



# annual report 2024





# our mission

Connect Medical Clinic provides health services, education, and support from a holistic perspective to uphold the dignity of all human life.

## brief history

Connect Medical Clinic was born from a shared vision among women in two faith-based organizations, who felt a call to serve their community with compassionate, life-affirming care during a tumultuous oil boom in our region. In 2013, these groups united, and by 2014, they had filed Articles of Incorporation and hosted a fundraising banquet that exceeded all expectations. The clinic opened its doors to patients in the fall of 2015.

By 2018, it had fully transitioned into a medical clinic model, and the addition of a Nurse Practitioner in 2021 expanded services significantly. In 2022, Connect Medical Clinic reached record patient numbers and outgrew its space. In 2023, a new chapter unfolded when long-time Medical Director Dr. Thomas Arnold expressed his dream of practicing at the clinic, and within 24 hours, an opportunity to expand the physical space emerged. Over the past two years, the clinic has seen extraordinary growth—expanding its facilities, staff, and services to meet the community’s needs.

Today, Connect Medical Clinic is a dignity-centered medical practice offering holistic, provider-based care that upholds the sanctity of life and supports patients in making informed, value-aligned healthcare decisions.

## Core Values



### CONNECTION

A presence or a relationship that brings elements together in a meaningful or functional way.



### CARE

To provide what is necessary and beneficial for the overall health, welfare and protection of someone.



### CHOICE

Empowered to set a course of action determined by one’s values and goals after considering available resources and options.



### CENTEREDNESS

Situated around the Center; being grounded, focused and confident in the sanctity of human life.

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# CEO Report



Last year, we moved forward in faith, expanding our reach and refining our mission. This year, we are deepening our commitment to upholding the **priceless worth of every human life**. Connect Medical Clinic is no longer just a place for intervention in crisis—it is a unique medical clinic providing holistic health services, education, and support to uphold the dignity of all human life.

We still provide the pregnancy help and sexual health services we always have, but now we offer so much more—meeting women and men before an unintended situation, during, and beyond it. As we've served to intervene in this situation, we've proved the value in addressing the root causes of unintended pregnancies and infections. Connect has transformed care into something proactive, not just reactive.

Our vision for the future is bold: **Connect Medical Clinic as a safe haven for life from conception to natural death**. We seek to offer light, truth, and hope, building a foundation that protects and strengthens future generations. Our mission has evolved, but has not drifted from its core values. Put another way, it has not been redefined—only refined.

We believe - yesterday, today, always:

- Everyone deserves to be nurtured and cherished.
- There is a plan and purpose for all human life.
- Upholding dignity in healthcare transforms lives and culture.
- We serve not in opposition to any one thing, but in the promotion of holistic, dignity-centered care.

This commitment is why we aim for accreditation with AAAHC in 2025—because **excellence in care is an act of dignity**. It is why we devote time and attention to every patient—so that they, too, come to see their own worth. When individuals recognize their innate dignity, it creates ripples that transform families, communities, and the culture we live in.

We stand together with you for a culture of life: a world where life is respected and valued, where families are supported, and where care is relational and holistic. In contrast, together we reject the culture of death—the systems and attitudes that devalue human dignity, erode empathy, and disconnect people from their own worth, each other, and God.

Grateful as Always,  
Tara Zettel, RN, CEO

*At Connect Medical Clinic, we believe in restoring balance and offering care that is deeply human. Our calling is not just to provide medical services but to offer a different vision for healthcare—one that affirms life at every stage, honors the human experience, and provides real, lasting hope.*

## CONNECTION-CENTERED



- Sports Physical
- Annual Wellness Exam
- STI Screening
- Preconception Evaluation
- Body Literacy for Teens
- Cycle Syncing for Health and Wellness
- ConnectED
- Pathways include: Pregnancy/ Parenting, Healthy Relationships, Life Skills, & much more

## CHOICE-CENTERED



- Early Pregnancy w/ US and Decision-Making
- Birth Control Education and Decision-Making
- IUD Removal
- Nexplanon Removal
- Cycle Tracking for Family Planning
- Sexual Health Risk Avoidance Education

## CARE-CENTERED



- Early Pregnancy Evaluation with US
- Gynecological Concerns & Breast Care
- Medical Management for Menstrual Cycles
- Post Abortion Exam
- Post Miscarriage Exam
- Infertility Evaluation
- STI Testing and Treatment

# Provider Report



This year at Connect Medical Clinic has been truly transformative, marked by growth, innovation, and a deepened commitment to our mission—especially due to the talented new team members whose passion and expertise have strengthened our ability to deliver dignity-centered, high-quality care that reflects our mission.

