



FOR IMMEDIATE RELEASE
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Small Association Leadership Alliance (SALA) Announces Key Findings of Healthcare Survey

In a recently conducted annual survey of healthcare plan participants, SALA finds that 91% are satisfied or extremely satisfied.

The Small Association Leadership Alliance (SALA) today disclosed the results of a recently concluded annual satisfaction survey of SALA Healthcare Program participants. The survey revealed that:

- 91% of respondents report being very or extremely satisfied
- 9 out of 10 say it's an excellent value for their money
- 73% are highly likely to recommend to a friend
- 82% meets their needs extremely well.
- 99% found SALA support to be extremely responsive

“Obviously we’re delighted with these survey results,” remarked SALA CEO Kevin Kennedy. “We knew we had a product that was unique to the association market and solved a problem for our members who have been struggling with the rising cost of healthcare, so having such a strong confirmation is more than we could have hoped for.”

The SALA Healthcare Program is a membership benefit program that SALA members can co-brand and then extend to their own business and individual members. SALA is the plan sponsor and provides sales, marketing, and administrative support to its members who offer the program

“We’ve been working hard on this and other programs that provide a real boost to the small chambers and associations who are our members. Often, they’re unable or don’t have the resources to develop robust programs like this on their own. The results of this survey really help frame the value as we approach the critical open enrollment season,” added Kennedy.

With savings of up to 60% when compared to traditional group insurance plans, the innovative SALA Healthcare Program makes a significant impact on the bottom line of member businesses and individuals.

Key components of the program include:

- Preventative care with 100% coverage for all mandated services
- Addresses unforeseen medical costs, such as illnesses and injuries
- Primary care and access to medical specialists
- Prescription drug plan
- Telemedicine

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The Small Association Leadership Alliance (SALA) is the only national association for small staff association leadership, staff, consultants and service providers. While larger associations have large associations helping to guide them, small associations are left behind or priced out of the market.

To learn more about Small Association Leadership Alliance and the SALA Healthcare Program, please visit: <https://www.smallassociations.org>

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