



Impact Report



"At First Image, we are compelled by the Love of Jesus to empower those facing an unexpected pregnancy to make life-affirming choices by offering compassionate care, information, and medically professional pregnancy and women's health services."

This is the mission statement of First Image. As our team has been praying and thinking about how to best empower those facing deeply challenging pregnancy circumstances, especially those actively considering abortion, we've made several changes in these past months.

A few months ago, we announced that the Pregnancy Resource Centers of First Image were becoming Ava Health. That change has happened, and women are now finding us under that new name.

You might wonder what else has changed and what has remained the same.

First, we have the same commitment to the Gospel, to sharing the life and love of Jesus that we always have. In fact, we are seeking to be even more intentional in integrating the Gospel into how we're serving the patients that come into our clinics. The Gospel remains our motivation and that has implications for both why and how we operate (read more about this at first-image.org).



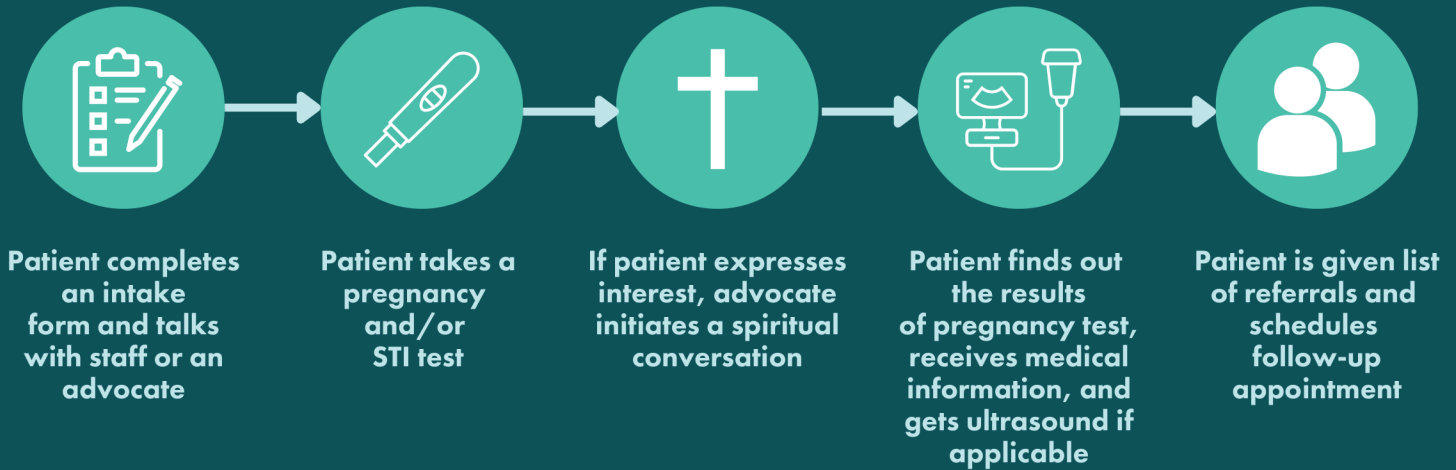
In this month's impact report, you will read more about how we are serving patients in our clinics with life-affirming pregnancy and women's health services. You will also see what the impact is on women who are facing an unexpected pregnancy- especially those who are actively considering abortion.

I am excited that we're already seeing fruit from these changes from the women coming into our clinics, and thankful that you have joined us in this mission in greater Portland. Your partnership, as people being shaped and compelled by the love of Jesus, makes this work possible!

Your fellow follower,

Luke Cirillo, CEO

A TYPICAL APPOINTMENT FOR A PATIENT AT AVA HEALTH



How are we intentional with our patient process?

