

# Survey of Major Yellow Pages Advertisers \*

## Birth Control Services

### Comparative Ad Analysis for \_\_\_\_\_

<b>Services Offered or Problems Solved:</b>	Birth Control Information Pregnancy Tests (Free) Birth Control Devices/ Methods (Listed) Pregnancy Counseling Full Gynecological Services Family Planning (Free) Abortion Svc (Where Legal) - Abortion Information (May Be Restricted) Breast Cancer Early Detection Women's General Health Care Maternity Care STD Information/Screening Mammography/Sonography Infection Screening/Pelvic Pain RU486/SHOT and MTX Emergency Contraception Twilight Anesthesia Abortion Pill	Prenatal Care/Primary Care Local & General Anesthesia Cytogenetic Studies Genetic Counseling Childbirth Classes Cancer Screening Infertility - Male/Female Child Care Counseling Yearly Exams Outpatient Sterilization Emergency Shelter Teen Clinics/Care/Counseling Norplant® Birth Control Morning-After Pill/Treatment Information Hotline HIV/AIDS Testing Depo Provera Cervical Caps / IUD Insertion Menstrual/Bleeding Disorders	"Choice" Approach / Teens Welcome Alternative Counseling Tubal Ligation (Sterilization) Vasectomies/Information "Alternatives to Abortion" Counseling for Informed Choices Hepatitis B Vaccinations Financial Aid for Life Planning Immediate Pregnancy Test Results Birthing Suites/Premarital Exams STDs Listed – HIV, Herpes, etc. PAP Smears/Breast Exams Taped Information Line Premarital Blood Testing Laser Surgery / (Diagnostic) Ultrasound Non-Surgical Abortion (Where Legal) - Up to 9 Weeks <b>MANY FREE SERVICES LISTED</b> HPV Assessments
<b>Confidence Factors:</b>	<b>CONFIDENTIALITY</b> Licensed Physicians (Named) OB-Gyn Specialists Years of Operation State Licensed (#) Planned Parenthood/Non Profit Sensitivity/Compassion	"No Parental Contact" Memberships - Nat'l Women's Health Network, etc. No Age Restriction Safety Record/Women Owned Emergency Capabilities Sliding Scale Fees (Low Cost)	Female/Certified Gynecologist (ACOG) Board-Certified Physician(s) Nurse-Midwife-Physician Teams Health Plans/Insurance Plans/HMOs Women Practitioners / Multi-Lingual Staff NACC Accredited / IV Sedation Parental Consent Not Needed (If the Law)
<b>Convenience Factors:</b>	Days/Hours Open 24-Hour Answering Credit Cards Location Data/Maps Multiple Locations	Parking Evening Appointments Immediate Appointments Walk-Ins Welcome Saturday Appointments/Evenings	Immediate Counseling Test Results (Preg.) in 30 Minutes Toll-Free Information Line Website Address
<b>Special Services or Extras:</b>	Foreign Language(s) Spoken Translators Available Early Detection Preg. Tests Free Prenatal Care Free Consultation C-Sections Laser Surgery for Warts	Lab on Premises Student/Welfare Discounts Taped Messages (Subjects Listed) "Facts of Life Line" Housing/Maternity Clothes AB Tubal Combo	Donor Insemination "Woman to Woman" "Women Helping Women" "Free Car Service from Train" Legal Help Welfare/Student Discounts
<b>Typical Related Headings:</b>	Clinics Physicians & Surgeons	Marriage & Family Counselors Abortion Alternatives	Abortion Providers (Some Books)

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