

Public Health
Prevent. Promote. Protect.

Greene County Family Planning

Annual Report 2024



Submitted: April 1, 2025

Greene County Family Planning (Family Planning) has been providing highly skilled, trusted reproductive health care for the community of Greene County for over 50 years. The clinic is primarily funded through a competitive grant from the NYS Department of Health (NYSDOH) to promote access to reproductive health care with support of the Greene County Legislature.

We are proud to report on the work of the past year, and the progress we made with the goals we set for 2024.

Our MISSION STATEMENT: *Providing confidential, compassionate, and professional care, we strive to promote positive health and sexual behaviors through education, prevention, and treatment.*

Our 2024 Goals:

1. Hire a full-time nurse practitioner.

We struggled with a provider vacancy for over a year at the start of 2024. We then received an application from a physician assistant who was set to graduate in June. He found us through the National Health Service Corps federal loan repayment program, as we are a qualifying site. We had never hired a physician assistant before, and there were hurdles we came upon with loan repayment regulations and different supervisory requirements, but we were able to surpass them all and he started working with us this July!

2. Promote the Columbia-Greene Community College site through advertising and outreach.

Our Health Educator planned the Grand Opening for our Satellite Clinic on CGCC's campus where Greene County Chamber of Commerce conducted a ribbon cutting ceremony. The event was well attended by CGCC staff & students, most of our Family Planning staff, Mental Health Association of Columbia-Greene's Personalized Recovery Oriented Services (PROS) students, and other community members from Columbia County Department of Health & Columbia Memorial Health. She also collaborated with COARC Café to provide breakfast for attendees. This grand opening was a significant celebration for the clinic to increase our availability of services to college students. It also increased accessibility to those who have transportation barriers. This satellite clinic has served as a great point of access and care to the at risk and underserved populations we serve.

3. Utilize our new mobile health unit to reach high-risk zip codes.

In 2024, we tried to increase the utilization of our mobile van for outreach and to increase access to services. In the beginning of the year, we were going to our local youth clubhouse every other week. However, uptake was minimal, and we often saw the same few kids repeatedly, so we stopped going there. Mid-year we were advised that we needed an Article 28 certificate to perform any medical care on the van, so we have been limited to outreach at this time. In 2024 we visited the Cairo library, Greene County Mental Health, Catskill Farmer's Market, Avalon Lounge, Prattsville Arts Center, and the Greene County Youth Fair. We are working on completing the Article 28 application and building more partnerships for the new year.

4. Promote telemedicine services to increase access to the rural areas of the county.

The "Caring 4-U" campaign was launched in the fall of 2024 in an effort to increase access to the rural areas of the county, and also to promote our new PA. This campaign has been promoted through billboards located throughout Greene County in Catskill, Athens, Coxsackie, Cairo, and East Durham which are our high-risk zip codes. A social media campaign was also implemented. The campaign highlighted the ability to be seen in the clinic, in our mobile unit, or via telemedicine.



5. Through the BJA grant, hire an MOUD coordinator to help people who use drugs connect to services.

In November we also filled a new position that was created for a Medication For Opioid Use Disorder (MOUD) Patient Services & Linkage Coordinator. We hired a long-time local peer recovery coach with whom we have worked closely in the past. Her position is 100% funded by a grant from the Bureau of Justice Administration, but as the majority of our opioid-use disorder patients are also family planning patients, the work often overlaps. She is planning to do outreach in the community to bring in clients who need treatment for opioid use disorder, but with a focus on people of reproductive age. She has been a great asset to the team so far, and we can see her bringing more clients into our office

2024 Highlights:

1. In 2023 we began the process of determining if we should change our 51-year-old clinic name. We hired a marketing firm, Katy Dwyer Marketing, who in early 2024 distributed surveys to the community via email, social media, and traditional mail focusing on our high-risk zip codes. After an analysis of the 279 survey responses received, it was determined that we should choose a name that better communicates the range of healthcare we currently offer, without limiting future expansion of services. In 2025 this marketing firm will be holding focus groups and giving us some options for a new name and rebranding campaign. We are excited to see how this process turns out.
2. Our Clinic Manager and Physician Assistant attended the national family planning conference in Philadelphia in September. They learned about the updates to the US Medical Eligibility Criteria for Contraceptive Use, syphilis, doxy post-exposure prophylaxis (PEP), and went to a vasectomy skills training session. Our PA was able to get trained on IUD insertions, so that he could begin performing this procedure in clinic.
3. In Our Own Voices came to our office in October and November to provide trainings for all staff. The first training was on the foundations of cultural competency, and the second was regarding emotional intelligence and effective communication. This training was mandatory for all staff and well received.