From the perspective of the medical directors, there were an astounding number of changes made to enhance the services of the clinic. The clinic year started with the physical make-up of the clinic essentially as it had been, but with the grand expectation of tripling the size once construction and remodeling were done. Patient care would continue during the first part of the year as it had been with one dedicated exam room and one education room. Laboratory square footage was very limited and nursing staff members were working on top of each other. Services provided were similar to the preceding year, including well-woman care, sexually transmitted infection screening, diagnosis and treatment, menstrual cycle education, early pregnancy evaluation with ultrasound, pregnancy decision-making, caring for some gynecologic concerns and some infertility evaluation and therapy.

As the construction of the clinic addition progressed, the flow of patients was temporarily interrupted. During this time, the clinic medical staff was kept busy with the onboarding of a new electronic medical record (EMR) Tebra. Connect began accepting insurance enabling us to see patients with insurance but still continuing to care for all patients regardless of their ability to pay. A percentage payment formula was created to allow patients their desired and essential opportunity to contribute to the cost of their care based on their resources. Provider-based scheduling was incorporated into the EMR coordinating patient care flow from front desk to the medical staff to the patient being discharged from the clinic. Outreach services continued with nursing and clinic staff touching the local high

schools and Dickinson State University with education programs. Internally a medical staff organizational chart was created and job descriptions were defined. As it relates to direct patient care, Connect staff additions included a Patient Experience Manager, a Director of Administration and a Connect Cares Coordinator. This has helped ensure continuation of exceptional care for the patient from first exposure to the clinic until patient has received their care and follow up.

Clinic medical care was enhanced with refinement of the Connect mission statement: **“Connect Medical Clinic provides health services, education and support from a holistic perspective to uphold the dignity of all human life.”** The core values were engendered into the care provided by the medical team with the defining of those expressed values: **Connection, Care, Choice and Centeredness.**

Upon the reopening of Connect after the expansion, there was a significant increase in medical services and expanded gynecologic services, including expansion of infertility evaluation/therapy, general gynecologic care such as incontinence, pelvic relaxation, abnormal uterine bleeding, menopausal care and several others. Clinic surgical procedures were also added.

Laboratory services were increased with the physical expansion of the laboratory. In addition to the already available STI testing, genetic testing became available allowing for evaluation of potential hereditary risk for cancers and preconception genetic evaluation for genetic defects (which could affect future pregnancies or may cause pregnancy loss or infertility). Expanded infertility evaluations of male and female clinic patients were made available with greater lab capabilities. Referral labs were also used for all the other medical lab services required for general medical care of the Connect patient. An autoclave was installed allowing for sterilization of instruments used in procedures within the clinic. Policies, procedures and processes have been developed to facilitate accredited care for our patients.

Connect is presently modifying all of our present policies, procedures and processes to allow for certification by the Accreditation Association for Ambulatory Health Care (AAAHC).

2025 will be the year of expanded services, increased patient count and total utilization of the expanded clinic completed in Fall 2024.

We are deeply grateful and in awe of the dedication, compassion, and talent of our colleagues, who approach each day with unwavering commitment. Together, we’ve cultivated an environment of collaboration and support, where meaningful work thrives. Each day, the Care Team is energized by our shared purpose and looks forward to new opportunities to grow, innovate, and continue serving our community. Here’s to another remarkable year at Connect Medical Clinic!

