



Choices ■ Solutions ■ Savings

**START SAVING
WHILE INVESTING IN
YOUR ASSOCIATION**

www.value1stonline.com



“It’s very important that we’re always investing back into our association and getting those resources so we can better provide quality care and services for the residents and staff that we serve.”

LeadingAge[®]

WHO WE ARE

Value First is a group purchasing organization (GPO) that provides free, no obligation services for senior living communities. Value First can reduce your operational costs through discounted pricing and rebates on food, medical, janitorial, office supplies and capital equipment.

WHY VALUE FIRST

Value First is owned by LeadingAge and 25 state affiliates. Value First is committed to supporting the purchasing needs of LeadingAge members based on our extensive experience and knowledge of senior living communities.

In collaboration with HPSI, a supply chain partner with a comprehensive vendor portfolio, Value First has contracts with over 500 suppliers that LeadingAge members commonly use and trust.

Revenue generated by Value First is shared back to LeadingAge to help fund the valuable programs and services that support senior living communities.



“Value First is a true professional group of individuals dedicated to understanding the specific purchasing needs of senior living communities.”

A SAMPLING OF THE PRODUCT CATEGORIES INCLUDED IN THE VALUE FIRST PORTFOLIO

- Food Distributors
- Manufacturers
- Kitchen & Laundry Equipment
- Hospitality Services
- Furnishings/Interiors
- Medical Supply Distributors
- Incontinence Products
- Durable Medical Equipment
- Bathing Systems
- Patient Lifts
- Mobility Aids
- Environmental Equipment & Services
- Office Products
- Information Technology
- Safety, Security, & Nurse Call Systems
- Transportation
- Elevators and Service

BENEFITS TO MEMBERS

Value First was built by and for providers of older adult services. Unlike other GPOs, we have a much deeper understanding of your issues and are genuinely concerned about the quality of life for the people you serve.

Value First representatives can do much of the legwork for you. They can assist you in the purchasing process and ensure that the products you order are under contract and the pricing is always accurate. You'll be adding a key employee to your staff at no cost.

Value First focuses only on supporting senior living communities. Our main purpose is to help you save money. We will always be straight-forward with you. Value First is owned and operated by the people you can trust; your state association.

Employees of communities that are enrolled in Value First can receive corporate rates and discounts from nationally known companies they use every day.

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Finding the Best Food Program for Your Community

Value First can provide a free, no obligation cost study comparing your current annual spend to the contracted pricing of our vendor portfolio. In most cases, you'll discover significant savings.

With three national and more than ten regional food distributors, Value First can find the ideal food program that saves you money without sacrificing the quality you and your residents expect.

Contact your Value First representative on the back of this brochure for more information about the process of conducting a thorough and definitive cost analysis.



