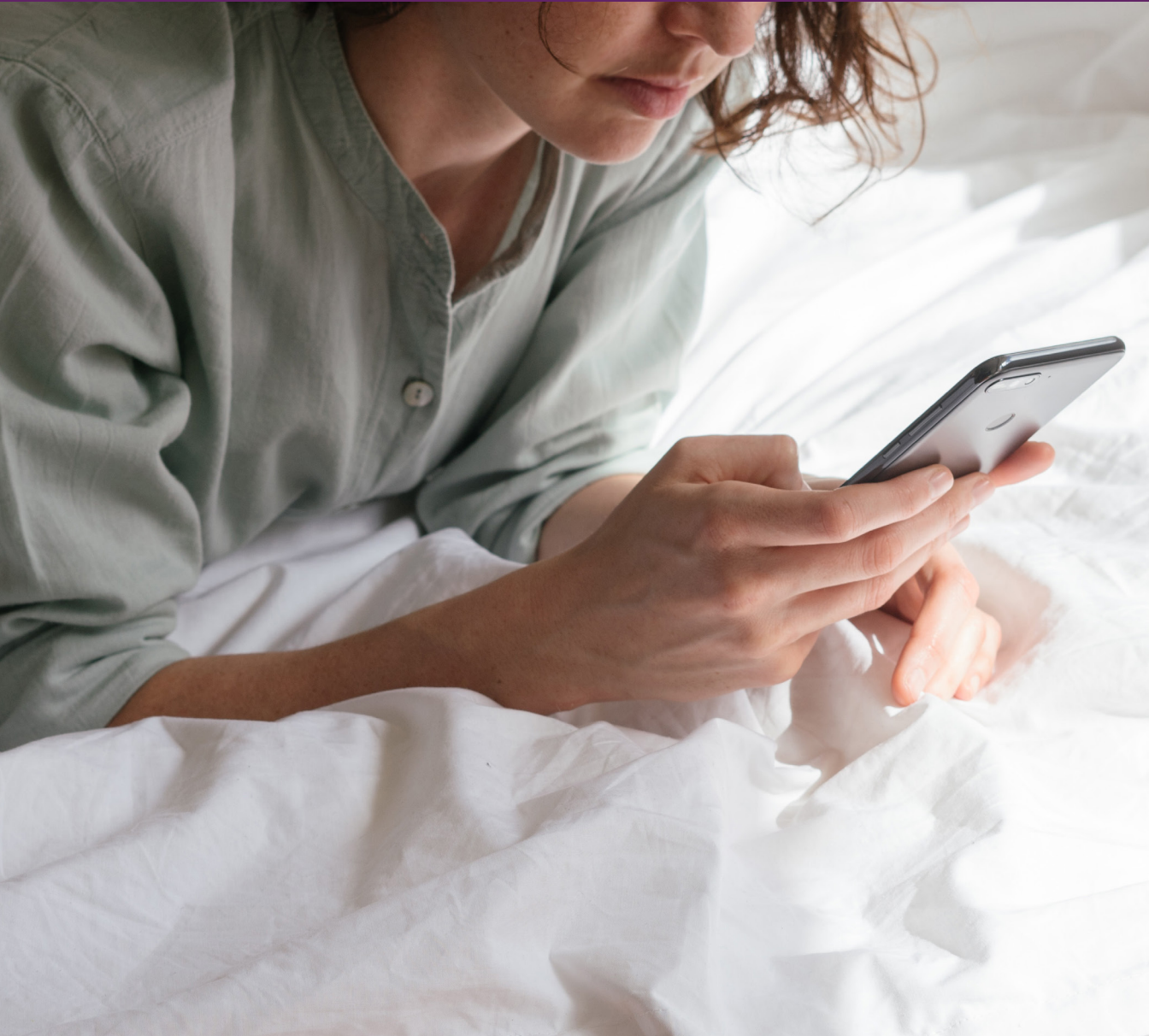


 KnowAllYour *Choices*  
the app







## Who we are?

The KnowAllYourChoices app is a virtual approach to a woman's pregnancy medical care. Our entire purpose is summed up this way,

*“Empowering a woman to make the best choice for her pregnancy.”*

Our professional team of Doctors, Nurse Practitioners,

Physician's Assistants, Registered Nurses, Sonographers, and Licensed Counselors provide tele-Health and tele-Med services to all our users through the KnowAllYourChoices app.