*Dr. Thomas Arnold, MD, FACOG, Medical Director*  
*Rachael Marshall, FNP-C*

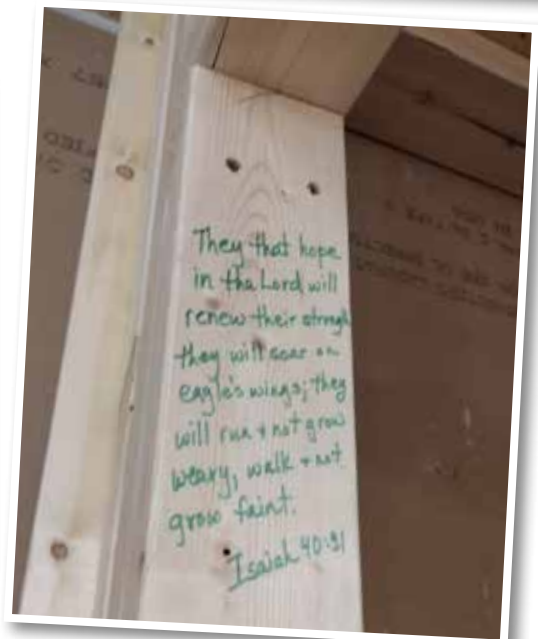
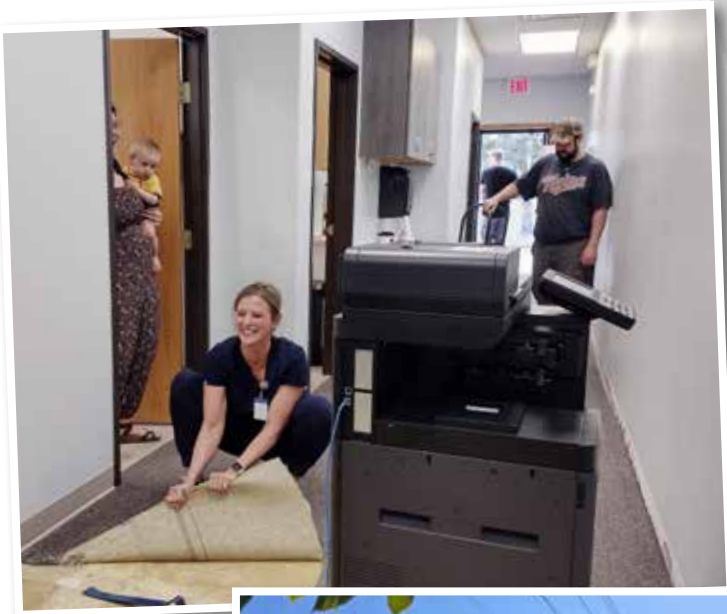


# EXPANSION DETAILS

After discerning that God was guiding us to move forward, we embarked on a transformative expansion of space, systems, staff, and services.

We began 2024 by dedicating the freshly framed Suite F at a “Bless the Build” event, drawing inspiration from Deuteronomy 6, which encourages us to “Write them (His promises) on the doorposts of your homes and on your gates.” Prayers and Scripture now adorn the foundational physical structure of the clinic reflecting the foundational core of the hearts of our board, staff, and generous donors. Faithful support ensured construction continued uninterrupted while we developed enhanced systems to serve better.

On October 12, we celebrated a Grand Re-Opening, welcoming our community and key stakeholders to tour our newly expanded facility. Now open Monday through Thursday from 10 a.m. to 5 p.m., our expanded services and inviting space stand as a testament to our mission—and your trust and generosity.



# Expansion Details



## SPACE

- Our original space since 2018 was Suite E, which is 1200 sq ft. In 2024, Suite E was unified with Suite F, creating a nearly 3200 sq ft Connect Medical complex.
- The clinic now has 17 rooms, designed to honor the safety and dignity of the dedicated staff and patients we serve.
- There are 14 rooms available for sponsorship and naming opportunities. Eight rooms remain to name, and several of those are currently being considered, so now is the time to act.
- Renovation costs totaled \$250,000, which was fully paid in cash from our family support and grant awards.

## SERVICES

- In 2023, our services were organized into 12 categories. Today, we offer 22 categories — an 83% expansion of our service offerings.
- Most sought expanded services: Sports Physicals, Connect Consult, Infertility and GYN Care, Well Male Exams, and IUD removals.

## SUPPORT

- ConnectED — The evolved “Earn While You Learn Program” now offers 100% more education, serves women and men of all ages, and continues to offer incentive items, (*Connectables*) which are collected at Donation Drives.
- Miscarriage kits are offered for women after pregnancy loss, and available to the community. You do not have to be a patient to receive this care package and support during your time of loss.

## STAFF

- The growth of the clinic space and services necessitated adding roles with greater responsibility in their role and departments. New roles include:
  - **Leadership:** Our Executive Director and Director of Operations were promoted to CEO and COO.
  - We’ve added the following roles in the following departments
    - **Administration:** Director of Administration and Patient Experience Manager
    - **Medical:** Director of Nursing and Connect Cares Coordinator
    - **Advancement:** Director of Advancement and Director of Development

