

Letter from the CEO: New Name and Look, Same Commitment to Orthopedic Excellence.

To our valued patients and friends of NJ Spine and Wellness,

Over the last 10 years as NJ Spine and Wellness, our commitment to helping you live a healthy and active lifestyle has always been our top priority. By creating genuine relationships and providing collaborative care, we have proudly formed an alliance to help you collapse time frames and get better, faster.

It is my honor to unveil our new brand identity. Going forward, NJ Spine and Wellness located in Freehold, East Brunswick and Matawan will be known as Alliance Orthopedics. This rebrand signals an exciting opportunity in our organization's growth as we join our existing Alliance Orthopedics locations in Fair Lawn and Bloomfield.

This new name and look comes with much thought and consideration, and we are confident that these forward-thinking changes will better communicate the exceptional care that we provide to our patients.

Rest assured, while our branding may be changing, our dedication to providing the best possible care remains unchanged. Our team will continue to work tirelessly to provide you with the same exceptional level of service that you have come to expect from us. The union created within our team of orthopedic specialists, surgeons, conservative care providers and administration has accomplished the highest level of care for our patients, and we see Alliance Orthopedics as the next generation of orthopedic health and wellness.

With exciting new partnerships with Kean University, New Jersey Super Football Conference, Parisi Speed School and Escape Fitness Now, we continue to expand the resources available to our patients and we remain motivated to elevate your experience as Alliance Orthopedics.

While there is much excitement around our new name and look, I am sure you have questions for us! Please visit the linked resource page to help ease your mind regarding this transition. We encourage you to speak to your providers and our administrative team members as we look forward to helping you be **BETTER EVERYDAY.**

Thank you for your continued trust in us. We look forward to serving you under our new brand name, and wish you continued health and wellness together with us.

Nick Bufano

Nick Bufano
President and CEO
NJ Spine and Wellness and Alliance Orthopedics