Social Media

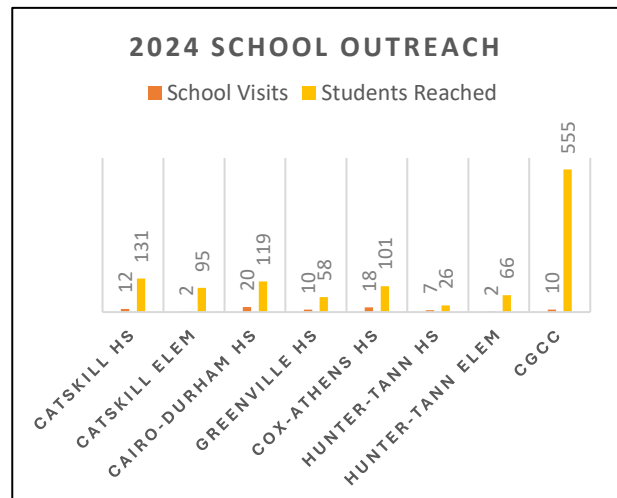
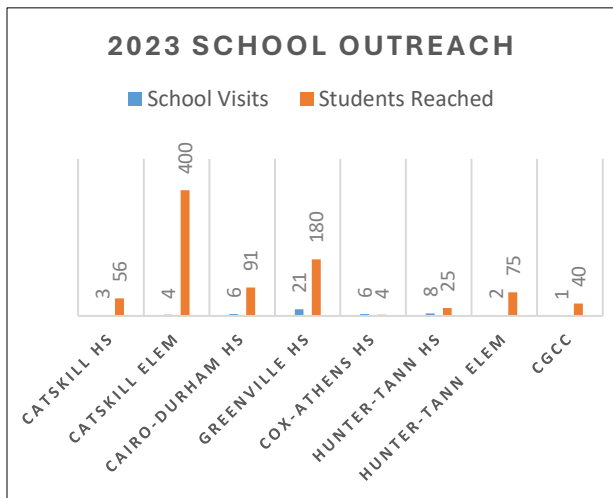
Our new health educator has been working on engaging with followers more through Instagram stories, and by tagging other participating organizations in our posts. She developed partnerships with Columbia Greene Addiction Coalition & Mental Health Association of Columbia-Greene Clubhouse fairly quickly, so engagement from followers increased when they were tagged in collaborative posts. Additionally, new projects like Nalox Box and Youth Advisory Board with those organizations have brought in more followers and interest in Family Planning services. In 2024, Family Planning gained 31 new followers, reached 1,600 new people, had 249 new profile visits, and 3,500 views on Instagram.

School Outreach:

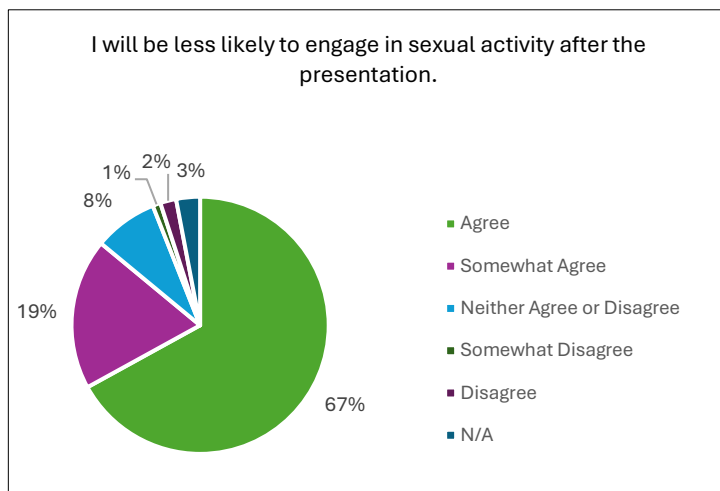
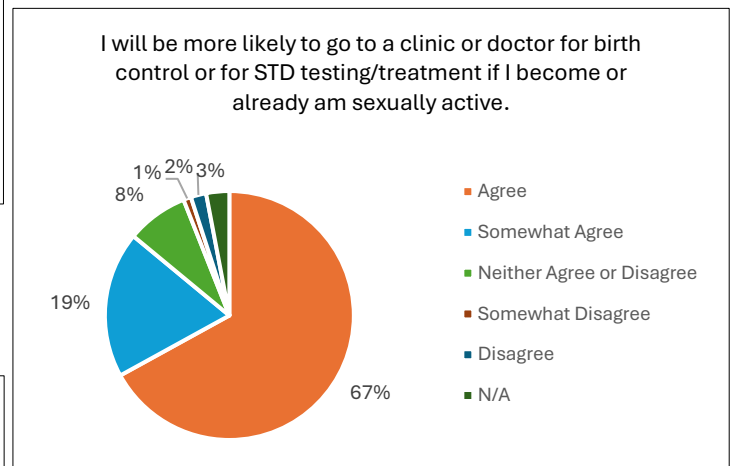
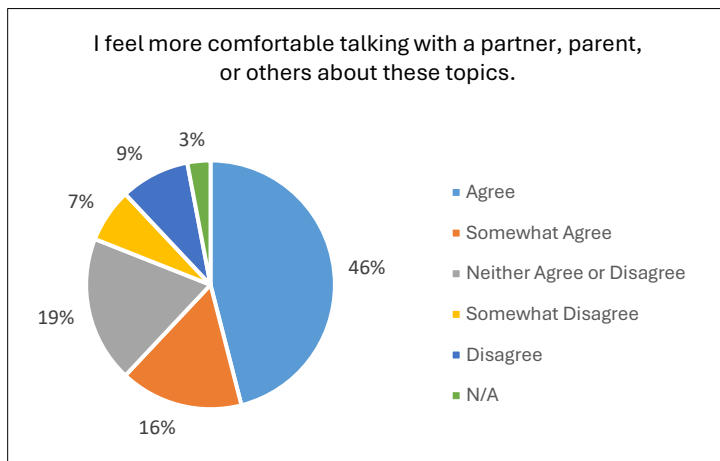
Our health educator provides outreach in 5 out of the 6 school districts in Greene County in the middle and high school health classes. The surveys and feedback consistently reflect the students have learned how to protect themselves and are more likely to use condoms and birth control but are not less likely to initiate sexual activity.

