



Georgia Health Care Association



Georgia Center for Assisted Living

Serving Georgia's Elderly Since 1953

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Chris Downing
President & CEO

Dear GHCA Member:

I would like to remind you of the Association's 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. Benefits offered through this partnership 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 appreciates 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 Charlie Grella, 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 Charlie at charlie.grella@incitesp.com or (678) 524-2524.

This partnership has already been extremely beneficial for our participating members, so I encourage you to take advantage of the Incite programs available to you if you have not already done so. As always, I thank you for your support!

Sincerely,

Chris Downing
President & CEO