

CAHF PREFERRED PRODUCT & SERVICES PROVIDERS PROGRAM

The California Association of Health Facilities (CAHF) Preferred Product & Services Providers program offers significant value to the association's members as well as support its activities.

BACKGROUND

Established more than 30-years ago, the special designation given to these partners occurs after a thorough screening process ensuring the arrangement is mutually beneficial. The program provides value to members, generates non-dues revenue for the association, and offers marketing opportunities for the partner company.

- There is only one Preferred Product & Services Provider in any specific category of service, product or business.
- Some of our existing Preferred Product & Services Provider partnerships have generated millions of dollars from direct business they have acquired being marketed to CAHF members.



BENEFITS

CAHF's Preferred Product & Services Providers receive the following benefits:

- A news release issued announcing the partnership
- A news article in CAHF's bi-weekly e-newsletter to its members
- The ability to use CAHF's Preferred Product & Services Providers logo in their marketing and communication materials
- The company's logo placed on CAHF's Preferred Product & Services Provider webpage
- The designation of "Preferred Provider" in CAHF's Buyer's Guide



AGREEMENT TERMS

- A one-time, non-refundable Appointment Fee of \$10,000 within 30 days of the agreement execution
- A percentage (typically 3-5%) of gross sales from business with CAHF members
- Maintain associate membership in good standing throughout the duration of the agreement.



ABOUT

Founded in 1950, the California Association of Health Facilities is a non-profit trade association representing skilled-nursing facilities and intermediate-care facilities for people with intellectual disabilities.

CAHF is the largest provider of continuing education for long-term care providers in California, representing 900 skilled nursing facilities and 420 intermediate care facilities for individuals with intellectual disabilities.



For more information, email comms@cahf.org.