



Dear IHCA Members:

The Idaho Health Care Association has officially entered into a partnership with Incite Strategic Partners, a Group Purchasing Organization (GPO) dedicated to serving senior living communities of all sizes. IHCA had many reasons for selecting Incite as their exclusive GPO partner. The most important goals that steer this new relationship are:

- **Benefits IHCA & AHCA/NCAL Members with competitive pricing and customer service**
- **Drives Greater Resident Satisfaction with high quality product offerings**
- **Generates Recurring Non-Dues Revenue for IHCA & AHCA/NCAL**

Members will have the opportunity to sign up with Incite, which will allow IHCA to earn non-dues revenue via royalty payments. IHCA was an early adopter of the Incite program, so our members can begin saving right away. Your regional Incite representative is Mike Dean, who will be happy to answer any questions you have and get you started on the Incite programs of your choice.

Thank you for your support! I believe this program has the opportunity to help our members save more money than is possible with any other GPO and at the same time help IHCA. If you have questions or want to get signed up, please reach out to Mike Dean at: [mike.dean@incitesp.com](mailto:mike.dean@incitesp.com) by phone at: (801) 560-4424. You can also visit the dedicated Incite webpage for IHCA members at: <https://incitesp.com/idaho/>

Please consider switching to Incite and please join me in welcoming our newest associate member; the Incite GPO!

Robert Vande Merwe,  
Executive Director  
Idaho Health Care Association