

*Congratulations!*



# Bridgeway Senior Healthcare

Finalist, 2008 NJ Family Business of the Year

Each year the Rothman Institute coordinates with other corporate sponsors this annual event which selects the finest family businesses in the state. On October 7, 2008, a day officially proclaimed by New Jersey Governor Jon Corzine as "New Jersey Family Business Day," Bridgeway Senior Health Care was named finalist for The Family Business of the Year award. The awards were made possible by the following sponsors: New Jersey Monthly, The Rothman Institute of Entrepreneurial Studies, PNC Bank, Camares Communications, The Crystal Plaza, JH Cohn, PSE&G and Schenck, Price, Smith and King LLP.

## **Businesses with Revenue Over \$10 Million**

*by Emily Faherty*

*Posted October 13, 2008*

*Finalists*

## **BRIDGEWAY SENIOR HEALTHCARE**

A partnership between the Pelligrino and Rivera-Dugenio families has made this Bridgewater company a top health care-service provider for New Jersey seniors. In 1981, Anthony Pelligrino, a financial planner, and Dr. Rebecca Rivera recognized their potential synergies and decided to develop a nursing home. Today, the Pelligrino and Rivera-Dugenio families co-own Bridgeway Senior Healthcare.

They operate three facilities, providing assisted living, rehabilitation care, long-term nursing, and home health services. Bridgeway delivers what Pelligrino and Dugenio call "the continuum of care"—everything a senior would need, seamlessly provided.

"The key is in the operation," says Pelligrino, 50, of Bridgewater. "The quality of care has been built since the beginning through quality nurses and quality aides."

The elder Pelligrino and Rivera still serve as chairman and president, respectively. "They've become the sound of reason and are able to slow us down enough so that they can continue to help us expand," says Pelligrino.

With close to 400 employees, Bridgeway plans to build a new Hillsborough campus within two years and to expand into Monmouth County within five. "Don and I were both here when the first brick was laid," says Dugenio, 41, also of Bridgewater, "and we're still in the trenches every single day."

"For family businesses in health care, it is important to be personal," says Pelligrino. "People like the idea that they deal with Jon and Don."

**Bridgeway Care Center • Pavilion at Bridgeway • Avalon at Bridgewater  
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