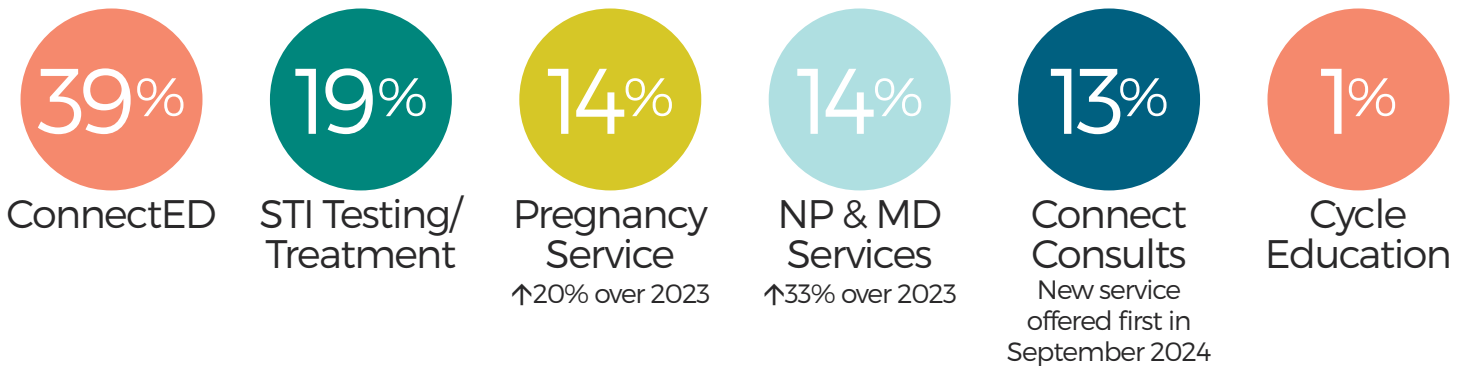
## STRUCTURE

- To welcome all who desire faith-filled, dignity-centered, holistic medical care, we now accept the following insurance plans: Medicaid, United Medical, BlueCross BlueShield, and Sanford Health Plan.
- We also have a generous sliding scale program for those who do not have insurance.
- Our website is now accessible to those who are non-English speakers.

# PATIENT STATISTICS

This year, we paused care for essential renovations—but the impact was worth it! While our original plan was to stay open, the scope of construction unifying the two suites made that impossible. Our Care Team used this time wisely, building strong systems and preparing a space that is now safe, welcoming, and better equipped to serve our community. After reopening with expanded services, 55% of our patients in 2024 were new—proof that the need is great and growing. Your support made this transformation possible, and we are ready to serve more patients than ever before!

## 398 Appointments



122 of the 398 were new patients

55% of patients who visited the clinic following the Grand Re-Opening were new to the clinic

*“Would you recommend Connect to a friend or family member?”*

✓ 100% YES

*“Would you return to Connect Medical?”*

✓ 100% YES

# INCOME BREAKDOWN

Thanks to your generous support, 2024  
total funds from gifts from our family of support:

**\$683,717**

Total funds from services provided  
(patient fees, insurance payment, Women's Way):

**\$15,543**

Total funds from grants:

**\$185,947\***

\*Covered an exam room, laboratory, and patient services spaces;  
US training, providing STI testing and pregnancy options education, and  
even a \$500 gift from Rotary to cover the shipping costs for miscarriage kits.



## *Shanielle's Journey of Recovery and Transformation*

Shanielle, 36, faced overwhelming challenges after years of addiction. Having struggled with substance abuse for much of her life, she had a 15-year-old daughter and was just starting to rebuild her life when she found out she was pregnant with her son. "I was just getting my life on track, just getting into recovery," she shared. At the time, Shanielle was also serving court-ordered ascendants at her pastor's home, trying to balance the many responsibilities she had neglected due to her addiction.

Despite her progress, Shanielle was still managing heavy financial and emotional burdens from her past. When she discovered her pregnancy, it was a shock. "I hadn't been pregnant in so long... I didn't think I could even get pregnant anymore," she said.

Shanielle's experience at Connect Medical Clinic was pivotal during this difficult time. She reached out to the clinic for a pregnancy test, and they accommodated her right away. Connect Medical's non-judgmental atmosphere helped Shanielle continue her recovery while also preparing for motherhood.

The clinic's support gave her the confidence to succeed in her recovery and be a good mom. Shanielle is especially grateful for the practical items like diapers and wipes, which made her feel supported without the burden of financial strain.

Looking back, Shanielle knows that the assistance from Connect Medical made a real difference. "I'm very blessed to have had this program," she says. Now, she is not only thriving in her recovery but also confidently embracing motherhood. "You got to get connected with Connect Medical," she encourages others, reflecting on how the clinic's help made her recovery journey—and her new life with her daughter and son—much more hopeful.



