



Serving Georgia's Elderly Since 1953

GHCA Officers

Jerry Patton
Chair

Suzanne Gerhardt
Vice Chair

Terry Cook
Secretary

Brad Bilbo
Treasurer

Donna Stefano
Past Chair

Board Members

Nicole Allen

Laura Backus

Laura Barnes

Katy Callaway

Deke Cateau

Gregory Davis

Renee Ellis

Jack French

Jeffrey Gopen

Donna Holman

Nick Lancaster

Debbie Meade

Barbara Mitchell

Glenda O. Stewart

Michelle Stokes

Nick Williams

Keith Wilson

Spencer Windham

Tony Marshall
President & CEO

August 22, 2022

Dear GHCA Member:

On behalf of the Georgia Health Care Association (GHCA) Board of Directors, I am pleased to share that the Association has officially entered into a partnership with the American Health Care Association (AHCA) and Incite Strategic Partners, a Group Purchasing Organization (GPO) dedicated to serving long term care communities of all sizes. GHCA had many reasons for selecting Incite as their exclusive GPO partner, the most important of which include:

- **Enhanced membership benefit for GHCA members**
- **Competitive pricing and customer service**
- **Greater resident satisfaction with high quality product offerings**
- **Recurring non-dues revenue for GHCA & AHCA**

As a GHCA member, you can sign up with Incite now and begin saving right away. The Association is excited for the opportunity to provide you with this enhanced membership benefit while earning non-dues revenue via royalty payments which allows us to fund our annual budget without raising the cost of membership dues.

Your regional Incite representative is Caitlin Hoyt, and she is happy to answer any questions you have and get you started on the Incite programs of your choice. If you have questions for Incite, or want to get signed up, please contact Caitlin at caitlin.hoyt@incitesp.com or (850) 445-6169.

I believe this program will be extremely beneficial for you, and I thank you for your support!

Sincerely,

Tony Marshall
President & CEO