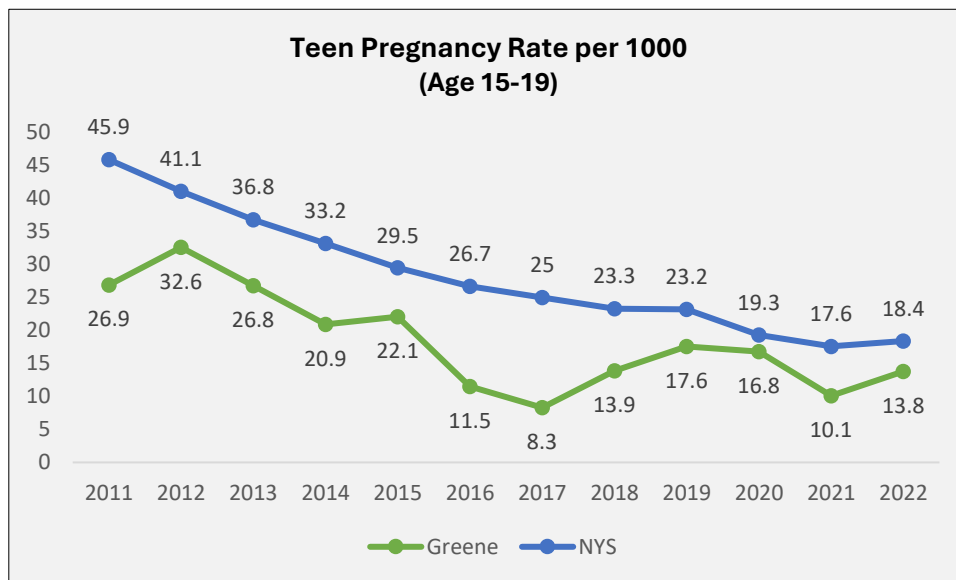
To decrease barriers to teens accessing services, a QR code directed to our appointment page was given to the high school health teachers to hang in their rooms. There were 226 clicks to the appointment scheduler site, though we cannot confirm how many appointments were made. The educators demonstrated the ease of scanning the link right to the page to schedule an appointment on-line. In 2024 13% of our clients were under age 19, an increase from 10.1% in 2023. The addition of the mobile outreach van which started at the end of 2023 will be a strategy used to decrease the barriers for teens accessing services, as an example, the Youth Clubhouse.





- Students are presented with surveys to complete at the end of the session, which provide valuable information and help improve future presentations. (N=181 for the following graphs)





Our primary goals align with the U.S. Office of Population Affairs recommendations to provide quality family planning (QFP) services.

Clients are seen by our Senior Family Planning Aides/ LPN who room the client, collect vital signs and any pre-arranged testing, and chart in our electronic medical record (EMR) system. They are then seen by the Nurse Practitioner (NP), Physician Assistant (PA), or Medical Director, who complete the interview, exam and formulates a plan of treatment. Our RN and LPN conduct stand-alone visits for depo injections and Plan B. They also see clients before and after the NP for venipuncture, immunizations, or other injections. Counseling is completed by all clinic staff who interface with the clients and all client interactions are documented in the EMR. The health educator is available for clients who want additional education, but she does not document in the EMR. We also now have a certified peer recovery coach who meets with our patients who have an opioid use disorder to help them with their recovery goals.

Our services are aligned with the 2024 update to the QFP guidelines:

- 1. Guiding Principles for Sexual and Reproductive Health (SRH) Care and Approaches to Care.**

At Greene County Family Planning we recognize that high quality SRH care is person-centered, evidence-based, inclusive, accessible, trauma-informed, and acknowledge and work to mitigate all forms of bias. We make sure that staff attend all mandatory trainings, as well as other additional trainings, to ensure that everyone is abiding by these principles.

- 2. Screening for the Need and Desire for SRH services.**

All patients are asked about their needs and experiences by taking an open-ended sexual history, and screened for specific services to help providers ensure that individuals get the services that are medically appropriate and in-line with their personal needs and preferences.