# EXPENSES BREAKDOWN

56%

## Operations/ Patient Care

- Medical Supplies
- Lab/Treatment costs
- Patient Outreach
- ConnectED program
- Wages/Staff Training/Benefits

13%

## Administrative

- Rent/Utilities
- Insurance
- Ultrasound Maintenance
- Accounting fees

5%

## Fundraising

- Events
- Communications/  
Materials

26%

## Renovation Expenses

- Paid in full as work  
was completed

Total Income: \$885,207



## *From Heartbreak to Hope: Alexis and Cannon*

Only weeks before their first visit to Connect Medical Clinic, Cannon and Alexis Byrd experienced the deep pain of a miscarriage. Recently relocated far from their family in Florida, the Byrds were overwhelmed by grief and anxiety. When a new positive pregnancy test arrived, instead of immediate joy, they were haunted by memories of their loss.

In search of reassurance, a dear friend introduced them to Connect Medical Clinic. Determined to find comfort, the Byrds scheduled an ultrasound appointment the very same week. During that visit, Chelsey—one of the clinic's warm, kind, and compassionate care providers—administered their ultrasound. More than just confirming the pregnancy, Chelsey's caring presence helped them set aside their fears and begin to rejoice in the promise of new life.

The support didn't stop there. Beyond that initial appointment, Connect Medical Clinic offered a parenting class that provided practical advice and ongoing support as they prepared for life after birth. With much-needed resources like diapers and wipes easing their financial worries, Cannon and Alexis began to feel empowered to embrace parenthood.

Now, even while living as missionaries in Japan and far from home, the Byrd family continues to draw strength from their experience at Connect Medical Clinic. Their story has grown into one of hope and renewal—with the joyful addition of their second child in the fall of 2024. Although they aren't here in person, they remain connected through monthly giving, determined that their journey will inspire many more families to thrive.

We are honored to share the Byrd family's story—a testament to the transformative care at Connect Medical Clinic and the hope that comes from compassionate support during life's most challenging moments.



# MOVING FORWARD

FOR HER, FOR HIM, FOR FUTURE GENERATIONS

# BANQUET

On April 2, 2024 (4/4/24) the mission honored the call to Move Forward with the expansion of space, services, and staff according to HIs call. **Sister Beata Victoria** from the Sisters of Life gave the keynote address to nearly 500 guests, describing how:

- 1 Every person is a sacred masterpiece—created by God, and each individual holds inherent worth and a unique, cherished story.
- 2 Connect Medical Clinic's mission is transformative; we deliver evidence-based, holistic care that nurtures both physical healing and spiritual dignity.
- 3 Our work—grounded in compassion, redemption, and perfect love—ensures that even the most vulnerable are seen, heard, and healed.



A Message from Megan Drapa, Vitae Foundation

*“There is nothing like Connect Medical because it offers not only excellent healthcare but also a relational, empowering experience that addresses the complex emotions driving women’s reproductive decisions.”*

# Events



## Grand Re-Opening Celebrations

Tours, Open Houses + Ribbon Cutting



## Dickinson Press Women's Expo



## Presentation at Christian Motorcyclists Association



## Interview on Real Presence Radio Broadcast from Trinity High School

# Events



## Authentic Women's Health Conference

in Texas attended by Medical Care team



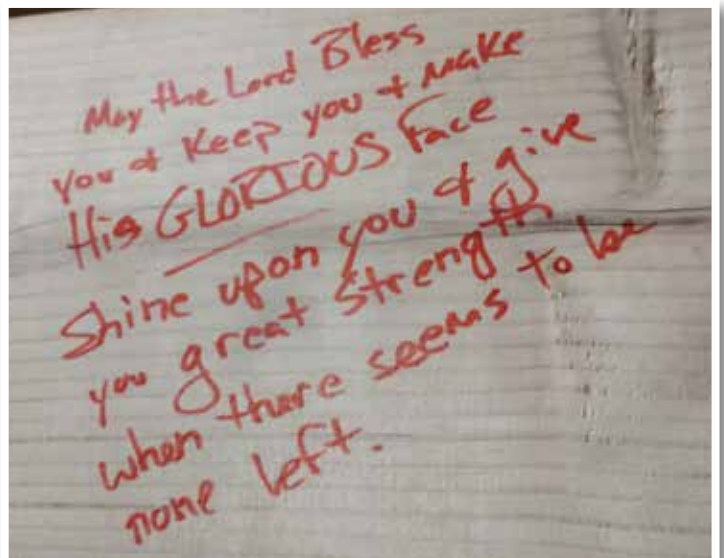
## First all staff Friend-A-Thon

in December



## Ultrasound Training Events

Hosted to increase knowledge and skills of the 3D/4D probe



## Prayer Events

Bless the Build-dedicating the new space in January; Prayer Walk in June; Advent Prayer gatherings for the congregation partners in December



