

ASSOCIATION

Leah Riley

Executive Director at
Association for Healthcare Food Service

“We’re able to put the newsletter together very easily every week, choose the articles that we want to have go in, curate some articles of our own, as well as manage our sponsor advertisements that are in the issue. We’ve also been able to generate a decent amount of non dues revenue to the system, creating a whole new source of income for us.”



The Association for Healthcare Foodservice (AHF) is a nonprofit organization for self-operated food management professionals in healthcare and senior dining. AHF has a robust membership of professionals and vendors working in the self-operated foodservice industry.

Leah Riley, Executive Director at AHF, says that the organization has used the rasa.io platform for two years. According to Leah, the organization efficiently produces newsletters for its members each week using rasa.io. In addition to choosing articles from the rasa.io database, the company curates articles of its own and manages sponsor advertisements. The organization has also opened up a whole new income stream through its newsletters.

With rasa.io, The Association for Healthcare Foodservice has:

- been able to efficiently produce weekly newsletters for its members
- opened a new revenue stream for its organization