3. STI and HIV Services.

Our health educator counsels on the benefits of abstinence as primary prevention in our school-based outreach. In the community and the clinic, we encourage the use of condoms and the adoption of safer sex behaviors to reduce the risk of HIV and STD's. We offer testing

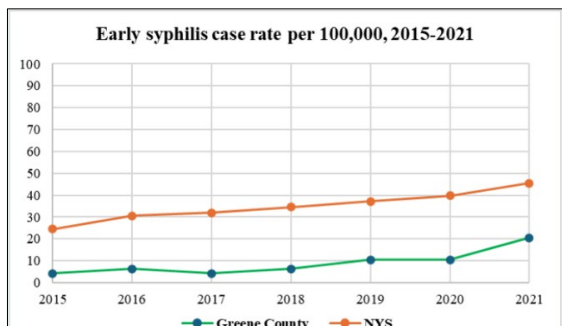
STD Testing		
	2023	2024
Chlamydia	957	766
Gonorrhea	954	772

HIV		
	2023	2024
Tests performed	486	456
Clients on pre-exposure prophylaxis	21	24

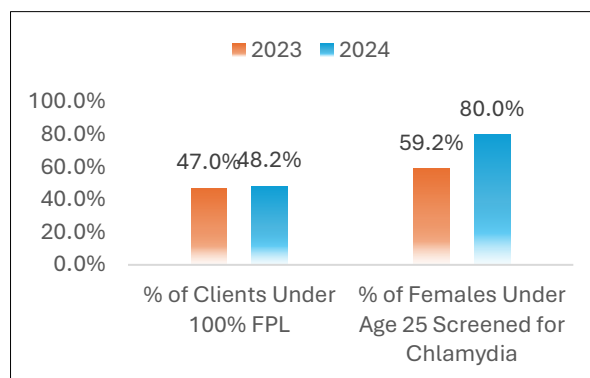
and treatments for the following STD's: chlamydia, gonorrhea, HPV, herpes, syphilis, Mycoplasma, Ureaplasma, and Trichomonas. We screen and test those at risk for Hepatitis C and refer for treatment. We screen for anal, oral and urethral acquired STD's.

All clients are encouraged to be screened for HIV. We offer HIV PrEP (pre-exposure prophylaxis), HIV PEP, and in 2024 doxy PEP. Doxy PEP is a dose of antibiotics taken after unprotected sex to reduce the risk of chlamydia, gonorrhea, and syphilis if exposed. We have linkages for care for those who test positive for Hep C and HIV, and initiate HIV follow up care immediately.

This graph shows rising syphilis rates in Greene County as in New York State. Only 5.9% of patients seen in 2024 were screened for syphilis. To decrease barriers to testing, we added rapid syphilis testing to our CLIA waiver in the fall of 2024 and plan to implement this in 2025.



Chlamydia is the number one cause of infertility and often has no symptoms. Screening young women is an evidence-based strategy to reduce the burden of disease and improve birth outcomes.



4. Family Building.

We offer personalized, non-biased, nonjudgmental, medically appropriate care for any of the variety of ways that people want or need to build their families by offering pre-pregnancy care, basic fertility services for people who wish to carry a pregnancy and give birth, and provide referrals to medically assisted reproduction services or resources for adoption services for people who want or need to build their family through these services.

5. Pregnancy Options.

Pregnancy testing is offered for eligible visits with follow-up counseling. For those clients who want to have a child counseling is completed to improve their health prior to conception by helping them to reduce or quit smoking, reduce or stop illicit drug use, control their diabetes, reduce high blood pressure and reduce obesity. We have a strong referral system with our Maternal Child Health (MCH) Public Health Nurse, who is also a certified lactation

counselor. She follows ante- and postpartum women to ensure healthy outcomes for mother and child. We have a certified tobacco treatment specialist on hand to counsel patients and make referrals for pregnant women that are currently using tobacco or vaping products.

For those with a positive pregnancy test; factual and non-directive options counseling is discussed. Pregnant individuals are referred to OB care or for a termination depending on their decision after they receive neutral factual options counseling.

	2023	2024
Smoking Cessation Counseling	77	79
Prenatal Vitamin Scripts	34	34

Medication for opioid use disorder has been proven to be effective at treating withdrawal and reducing opioid cravings. Continuing this treatment improves the chance that the fetus will grow normally and be carried to term. (Source: <https://www.acog.org/womens-health/faqs/opioid-use-disorder-and-pregnancy>)

6. Person-Centered Contraceptive Service Delivery.

A person-centered contraceptive care approach is used to help ensure that people are offered contraception services that are in alignment with their individual values, preferences, needs, and desires. This includes using quality contraceptive counseling techniques and offering information about and access to a full range of hormonal and non-hormonal contraceptive options, including permanent methods by referral. At our September staff meeting the new “Birth Control Methods Chart” from the Reproductive Health National Training Center was introduced to all staff and changes in counseling messages were discussed. This method chart is now in each exam room.

