

Contacts:**Kayla Thorsey****Communications Specialist, Healthy Alliance**kayla.thorsey@healthyalliance.us**Caroline Bouchard****Sr. Communications Specialist, Healthy Alliance**caroline.bouchard@healthyalliance.us**FOR IMMEDIATE RELEASE****Alliance for Better Health and Its Affiliates Announce Rebranding to Healthy Alliance**

TROY, N.Y., APRIL 4, 2022: Alliance for Better Health and its affiliates today announced the rebranding of the organization. Alliance for Better Health, Healthy Alliance IPA, Healthy Together, and Healthy Alliance Inc. now fall under one cohesive brand, Healthy Alliance.

Over the years, the organization has grown exponentially in both size and scale, expanding its social care service network across 22 counties, serving 18,000 unique community members, with 1250+ programs and services, and over 580 partners. ‘Healthy Alliance’ better represents the teams’ aspiration to coordinate and collaborate with organizations of *all* kinds across New York so that communities have reliable access to the resources they need.

“Keeping things simple and straightforward has always been important to us, and as we’ve grown, the need to simplify our brand has become clear,” says Healthy Alliance’s CEO, Erica Coletti. “In our mission to create lasting change by empowering and improving the health of the underserved, simplifying who we are and the work that we do is critical.”

Though the organization has simplified its branding, all work will continue operating as is with the same team members, services, operations, and contracts. The organization’s relationships with its partners and affiliates will *not* change. However, the organization has created a new logo, website, email domain, and social media handles.

For more information, visit www.healthyalliance.us or connect with Healthy Alliance on [Facebook](#), [LinkedIn](#), and [Twitter](#).

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About Healthy Alliance

[Healthy Alliance](#) (Alliance for Better Health and its affiliates) connects the underserved to a growing network of organizations – big and small – that provide services that are essential for a healthy life. Recognizing that health begins in our communities, Healthy Alliance’s referral network and independent practice association (IPA) convene and collaborate with community partners — from regional hospitals to local food pantries and everyone in between — to address social needs (food insecurity, housing assistance, transportation needs, benefits navigation, and more) *before* they evolve into serious and costly medical problems. With over 580 organizations spanning 22 counties in New York State, Healthy Alliance works to provide *all* communities with consistent access to the resources they need to ensure every New Yorker has the same opportunity to be healthy.