Choices surrounding a pregnancy are rarely simple, and many times they are quite complicated. It is crucial for women to have access to accurate, unbiased, medically supported information and guidance throughout their pregnancy.

The KnowAllYourChoices app is a place to learn information and hear from

professionals in the field, face to face. All in the privacy and confidentiality of a smartphone. All compliant with HIPPA regulations for medical record confidentiality. And all fully explained in understandable terms.

In today's medical world, informed consent protects both medical providers and patients from the unscrupulous.

The KnowAllYourChoices app explains the fine print so that when a woman makes her choice, she makes it with confidence.

## What we do?

The KnowAllYourChoices app team is made up of professional medical personnel whose areas of expertise include pregnancy and reproductive health, prenatal care, genetic pregnancy anomalies, infertility, reproductive loss, etc.

This expertise is immediately available to the KnowAllYourChoices app user, and when needed a tele-health conference with

a specific medical expert can be arranged.

The KnowAllYourChoices medical experts talk directly to users in a confidential environment in the privacy of their own home.

The KnowAllYourChoices app also provides information about local providers that will be necessary resources once a pregnancy decision has been made.

**KnowAllYourChoices does not endorse any specific provider, we provide clear and specific information about each one in the area.**

The KnowAllYourChoices app also provides real-time evaluation and feedback from individuals who have utilized the services of local providers - this allows a woman to make an informed decision on which provider she would like to use.





# Why we do it?

*“Empowering a woman to make the best choice for her pregnancy.”*

This is why KnowAllYour*Choices* exists.

For over 30 years we have observed women being manipulated and misinformed while faced with unplanned, unexpected, unwanted, high risk, and dangerous pregnancy situations. In many cases, these women have been given partial truth that supports some political agenda. Seldom is a woman given the entire truth in a way that helps her make the best choice for her pregnancy.

