



Dear PHCA Members:

We are pleased to announce that the Pennsylvania Health Care Association has officially been in partnership with Incite Strategic Partners for two years. As a Group Purchasing Organization (GPO) dedicated to serving senior living communities of all sizes, Incite has proven to be a valuable ally. Over this time, we have reaffirmed our reasons for selecting Incite as our exclusive GPO partner, with key goals including:

- **Providing PHCA & AHCA/NCAL Members with competitive pricing and exceptional customer service**
- **Enhancing Resident Satisfaction through high-quality product offerings**
- **Generating Recurring Non-Dues Revenue for PHCA & AHCA/NCAL**
- **Serving as an enticing member benefit**

Our state association facility members continue to have the opportunity to sign up with Incite, allowing PHCA to earn non-dues revenue through royalty payments. As one of the early adopters of the Incite program, PHCA members have been able to save significantly since the partnership began. Your regional Incite representative, Ty Alexander, is available to answer any questions you may have and to help you get started with Incite. Thank you for your continued support. This program has not only helped our members at the facility level but has also provided a compelling reason to be part of PHCA.

For inquiries or to enroll, please contact Ty Alexander at [Ty.Alexander@incitesp.com](mailto:Ty.Alexander@incitesp.com) or by phone at (614) 623-7467. You can also visit our dedicated Pennsylvania Health Care Association page at [www.incitesp.com/pennsylvania](http://www.incitesp.com/pennsylvania).

-Michael Jacobs, President and CEO of the Pennsylvania Health Care Association