FOR IMMEDIATE RELEASE: LifeSpan Products and Services Welcomes Incite Strategic Partners as Newest Preferred Partner

Strategic partnership connects Maryland senior care providers with group purchasing solutions designed to reduce costs and improve operational efficiency.

COLUMBIA, MD – October 2026 – LifeSpan Network is pleased to announce **Incite Strategic Partners** as the newest Preferred Partner of LifeSpan Products and Services (LPS), expanding the resources available to senior living and long-term care providers throughout Maryland.

Incite specializes in group purchasing solutions designed to help senior living and aging services organizations leverage collective purchasing power, access competitive pricing, and streamline procurement processes. Through this new partnership, LifeSpan members will have the opportunity to explore purchasing solutions that help manage operational expenses while maintaining the quality of products and services essential to resident care.

“As senior care providers continue to navigate rising operational costs, workforce challenges, and increasing financial pressures, finding ways to maximize resources has never been more important,” said **Kevin Heffner, President of LifeSpan Network**. “We are excited to welcome Incite as an LPS Preferred Partner and connect our members with solutions that can help them operate more efficiently. Every dollar saved through smarter purchasing is a dollar that can be reinvested into staff, residents, and the quality of care our members provide.”

Incite works with senior living and long-term care organizations to simplify purchasing and provide access to a network of supplier relationships and competitively priced products and services. Its group purchasing approach helps organizations of varying sizes benefit from purchasing opportunities that might otherwise be difficult to access independently.

For LifeSpan members, the partnership offers an additional resource to help address budgetary challenges, improve purchasing efficiency, and support long-term financial sustainability. From everyday operational supplies to broader procurement needs, Incite's program is designed to help providers make informed purchasing decisions without compromising quality.

“We’re proud to welcome LifeSpan as Incite’s 28th state association partner,” said **Nick Trankito, SVP of Partner Development at Incite Strategic Partners**. “These partnerships help us continue to deliver value to the senior living industry across the country and expanding our ability to support the associations that advocate for them. We look forward to building a strong, lasting partnership with LifeSpan.”
The addition of Incite further strengthens the LPS Preferred Partner Program, which connects LifeSpan members with trusted businesses offering products, services, and expertise tailored to the aging services industry. Through these strategic relationships, LifeSpan continues to provide meaningful resources that help members navigate industry challenges and focus on their core mission of delivering exceptional care.

To learn more about Incite and the LifeSpan Products and Services Preferred Partner Program, visit **www.lifespan-network.org**.

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