An interview with Rachel Wilson, Program Director

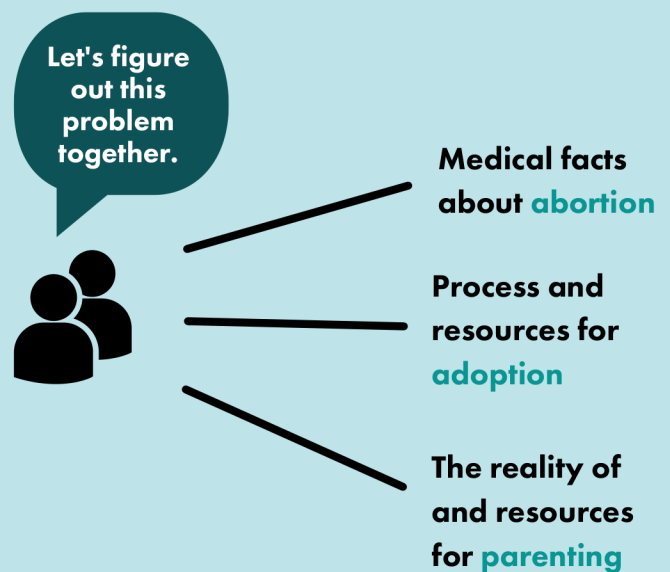
What works about this process and why are we doing it to reach abortion-minded patients?

This process works because we're focused on a compassionate offering of information. Instead of a potential patient going down the internet hole trying to find out answers, it's a space for her to come and ask questions, be heard, and to be offered true information and a loving space. The experience of being in those clinics is part of what works. It is a very sweet space and feels calming. We try to help her make the best decision she can, and the fact that we talk about all three options (abortion, adoption, and parenting) helps her feel she can ask questions. However, a lot of her processing is going to happen once she leaves. We tell her that we know she may come in here with one plan, but everything can change!

How does that improve upon previous processes we had in the clinics?

One of the common phrases we use is that it's a "problem-oriented process" rather than a "patient-oriented process." Before, we used to follow her wherever she wanted to take it, which led to some very long appointments. For anyone who finds out they're pregnant in unexpected times, their emotions are all over, and we're just trying to be steady and help be with her in that. This way, we're facing a problem, and we see how we can help

her with that problem, rather than chase the emotional roller coaster. This is the problem: you're pregnant and you're not sure you want to be. To address that problem, there's only so many things that you can do at this point. It feels comforting with you're overwhelmed to know that there are literally only three options. The patient and staff member are, together, trying to figure out the problem, rather than us chasing the patient all over. Of course, we're still patient-centered care and we want to care for them holistically. When we make follow-up calls, the patient remembers their general good experience, that she felt cared for, she was listened to, and she has information to make a good decision. This is exactly our goal.