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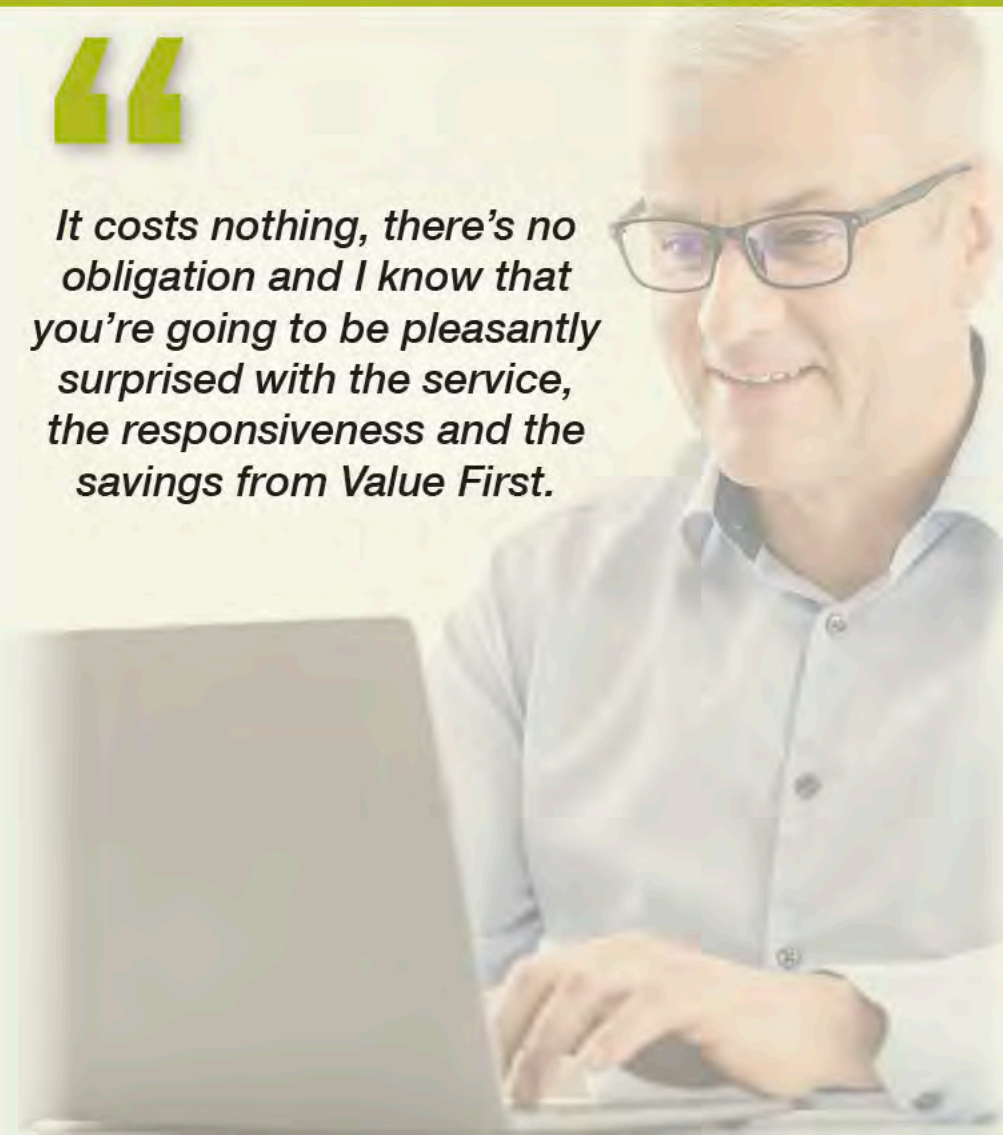
“Have Value First come in, do a cost analysis and let you know what your options are. I would be surprised if you didn't see substantial savings.”

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It costs nothing, there's no obligation and I know that you're going to be pleasantly surprised with the service, the responsiveness and the savings from Value First.



WORKING WITH VALUE FIRST IS AS EASY AS 1 - 2 - 3 :

1

ENROLL

Sign a Value First Participation Agreement – there is no obligation to purchase and no risk. Value First is a free service for LeadingAge members.

2

REVIEW

Select your preferred vendor(s), have Value First perform a cost study and complete a letter of participation (LOP) when you decide to purchase.

3

ORDER

Complete your order and your discounted pricing is automatically applied.

SAVE WITH US

A service of LeadingAge and its State Affiliates
Value First Owners

- | | |
|--------------------------|---------------------------|
| LeadingAge | LeadingAge Minnesota |
| LeadingAge California | LeadingAge Missouri |
| LeadingAge Connecticut | LeadingAge North Carolina |
| LeadingAge Florida | LeadingAge New Jersey |
| LeadingAge Georgia | LeadingAge New York |
| LeadingAge Gulf States | LeadingAge Ohio |
| LeadingAge Illinois | LeadingAge Oklahoma |
| LeadingAge Indiana | LeadingAge Oregon |
| LeadingAge Kansas | LeadingAge Pennsylvania |
| LeadingAge Kentucky | LeadingAge South Carolina |
| LeadingAge Maryland | LeadingAge Tennessee |
| LeadingAge Massachusetts | LeadingAge Texas |
| LeadingAge Michigan | LeadingAge Wisconsin |



LeadingAge members gain access to cost saving purchasing programs with best-in-class suppliers through Value First and its partnership with HPSI, an Avendra Group Company.



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