



FOR IMMEDIATE RELEASE
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Small Association Leadership Alliance (SALA) Introduces ‘SALA Healthcare Program’ A New Affordable Healthcare Service for Members

This new program offers affordable, accessible, and effective healthcare options for SALA members to provide as a valuable benefit to their own members.

(Washington, DC): The Small Association Leadership Alliance (SALA) today introduced a new healthcare program for its membership. The new service is called the SALA Healthcare Program and will provide an affordable, cost-effective packaged program of health and medical coverages for SALA member organizations who are looking for a solution to the rising cost of healthcare for their own members.



SALA will be offering two programs called Select and Access. Select is designed for associations who wish to take a proactive role in marketing and administering the program. Access is designed as a turn-key solution for small groups interested in offering healthcare to its members but might lack the resources to actively manage the program. Both Select and Access offer aggressive revenue sharing models to enhance the member’s non-dues revenue.

The SALA Healthcare Program couples a choice of two ACA-compliant preventative care plans with a medical cost sharing program covering unexpected or catastrophic events. Participants can expect to save as up to 60% when compared to traditional group health insurance. A prescription drug and telemedicine program are also included. The SALA Healthcare Program offers a comprehensive and compelling new program for members and their membership.

SALA CEO Kevin Kennedy remarked, “We’ve all been struggling with the rising cost of healthcare in our own organizations and after a lot of hard work, we’re delighted to offer this

exciting new program to our members. We expect this to be the first component of a growing portfolio of healthcare options coming the months ahead.”

A full description of the program, with associated costs, coverages, and revenue-sharing can be found on the SALA website at: <https://www.smallassociations.org/healthcare>

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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 SALA please visit: <https://www.smallassociations.org>