7. Screening and Preventive Health Care Services.

Eligible patients are screened for colon, cervical, thyroid, breast, skin, endometrial, testicular and ovarian cancers. We have on-site colposcopy to expedite the follow up for abnormal pap smears. Patients are prompted to complete the PHQ9 annually. In 2024, 598 depression screenings were completed. If a patient screens positive, we can link them to a variety of mental health providers. We also have a referral system set up with Greene

	2023	2024
Colposcopies	19	31
Pap Smears	290	253
Abnormal Pap Smears	42	33
Mammogram Referrals	125	132

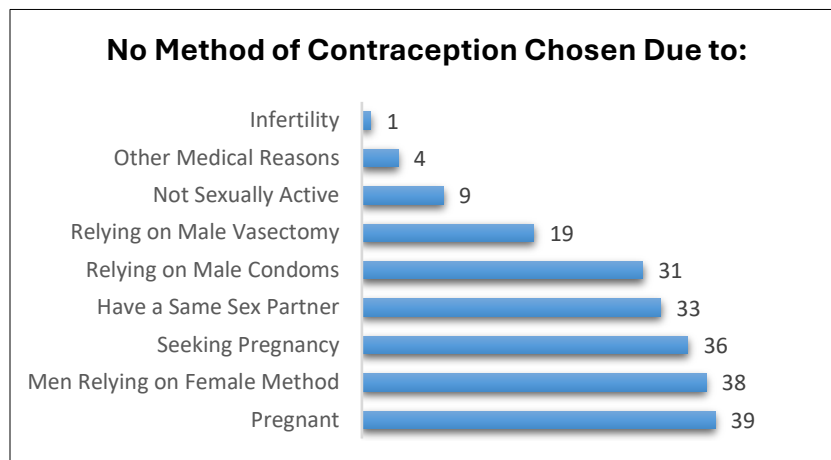
County Mental Health to assist our patients to get an appointment, without having to go through their open-access process. A social determinants of health screening questionnaire is completed annually as part of the check-in process. The results give us an opportunity to see where the person might be struggling and offer assistance.

8. Using Performance Measures to Track and Improve Quality of Care.

At our monthly staff meetings, we report the number of new and unduplicated patients seen through the family planning program. We look at the percentage of patients seen who were seen by age, race, ethnicity and poverty level. We brainstorm on ways to reach these underserved populations. We were able to increase the number of new patients in 2024 and believe it is because of the new site at Columbia-Greene Community College.

We utilize the updated QFP guidelines to ensure that services are delivered in accordance with nationally recognized standards of care. Policies and procedures are reviewed regularly to ensure that updates in practice are reflected.

Removing the barriers to contraception helps to increase utilization. Out of the 978 unduplicated clients seen in 2024, 224 (23%) left with no method; reasons broken down in the chart below:



Having the “other” category that was present in 2023 data removed has helped us to better understand why some patients leave without a method of contraception.

9. Contraceptive Services – Availability of a Broad Range of Methods.

We offer a range of effective to highly effective contraceptive methods with same day access and low cost. The contraceptive options include: three levonorgestrel IUDs and the copper IUD for emergency contraception and long-term use, the etonogestrel implant, combined hormonal contraceptive pills, the ring, the patch, progestin only pills, medroxyprogesterone injections, and by prescription: contraceptive gel, foam, and sponges. Natural family planning is also taught as a method using cycle beads and smartphone applications.

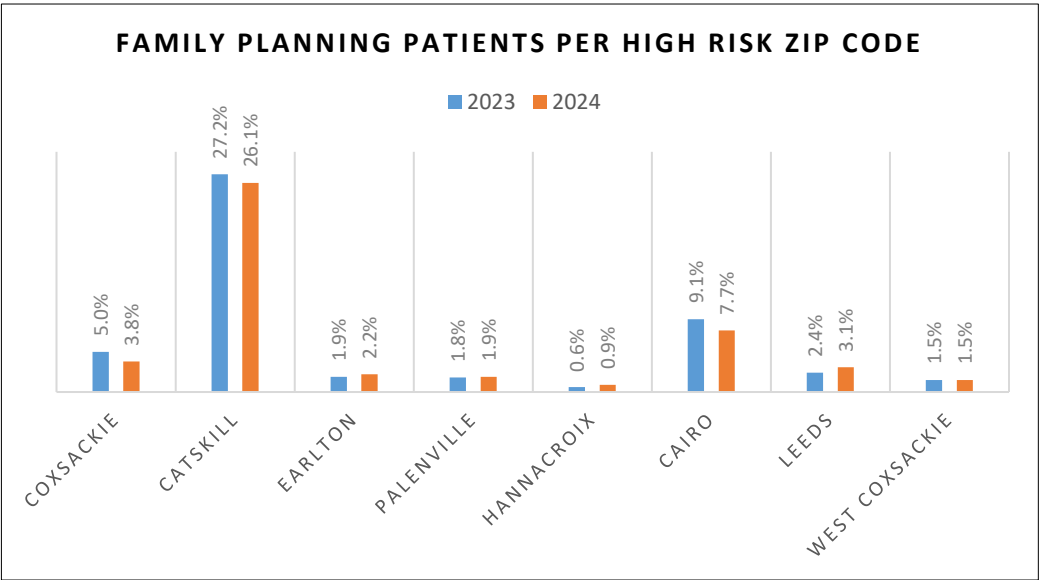
10. Youth-Friendly Services

We work with teens from our local Youth Clubhouse to make sure our services are accessible, acceptable, equitable, appropriate, and effective for adolescents. We also try to get these young people to participate in our I&E meetings when possible. Our Health Educator has initiated listening sessions on teen vaping to gather information and engagement on their thoughts on how it’s affecting themselves or peers around them. She hopes to continue these listening sessions to further gather information of the types of support we can provide in terms of vaping/tobacco cessation, or educational information for them to share with their peers.

