



Westview Health Care Center - Transforming Rural Senior Care Through Strategic Partnership

The Challenge of Independent Operations

Operating as an independent facility in a rural area of Connecticut presents unique obstacles that larger health care communities don't typically face. For example, their rural location makes staffing particularly challenging. This is a widespread issue in the senior care industry that has only intensified. "Staffing has been a major issue in our industry and it has come with its share of challenges," Fox notes. **"We are constantly innovating with our systems and team roles to adapt to these restraints."**

Beyond staffing, independent operators must navigate the complex world of procurement and vendor management without the purchasing power of larger healthcare networks. Every dollar counts when you're operating independently, yet maintaining quality care remains non-negotiable. This creates a delicate balance between cost management and service excellence that requires innovative solutions.

Finding the Right Partnership

When Westview began exploring Group Purchasing Organization (GPO) options, they were looking for cost savings, transparency, and actionable insights that would support their decision-making process. What initially drew Fox to consider a GPO partnership with Incite was the on-invoice rebate program. **"Initially, the on-invoice rebate program is what drew me in,"** he explains, **"However the transparency that this program provides along with the monthly inflation reports has been transformative for us when it comes to our decision-making process."**

This transparency proved crucial for a facility that operates with the precision and attention to detail that Westview demands. Rather than waiting for quarterly reports or unclear rebate structures, they could see exactly where savings were coming from and make informed decisions about future purchases based on real market data.

Building on a Strong Foundation

The team's approach to collaboration and community extends beyond their residents to how they work together internally. "Our team's foundation is based around the idea of a strong community," Fox shares. "Despite playing our own individual roles we first rally around a shared concept of putting the residents and their families first."

This resident-first mentality created the perfect environment for implementing new operational strategies. When team members understand that cost savings ultimately support better resident care, they become active participants in optimization efforts rather than obstacles to change. "We understand that when we come together and collaborate, we are able to foster a caring, kind, and gentle environment where the community we serve can feel cared for and our fellow team members can feel uplifted by our achievements."

Measurable Results and Meaningful Impact

The results of Westview's partnership with Incite speak for themselves. Within the first four months of membership, they achieved an impressive 14.5% reduction in cost per case spending. This represented sustainable savings that could be reinvested in resident care, staff development, and facility improvements.

"Since becoming a member with Incite, we have been able to make some serious improvements to our budget," Fox reports.

These savings came without any compromise to the quality of care or services provided to residents. In fact, by freeing up resources that were previously tied up in inefficient purchasing, Westview was able to focus more attention on what matters most, creating that caring, kind, and gentle environment that their residents deserve.

The Power of Data-Driven Decisions

One of the most significant benefits of the partnership has been access to market intelligence that was previously unavailable to an independent operator. The monthly inflation reports provide crucial insights into market trends, helping Westview anticipate price changes and adjust their purchasing strategies accordingly. This level of market awareness is typically reserved for much larger healthcare systems with dedicated procurement teams.

The transparent rebate structure also eliminated the guesswork from purchasing decisions. Instead of wondering whether they were getting the best deals available, Westview could see exactly how their purchasing decisions translated into savings, creating a feedback loop that encouraged optimization while maintaining quality standards.

Looking Forward

Westview's success demonstrates that independent senior care facilities can not only compete with larger systems but can thrive with Incite. The 14.5% cost reduction achieved in just four months has created momentum for continued improvement and provided resources for future investments in staff, technology, and resident programming.

More importantly, their story shows how operational efficiency and compassionate care can work hand in hand. By partnering with Incite, Westview was able to maintain both cost management and quality care.

With a foundation of transparent, data-driven purchasing solutions supporting their mission, Westview Health Care Center is well-positioned to continue delivering exceptional care while maintaining the financial stability that ensures their long term success in serving their rural community.

The partnership between Westview and Incite illustrates how strategic collaboration can transform operational challenges into competitive advantages, ultimately supporting the shared goal of providing exceptional senior care in communities that need it most.

Quote from Leadership

“ The attention to detail and commitment to resident care truly inspires us to be at our best ”



Nathan Mitchell Fox,
Director of Dietary Services