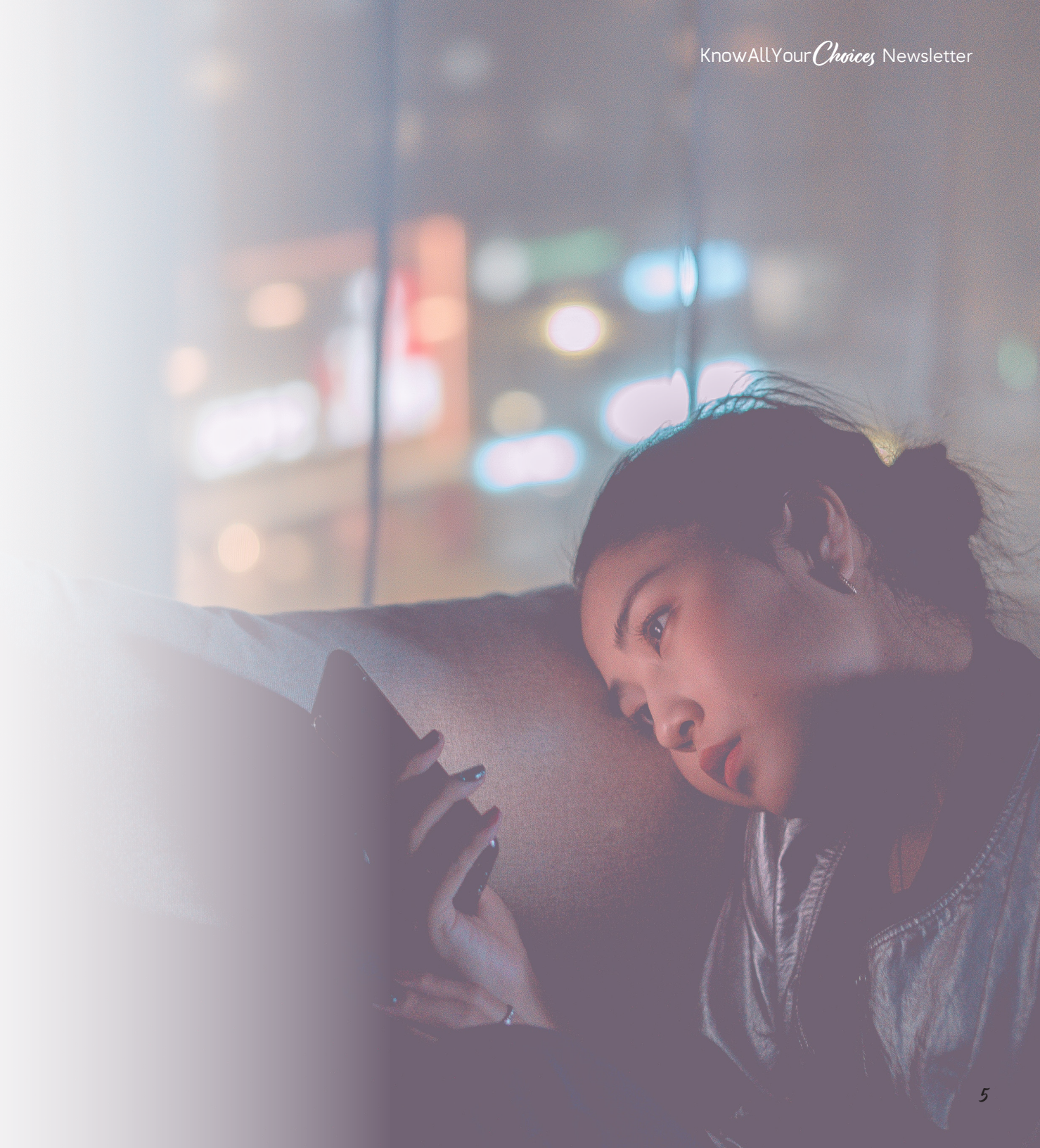
*Truth, Accuracy,  
Honesty, Compassion  
– not Manipulation.*

Most involved in guiding and counseling women facing a pregnancy choice today (regardless of their political persuasion) would tell you that they want to help women, that they want to see them through a difficult time and situation. They would tell

you they are motivated by compassion and even love. Yet, withholding information and truth from a woman facing a pregnancy choice is not love, instead it is a form of manipulation.

30 years of experience has also shown us that many of the women facing a pregnancy choice are being manipulated or even coerced by people who are remarkably close to them. It could be the father, a parent, a close friend, a boss or supervisor, a coach, a pastor, or a priest. All around, people have agendas. If you know the agenda, you can evaluate accordingly.

**KnowAllYour*Choices* exists to provide truth, agenda-free.**







# Pro-Choice or Pro-Life?

KnowAllYourChoices is the answer.

Over the last 30 years, we have informally interviewed hundreds of people who leaned toward the pro-choice label.

Not all, but many of them said that they didn't think abortion was something they themselves would participate in, but they didn't feel it was their right to impose that belief on someone else.

They felt that the choice

was the woman's to make. Our experience is that many people in the U.S. today have this or a similar philosophy.

When asked what a woman facing a pregnancy choice should have available to her, many said, 'she should have someone available to her that can explain all of her choices, pro and con, without any bias or hidden agenda. She should have help provided in any of the medical, relational,

economic, educational, and/or housing concerns or obstacles she is facing.

She should know that everything she says and does is held in strict confidence and without judgement. And she should have someone who will build and maintain a personal, caring and compassionate relationship with her, regardless of her choice.'

**What if I'm pro-choice?**

For those who lean toward the pro-choice label and have a similar philosophy, the KnowAllYourChoices app is a vital tool for you and those you care about.

KnowAllYourChoices is based on the need to provide exactly what your philosophy of pregnancy care desires to make available to the woman facing a pregnancy choice - unbiased, agenda-free, information.