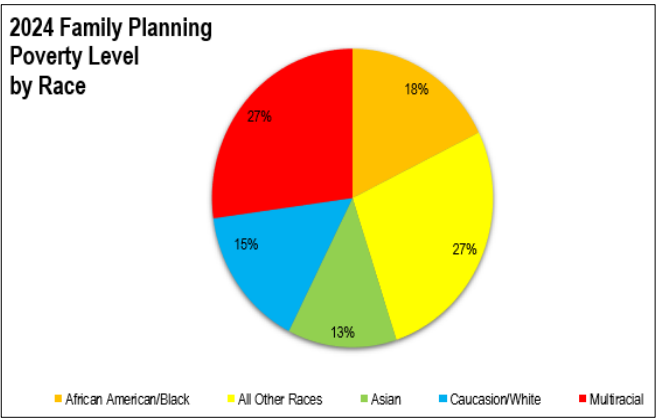
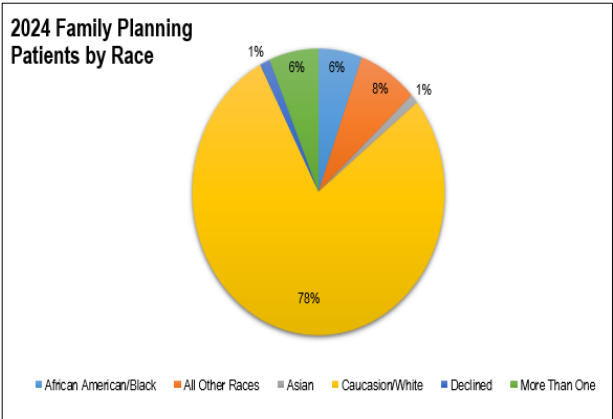
The Health Educator has also teamed up with the Youth Clubhouse and other local organizations to start a Youth Coalition where young folks have a safe space to express concerns or challenges they face in the community, and the information and education already existing in the community they can share with their peers to help them become stronger advocates for themselves and those around them. The Youth Coalition offers incentives to youth such as community service hours for graduation completion, honor cords for graduation ceremony, resume building skills, including their work as a youth leader within the coalition, and a certificate honoring their work in the youth coalition.

Without these vital services, Greene County residents would have no access to low cost, sliding fee or free reproductive health care.

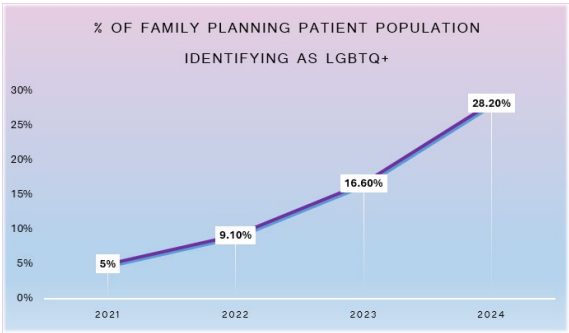
Our Family Planning grant specifically funds us to provide outreach and services to the following vulnerable populations in our community. The following performance measures are tracked on a quarterly basis to ensure we are reaching the intended population served.



Racial/Ethnic minorities: The clinic is in a predominantly caucasian county; however, we serve a greater percentage of minorities than the county with the high-risk zip codes representing even higher percentages of minorities served. According to County census data, 89.8% of Greene County residents are white, 6.1% black and 6.3% Hispanic. In 2024, the average number of minorities served by the clinic was 20.4% which is a 1% decrease from the previous year. Lastly, 13.2% of our patients identified as Hispanic.



LGBTQ population: Family Planning staff has participated in training to be culturally sensitive when serving patients identifying as LGBTQ. Our EMR now includes a mandatory screen for a person to identify their gender and sexual preferences. Because of this, we see that our numbers of patients identifying as LGBTQ+ has increased from 2021 to 2024.



Individuals with limited English proficiency:

Our Medical Receptionist/Senior Family Planning Aide is bilingual, which is a tremendous help for all our Spanish speaking patients. She assists them while checking in and out, with paperwork, and for questions. We continue to use the Language Line for in-clinic visits by the providers. In 2024, 4.7% of patients required a translator for their visit.

