



FOR IMMEDIATE RELEASE

## Council Connections Reveals New Brand for Group Purchasing Services, CNECT

*New Name Embodies the Value of Collaboration*

SAN DIEGO—(Nov. 7, 2016)— Council Connections, a leading national group purchasing organization (GPO), today revealed its new brand including a modernized company name, logo, and website. With a nod to its nearly 40 year legacy, combined with a link to the future, Council Connections becomes CNECT (“connect”) with a tagline of Every Link Stronger.

“CNECT embodies our history of service excellence while better describing the undeniable link and connection that exist between us and our members,” says Henry Tuttle, president and board chair of CNECT. “We believe organizations can better focus on their customers if they are connected to a group purchasing organization that offloads the heavy lifting, helping them improve operational efficiencies, while reducing costs through contracts, collaboration and supply chain strategies.”

CNECT’s national GPO footprint serves more than 6,500 members in healthcare, veterinary, social service, education and a variety of other business and industry sectors. In the past three years, CNECT’s membership has more than doubled in size, with growth attributed to continued superior service, extensive contract expertise and a dedicated sales and service team that consults with each member on supply chain strategies tailored to meet their specific needs. CNECT continues to be an affiliate of Premier, a leading healthcare improvement company that operates one of the nation’s largest group purchasing organizations.

“CNECT aims to empower members by enhancing their financial strength through access to our robust contract portfolio, ability to leverage economies of scale and extensive array of supplier partners,” stated Sparkle Barnes, CNECT executive vice president. “The new brand reinforces the value we have long delivered to our members and CNECT will continue to serve as an extension of our members, acting not only as a valued resource, but as a true trusted partner.”

For more information on CNECT, please visit [www.CNECTGPO.com](http://www.CNECTGPO.com). For more information on Premier, please visit [www.premierinc.com](http://www.premierinc.com)

### **About CNECT**

CNECT (formerly Council Connections) is a national group purchasing organization (GPO) that allows its members to access discounts and services specifically designed to enhance their financial strength. Through dedicated support, detailed analytics, individualized program development and training opportunities, CNECT ensures members realize the total value proposition of their GPO relationship. Founded in 1979, CNECT continues to serve as a trusted partner and valued resource to members all classes of trade, including healthcare, social service and education. Through CNECT’s affiliation with **Premier**, one of the nation’s largest GPOs, members have access to a comprehensive savings portfolio that includes thousands of contracts covering all aspects of purchasing.