*"...unbiased, agenda-free, information."*

**What if I'm pro-life?**

For those who lean toward the pro-life label, the KnowAllYourChoices app is the only tool available to you that holds nothing back from a

user. You will be able to sit with someone you care about and find the answers to every question she may have. You will be able to express love and compassion without leaving out any of the truth.



## Complimentary, not Competition

KnowAllYour*Choices* is a service which works in community with other agencies.

KnowAllYour*Choices* is not in competition with the local pregnancy center(s), adoption agencies, OB medical centers, or local abortion provider(s). KnowAllYour*Choices* is a service which works in community with these other agencies. The services of these providers are evaluated directly by the women who utilize them and reported as comments on the KnowAllYour*Choices* app.

Like Yelp for pregnancy choices, KnowAllYour*Choices* can be helpful and supportive of agencies that do their jobs well and concerning of those that do not.

The KnowAllYour*Choices* app is informally networked with agencies and medical providers throughout the community and can help facilitate ongoing support, counseling, and care for app users.







## Branding Outreach

The KAYC Billboard, Media, and Social Media Campaign.

**Over the last 7 years** we have learned the value of actively going to women facing a pregnancy choice, rather than requiring them to come to us.

With the growth of smartphone technology and social media it has become both possible and required to engage those we serve utilizing these technologies.

Through apps like Facebook, Instagram, Zoom, and others, we can reach directly into the lives of the women facing a pregnancy choice today.

Marketing organizations, with the help of Google, Amazon, and others, can identify prospective users of the KnowAllYourChoices app and make it possible to provide women the information needed right when it is needed.

There is also a need for some savvy 'old school' efforts as well. People continue to spend a great deal of time in their vehicles making billboards a powerful way to share information with the commuting and driving public.

Billboards, in conjunction with broadcast, print and electronic media, engage the public with the KnowAllYourChoices app and help make it easy to remember and download for immediate use.

With the advent of the Covid-19/Corona virus, tele-med and tele-health have gone from being the wave of the future to the way of today. For many, Zoom, Facetime, Skype and many others have become both accepted ways to interact virtually and normal day to day activities.



The KnowAllYourChoices app is the virtual medical and counselling office of the future, today, that helps women make pregnancy choices now.

**How KnowAllYourChoices works in the hands of a real patient:**

Any woman facing a pregnancy choice will be able to download and use the KnowAllYourChoices app without charge.

She will be exposed to the KnowAllYourChoices app through strategically placed billboards in her community, through specifically targeted social media advertising and postings, through Google search, and through print, radio, and television public service announcements and advertisements.

She may also be exposed

through her physician or health care provider.

When she opens the KnowAllYourChoices app she will find presentations from health care and counseling professionals that will provide answers to her pregnancy questions.

She may want to know about the accuracy of urine pregnancy tests or about what the adoption plan process is in her state.

She may wonder about what the abortion/termination process entails, the different procedures or what different types of medical abortion are available and when.

Regardless of her pregnancy concern or question, she will find the answers and information she needs in the KnowAllYourChoices app.

The KnowAllYourChoices app is not just about information and articles to read, it is about relationships and trust. Answers and information are conveyed through video with real professionals explaining the information.

This interactive approach will allow each woman to feel safe, as well as know that all her questions are answered in complete confidentiality - all in the privacy of her own space.

Once a woman moves through all of the primary answers and information, she will be asked if she would like to meet face-to-face with a healthcare professional to learn more or get further clarification.

If so, that virtual tele-health meeting can be scheduled. In many cases, this tele-health

appointment will happen immediately.

### Yes, we have an agenda

What is the *KnowAllYourChoices* agenda, or hoped-for outcome? The aim of *KnowAllYourChoices* is that every woman using the app is empowered to make the best choice for her pregnancy.

Informed consent before making any medical care decision is essential to quality health care - *KnowAllYourChoices* strives to provide this.

The *KnowAllYourChoices* app user will also be able to determine who the best care providers are in her community.

User comments about providers, both positive and negative, will be encouraged and will be an essential aspect of how we serve our app users.

Like Yelp for pregnancy choices, good and mediocre providers will be identified. *KnowAllYourChoices* will not endorse or refer to any listed health care or counseling provider.

