

NJSBDC at Kean University (Union County)

**Doctor Lorenzo G. Martinetti
New Providence Family Practice
139 South Street, Suite 201
New Providence, NJ 07974
Phone: (908) 771-9311
Fax: (908) 771-9302**



Nat Simms, Dr. Martinetti, Mira Romeo, B. Hopper

Two years ago Dr. Lorenzo Martinetti decided to open his own family medical practice after hearing local residents in New Providence complain about the lack of private practitioners in town. At that time Dr. Martinetti was on the active medical staff of Morristown Memorial Hospital and had over 10 years of private practice. Being a local resident since 1963, Dr. Martinetti was aware of the need for additional primary care in the community.

It took a few years for Dr. Martinetti to locate appropriate office space and receive variance relief through the local planning board. Throughout the process, Dr. Martinetti worked with Nathaniel Sims, Assistant Director of the Kean University SBDC, who consulted with him from the beginning, offering comprehensive guidance in organization, business planning, financing and marketing. "It was a pleasure working with Dr. Martinetti because of his calm demeanor and dedication to his

life's work," Nat said.

The family practice opened on December 6, 2002 and has grown steadily since that time. Dr. Martinetti's said he intends his practice to be one place where you can get an appointment, and be treated with patience, understanding and respect, as well as quality care. "Family practice is itself a specialty," said Dr. Martinetti. "The family practitioner has to be proficient in everything from pediatrics to geriatrics and everything in between."