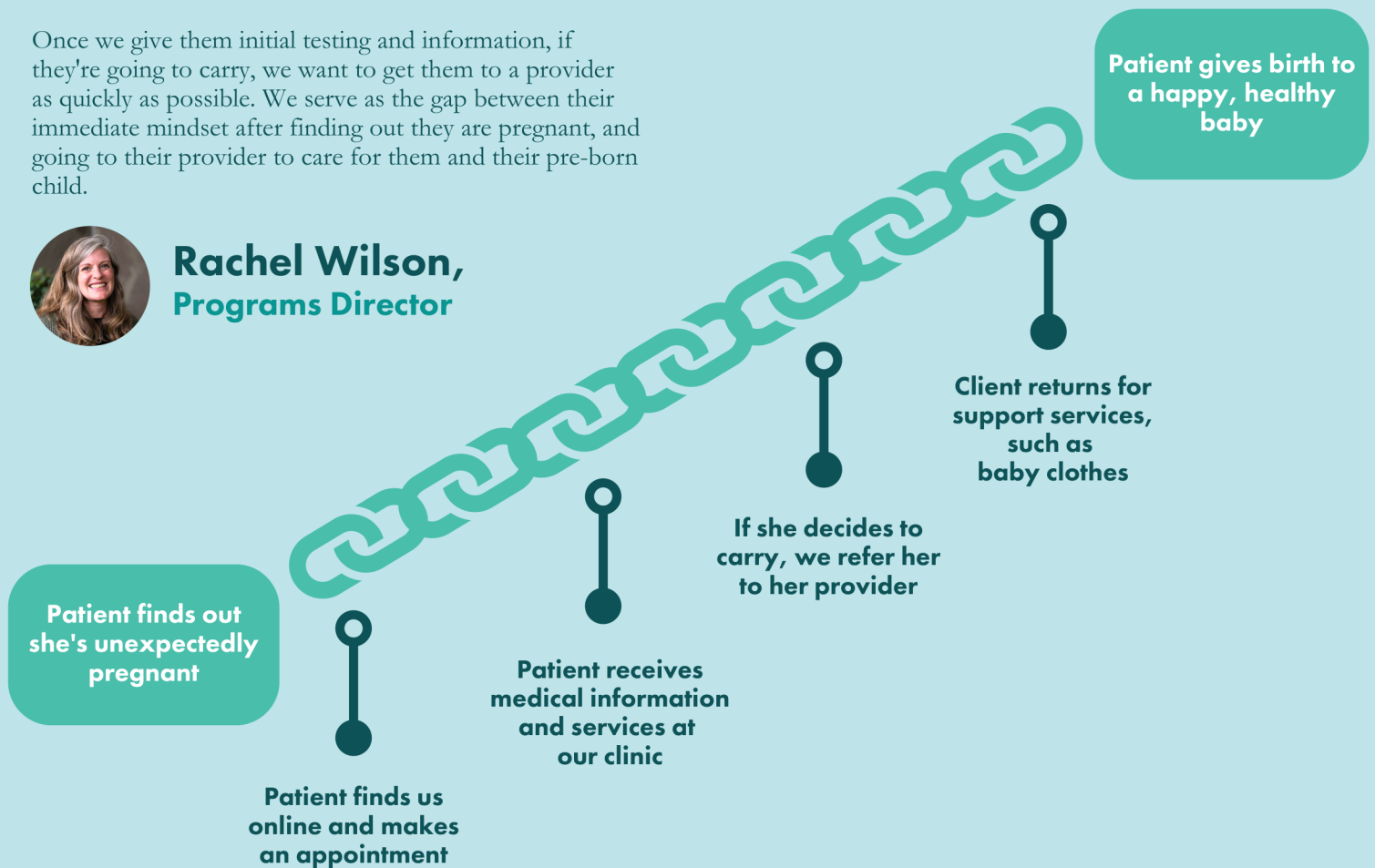
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In the chain of support for an unexpected pregnancy, where do we fit in?

Once we give them initial testing and information, if they're going to carry, we want to get them to a provider as quickly as possible. We serve as the gap between their immediate mindset after finding out they are pregnant, and going to their provider to care for them and their pre-born child.



Rachel Wilson,
Programs Director



OUR GOAL IS TO SERVE MORE PATIENTS WHO ARE ACTIVELY SEEKING ABORTIONS. HERE'S HOW WE'RE DOING. WE'VE SEEN:

16% INCREASE IN OVERALL PATIENTS AT OUR CLINICS

44% INCREASE IN PATIENTS SAYING A FRIEND/FAMILY MEMBER RECOMMENDED THEY COME IN

37% INCREASE IN ULTRASOUNDS GIVEN

8% INCREASE IN STI TESTS GIVEN

11% INCREASE IN PREGNANCY TESTS GIVEN

*data taken from Aug 2020-Aug 2023

GRESHAM REOPENING!

SEPTEMBER 2023

Sunday, September 10th, 2023

Come celebrate the long-awaited reopening of our Gresham clinic! Take a walk through and see our newly renovated building while praising God for His goodness to us!



To register, scan code:



FIRST IMAGE 2023 GALA

meant for good

Saturday, October 21st, 2023 | 5:30 pm

Holiday Inn Portland | *Columbia Riverfront*

Join your First Image community for an uplifting evening on the Columbia Riverfront as we celebrate the goodness of God this past year and look to the future. Purchase tickets for yourself or consider hosting a table to introduce your community to this critical work.



To register, scan code:



first-image.org
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