That choice is left entirely to the woman.

All information provided in the *KnowAllYourChoices* app will be legally, medically, scientifically and psychologically accurate and professionally accepted. Once again, the purpose of the app is not to convince or persuade a woman toward any particular choice.

The role is to inform in a compassionate, thorough, and professional way as to empower a woman to make the best choice for her pregnancy.

As a pro-life individual, your desire is that the woman facing a pregnancy choice knows the value of the unborn and also knows all of the information and help available to her so that she makes the best choice for her pregnancy.

*KnowAllYourChoices* is a tool that helps facilitate this process. Ultimately, it is the woman's choice.

You **do not** have to compromise your convictions to utilize the *KnowAllYourChoices* app. As a pro-choice individual, your desire is that every women have all of the information and help available to her to make the best choice for her pregnancy.

*The choice is left entirely to the woman.*





# How can I help... Empower a woman

Read on a few methods we are creating to start empowering choices.



## Billboard Campaign

The local Billboard Campaign consists of 10-12 strategically located billboards that catch the attention of a woman considering a pregnancy choice. These billboard images cycle on a quarterly basis and are refreshed regularly.

Each billboard makes a statement that is thought provoking and then points the viewer to the KnowAllYourChoices app for answers. A 28 day campaign costs \$3,000 to produce and run.

The annual cost for a campaign is \$40,000. Consider underwriting a year's campaign at \$40,000, which can be billed to your credit card monthly, if preferred. Or, consider underwriting a month for a gift of \$3200. There is also the option of underwriting a week for a gift of \$750.00, or a day for a gift of \$100.00.

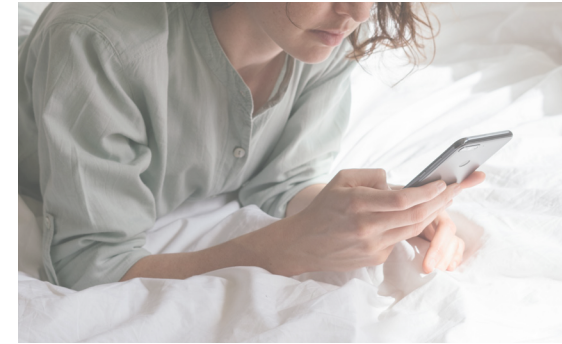
## Internet Ad Campaign

This is the costliest, and most important, aspect of our marketing efforts. It costs \$2,000 per month to make sure women considering a pregnancy choice have immediate access to the KnowAllYourChoices app and website.

Pop-up and banner ads are vital to The KnowAllYourChoices effort to empower a woman to make the best choice for her pregnancy.

Consider underwriting a year's campaign at \$24,000, which can be billed to your credit card monthly, if preferred. Or, consider underwriting a month for a gift of \$2,000. There is also the option of underwriting a week for a gift of \$500.

# to make the best choice for her pregnancy.



## App Interaction

A single engagement with the KnowAllYourChoices app costs \$50.00 - this covers the research, video production, app management, and development.

Based on 100 app engagements per month, a gift of \$5,000 covers the cost of app access for a full month, which can be billed to your credit card monthly, if preferred. Additionally, you can choose to underwrite a specific number of app engagements.

For example, underwriting 20 app engagements at \$50 per engagement would be a gift of \$1,000. It's also possible to underwrite a single engagement with a gift of \$50.

## Tele-Med with Professional

Each app engagement that utilizes a direct tele-health appointment with one of our healthcare professionals has a cost of \$300.

Special gifts of support to cover this professional expense is a vital support to a woman considering a pregnancy choice. Help us provide professional medical and counseling care by becoming a 'Champion' today.

Champions commit to a monthly gift of at least \$300 or any increment of \$300. Please consider supporting our professional staff through a Champions gift today.

\*\*KnowAllYourChoices is a wholly owned subsidiary of Choices Pregnancy Medical Center which is a registered 501c3 non-profit organization. Your gifts to Choices PMC and KnowAllYourChoices are tax deductible within I.R.S. guidelines.