HIV testing event  
with DSU  
in January for World HIV Day



Presentations at  
Medora City Hall  
Dickinson Rotary  
St. Wenceslaus Knights of Columbus  
Diocese of Bismarck Dickinson Deanery

*What's Next?*



*Priceless*  
FUNDRAISING EVENT

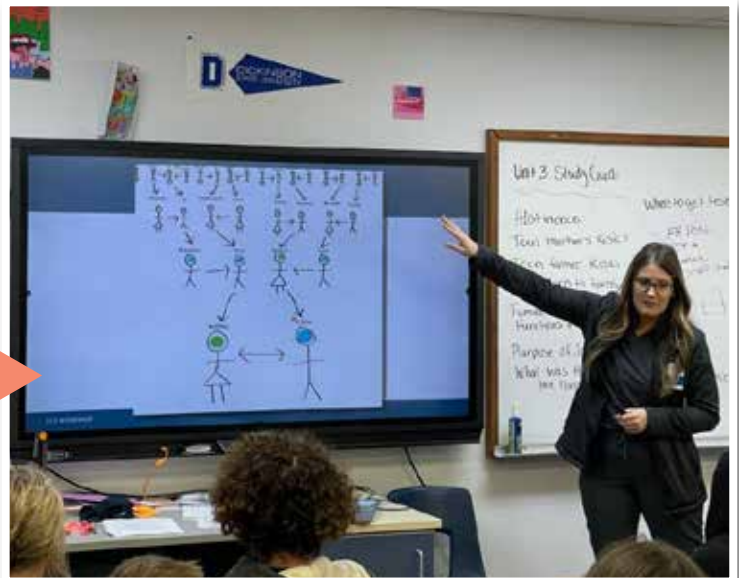
**Thursday, April 3, 2025**

**Astoria Hotel & Event Center • Dickinson, ND**

**Keynote: Kelly Lester**

# Outreach

Sexual Risk Avoidance talks at area schools in February and October



Congregation Presentations for Sanctity of Human Life Month (January) and Respect Life (October) totaling 13 pulpit presentations

- Presentation to Trinity High School's Fiat Lux
- Youth from Redeemer Lutheran Church toured Connect in January
- Love Your Neighbor banquet at Evangelical Bible Church

# Communication Engagement

FOLLOW US  
@connectmedicalclinic



400 subscribers

4.5K Views; Top Content: Your Health Cervix (1,823 views), Grinch Bloopers (400 views)



1,130 followers

44.1K Views; Top Content: Ultrasound Model Recruitment, Services Spotlight Commercials



129 followers

543 Views; Top Content/Reels: Merry Christmas from our Family to Yours; 2024 A Look Back

# Donation Drives

- Grace Reformed - Dickinson
- Living Word Fellowship - Dickinson
- Queen of Peace Catholic Church - Dickinson
- Manning Community Church - Manning
- Catholic Daughters - Court St. Veronica - Mott
- Our Savior's Lutheran Church - Dickinson



- St. Patrick Catholic Church - Dickinson
- St. Wenceslaus Catholic Church - Dickinson
- RehabVisions - Dickinson

Publications

2

Printed Newsletters

50

Connect 4 E-Newsletter

1

Blog: Connection Point

## STAFF

President/CEO: Tara Zettel, RN

COO: Jillian Kubik

Medical Director: Dr. Thomas Arnold, MD, FACOG

Nurse Practitioner: Rachael Marshall, FNP-C

Director of Nursing: Chelsey Crone, RN

Director of Administration: Janelle Willett

Director of Advancement: Mike Kiedrowski, CFRE

Nurse Manager: Katrina Crossley, RN

Patient Experience Manager: Kelley Jilek

Connect Cares Coordinator: Madison Gellner, RRT

## BOARD

Colleen Moenkedick, Chair

Maria Renicker

Deb Schweitzer

Flo Friedt

Chris Desilets (interim)



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