

\$1200 Saves A Baby

The most effective pregnancy centers in the nation report that their cost to serve one woman is between \$1000 and \$1500, or on average \$1200.

In order to save more babies, Options Now has optimized to more effectively reach and serve women who are seeking an abortion. This new patient service model not only improves our services, but also provides reliable data to measure results.

Among other things, each month we closely track:

- The number of pregnancy tests provided
- The number of positive pregnancy tests
- The number of ultrasounds provided
- The number of STD screenings provided
- The number of positive STD results
- The number of patients at significant risk for abortions
- The number of women who choose LIFE

We keep a close eye on these numbers to determine if they are moving in a positive or negative direction allowing us to recognize the most effective ways of reaching more women and saving more babies. Effectively serving an abortion-seeking woman results in one baby saved.

As our numbers grow, our overall cost will increase, however as we become more effective it should begin to cost us less per person.



Therefore, this \$1200 represents a gauge by which we can evaluate our effectiveness, along with the other metrics that we track.