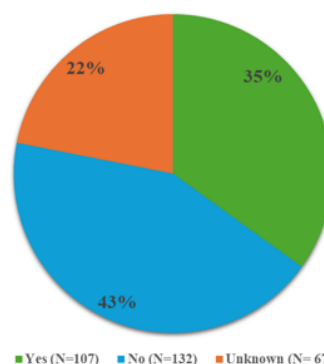
People in active drug use and recovery are at higher risk of having adverse reproductive outcomes which could include late or no prenatal care, polysubstance use during pregnancy, and inability to parent the child due to social and criminal history related to their substance use. Since 2019 our program has been offering medication for opioid use disorder (MOUD) by prescribing buprenorphine, sublingual and injectable formulations. Since starting to provide MOUD, we have seen 300 patients for this service. A benefit to being treated in our clinic is that their reproductive intentions are discussed and access to highly effective contraceptives is supported if desired.

Total MOUD Program Patients: 306

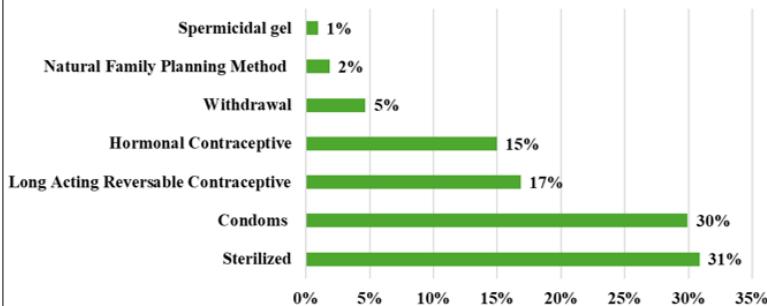
- Using Contraceptives: 107
- Not Using Contraceptives: 132

35% of MOUD patients are using contraceptives, emphasizing the need for integration into addiction treatment.

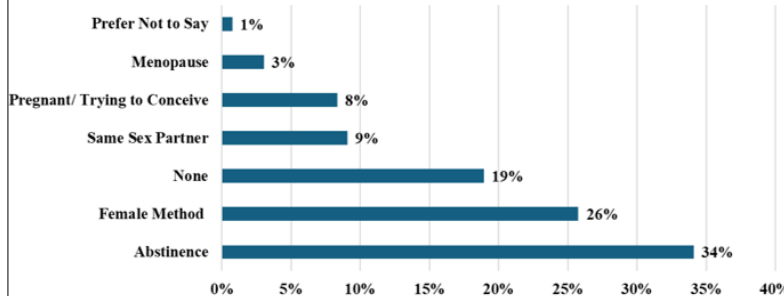
Percentage of MOUD patients at Greene County Family Planning Clinic using Contraceptives, 2019-YTD (03/24/25)
N= 306



Contraceptive Method Reported by MOUD Program Patients at Greene County Family Planning Clinic, 2019-YTD (03/24/25)
N=107

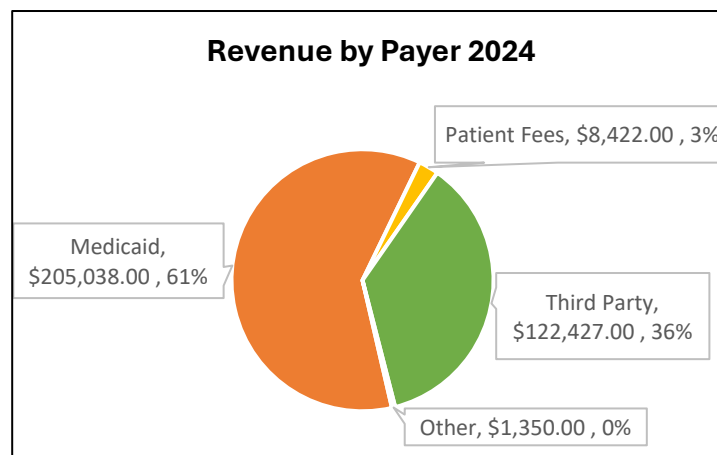
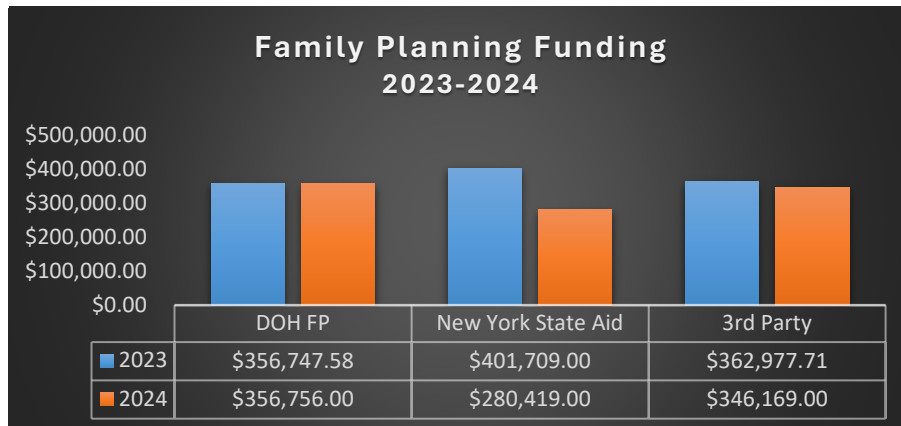


Reasons for No Contraceptive Use Reported by MOUD Program Patients at Greene County Family Planning Clinic, 2019-YTD (03/24/25)
N=132



Revenue:

All revenue generated is used to offset the county share of our services. We are mindful of the costs to the taxpayers of Greene County and look for opportunities to remain sustainable.



