



NEW YORK STATE SENATOR
Suzi Oppenheimer

Reina Schiffrin

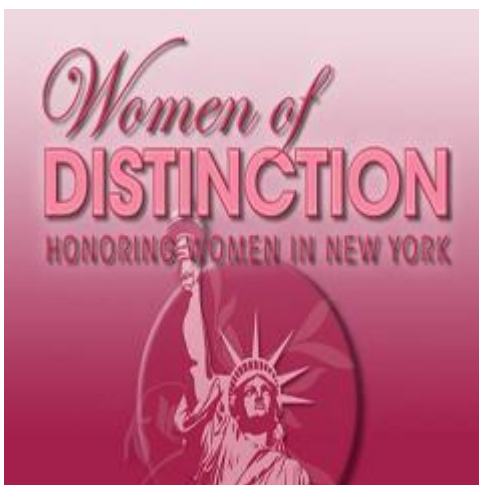
SUZI OPPENHEIMER May 15, 2012



Women of
DISTINCTION
HONORING WOMEN IN NEW YORK

Reina Schiffrin

*Reina Schiffrin was selected as a 2012 Woman of Distinction
by Senator Suzi Oppenheimer*



Reina Schiffrin

Award: HONORING WOMEN IN NEW YORK

Year: 2012

Reina Schiffrin is president and CEO of Planned Parenthood Hudson Peconic (PPHP), the 16th largest affiliate of Planned Parenthood Federation of America, with 12 health centers in Suffolk, Westchester, Rockland, and Putnam counties. In 2011, PPHP provided services to over 30,000 patients, conducted education programs reaching over 26,000 youth and adults, and mobilized over 15,000 advocates. PPHP has served the community for 79 years, and is dedicated to educating and empowering individuals to make responsible choices regarding their sexuality and sexual health.

Ms. Schiffrin joined PPHP in 1998 as the chief operating officer and was appointed president and CEO in 2002. During her tenure, PPHP has completed successful capital campaigns, implemented electronic health records, and created a call center, among numerous other achievements.

Prior to joining Planned Parenthood, Ms. Schiffrin held health care positions including, vice president/operating officer at the Hospital for Joint Diseases, executive director of the IVF Australia Program at United Hospital, and in management positions at Beth Israel Medical Center and Montefiore Medical Center.

Ms. Schiffrin holds a Master's degree of public health from Columbia University. She is a diplomate with the American College of Healthcare Executives and sits on the Long Island Health and Welfare Council, the Ryan White Title I Steering Committee, the Westchester Women's Agenda, the Access to Health Care Coalition, and the Lower Hudson Regional Perinatal Forum Steering Committee.

Ms. Schiffrin is secretary on the Family Planning Advocates of New York State Board of Directors, treasurer for Planned Parenthood Advocates of New York, and treasurer for the Planned Parenthood Federation of America Affiliates Chief Executive Council.