



Dear PHCA Members:

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

- **Benefits PHCA & AHCA/NCAL Members with competitive pricing and customer service**
- **Drives Greater Resident Satisfaction with high quality product offerings**
- **Generates Recurring Non-Dues Revenue for PHCA & AHCA/NCAL**
- **Serves as an enticing member benefit**

State association facility members will have the opportunity to sign up with Incite, which will allow your organization to earn non-dues revenue via royalty payments. PHCA was an early adopter of the Incite program, so our members can begin saving right away. Your regional Incite representative is Jay Williamson, 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 at the facility level and provide another compelling reason to be a member of PHCA. If you have questions for Incite, or want to get signed up, reach out to Ty Alexander at: Ty.Alexander@incitesp.com or by phone at: (614) 623-7467. You can also visit the dedicated Pennsylvania Health Care Association page at www.incitesp.com/pennsylvania

Welcome to our newest member benefit, the Incite GPO!!

-Zachary Shamberg, President & CEO of the Pennsylvania Health Care Association