Hosting Students:

The clinic hosted several students in 2024. Two Nurse Practitioner students for 100 hours each, one nursing student for 40 hours, and two Albany College of Pharmacy students for one week. This is an excellent opportunity for the students to learn in an underserved area, and for the staff to impart knowledge and wisdom.

The pharmacy students were exposed to real patients and provided counseling and support to the providers. Below is their written feedback:

“What meant a lot to me was they looked to me a lot of times for questions for the first time in my professional career I felt like a professional in which I could provide that knowledge and contribute to the benefit of the patient.”

“The staff was beyond welcoming, and it was a pleasure to learn alongside them. They encouraged learning, made me feel valued and showed me another side to healthcare. The work they do here and the connections they have to the community via outreach is amazing. I wish I could have a career here someday! The most valuable aspects of this rotation are the team and the way they interact with each other and the patients. They provide a safe space for everyone.”

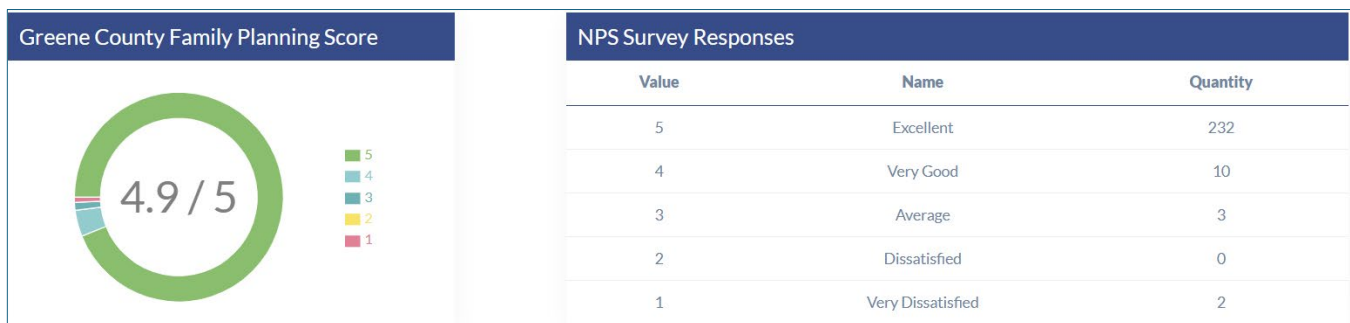
Quality Assurance:

2024 Accomplishments:

- ✓ Annual record review performed by a NYS Article 28 Registered Health Information Technician (RHIT) accredited reviewer, determined that staff documentation in the Electronic Medical Record (EMR) was complete, and they are performing well
- ✓ Automated quarterly FP chart audits that target specific areas of quality assurance
- ✓ Electronic surveys continued for Family Planning patients with an average score of **4.9 out of 5**
- ✓ Maintained the AccuShelf pharmacy inventory system to improve inventory accuracy, and tracking/reporting of 340B medications.

Patient Satisfaction Surveys:

Monthly patient satisfaction surveys are sent to all patients. In 2024, 2014 surveys were sent out (64% increase from 2023) and 247 were returned from our patients, using our electronic surveying platform Well-IQ.



Sample of Reviews Received:

- Everyone was very nice and helpful.
- 10/10 recommend
- I recommend this clinic to everyone I know.
- Family Planning the building and the staff members that in this facility are amazing people
- You guys saved my life and still are every day.
- I love this place for feminine healthcare. They are always so kind, patient, and gentle. Very informative.
- Wonderful place!!! Definitely exceeded my expectations!
- Just a phenomenal organization!
- Anyone who needs MAT treatment should just be going through you down at GCFP. Seriously, you actually have our best interests at heart when many of us don't know what that best version would even look like. You provide light for those who try to live in the dark.

GCFP QA Goals for 2025:

- Maintain compliance with Article 28 NYSDOH regulations.
- Explore workflows to improve speed and accuracy of provider EMR charting.
- Quality Assurance of our Mobile Van clinical services – CLIA waived tests, 340B medications and staff properly trained.
- Prepare for an IPRO audit in 2025
- Compliance with Stericycle statutes for medical waste and staff safety
- Update HIPAA to conform with 2026 mandates

Greene County Family Planning Goals for 2025:

1. To complete our name change and rebrand.
2. Implement rapid syphilis testing.
3. Increase mobile van outreach by creating a set schedule where people can expect the mobile unit to be stationed on a regular basis at two or more rural areas of the county.
4. Increase utilization of the CGCC site.

In closing, we would like to thank the Legislature and County Administrator for all their support for this vital program.

Respectfully submitted,

Wendy Johnson, MSN, FNP-BC, Family Planning Clinic Manager