help CHOICES meet its first $1M milestone.

Thank you for your consideration.

For information please contact:
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OUR MISSION
We provide excellent medical care in a judgment-free space and we help people make informed decisions about their reproductive health.

OUR VISION
We will radically transform the way reproductive healthcare is provided and perceived in our community.

OUR VALUES
» We actively include those who experience unique barriers to both education and healthcare access including non-English speakers, youth, GLBTQI*, all racial/ethnic/cultural communities, and people with varied capabilities.
» We strive to set the standard for excellence in reproductive healthcare and are constantly working to improve access and services.
» We respect our patients’ rights and abilities to make their own reproductive healthcare decisions, and we fight for the right of all people to carry out those decisions without shame, stigma, or coercion.
» We treat patients and each other with dignity and respect.
» We strive to create a work environment that is affirming, empowering, and respectful of individuals while encouraging success.

OUR HISTORY
In 1974, CHOICES was a local trailblazer in giving women options and control over reproductive health. Education, access and meeting the changing needs of the Memphis community is a driving force for our growth and operational philosophy. CHOICES helped establish one of the first programs in the United States to provide counseling, gynecology and forensics services around the clock to victims of sexual assault.

By 2009, CHOICES began the journey of becoming a more comprehensive community health asset with the innovative idea to provide a full range of reproductive health services. Medical services were expanded to include family planning, fertility assistance, HIV testing and referrals, walk-in STI testing and treatments, and transgender hormone management.

As patient numbers and needs continued to grow, CHOICES saw that true wrap-around, full service reproductive healthcare including birthing was desperately needed in not just the community but the nation.

In 2015, the executive staff and Board of Directors embarked on a course to expand and again create innovative healthcare with the power to positively change the Memphis community.

In 2017, CHOICES purchased 1203 Poplar to build Memphis’ first comprehensive reproductive health and birthing center to provide pre and post-natal care, midwife-led birthing, mental health services, abortion services, care for sexually transmitted diseases and ongoing reproductive health education with an emphasis on serving pregnant women in impoverished communities.

In 2019, CHOICES will open a new, national model for reproductive healthcare. This vision is for you, and because of you.

A GOOD INVESTMENT FOR ALL
“Success would also provide many Midtown women with a convenient setting for an array of services — sexual and reproductive healthcare, gynecology and the like — that they might otherwise have to travel to remote settings to obtain. CHOICES has earned a chance to take on this new, important mission.”


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