



Celebration



Greg Cole Celebrates 20 Years at the Woodland, Inc.

Interview with Greg Cole, President & CEO

1. How have the company sales and service changed in 20 years?

We have added many health care services to complement the residential services being offered 20 years ago. The residents and patients have better access to nursing, physician, rehabilitation and pharmaceutical services which are now located on campus. In addition, we have made significant enhancements to the dining experiences with different venues and food selections.

2. How have numbers of employees/departments increased?

Today we have over 350 people working on campus. The first department added was therapy, which was the catalyst for the significant growth from 2003 to 2011. Other departments that have been

in our community I saw many opportunities for growth. The company was getting ready to celebrate its 25th anniversary shortly after I started, and I felt my biggest task was to position the company to enjoy another 25 years of successful operations. In early 1996, I scribbled some notes on a legal pad outlining growth opportunities that would help fulfill this commitment. Out of this came The Moore Center in 2003. None of this could have happened if The Board and Shareholders had not shown their confidence support in my vision.

5. How have your levels of responsibility increased and has education played an important role?

I was initially hired as the Administrator. In 2000, I was given the opportunity to serve as a member of

added through the years are IT, HR, MDS and Wellness.

3. When you started, how many residents were here compared to now?

We added 18 apartments in 2000 and 5 nursing facility beds in 2011. Our significant increase in patients has been experienced in the out-patient setting.

4. Do you feel there was opportunity for growth and you were supported to see your visions become realities?

I started in the longterm care industry in 1984 and had some excellent experiences prior to coming to The Woodland. Once I became familiar with the service needs

the board of directors, and & in 2007, was named President/CEO. My responsibilities have grown tremendously since coming to The Woodland either through operational growth or regulatory changes. Education is important regardless of increased responsibilities or duties in order to keep one up to date & mentally sharp.

6. Can you explain some of the industry changes and whether they are for better or worse?

I've seen several major changes in this industry over the course of my 31 years in longterm care. Many changes are for the better and promote quality care for the patients and residents. Overall the industry is delivering far superior services than it was

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Fun Fact

Number of residents to have come through The Woodland doors since 1970 are 5715.



Rehab Center Opens



*"If your heart has lead you to work in LTC know that you are very special."
--G. Cole*



Fun Fact

Southside Nursing Home's 1st resident was Henry L Newbell, Jr. He was admitted on March 11, 1970.



D-2 Richmond News-Popstar, Thurs., Aug. 15, 1968



Dr. Ray A. Moore Jr. Looks Over Plans for Nursing Home
He Is Treasurer of Newly Organized Facility

Project to Cost \$330,000

Nursing Home Plans Given at Farmville



Remember

... Mr. Cole interview continued ...

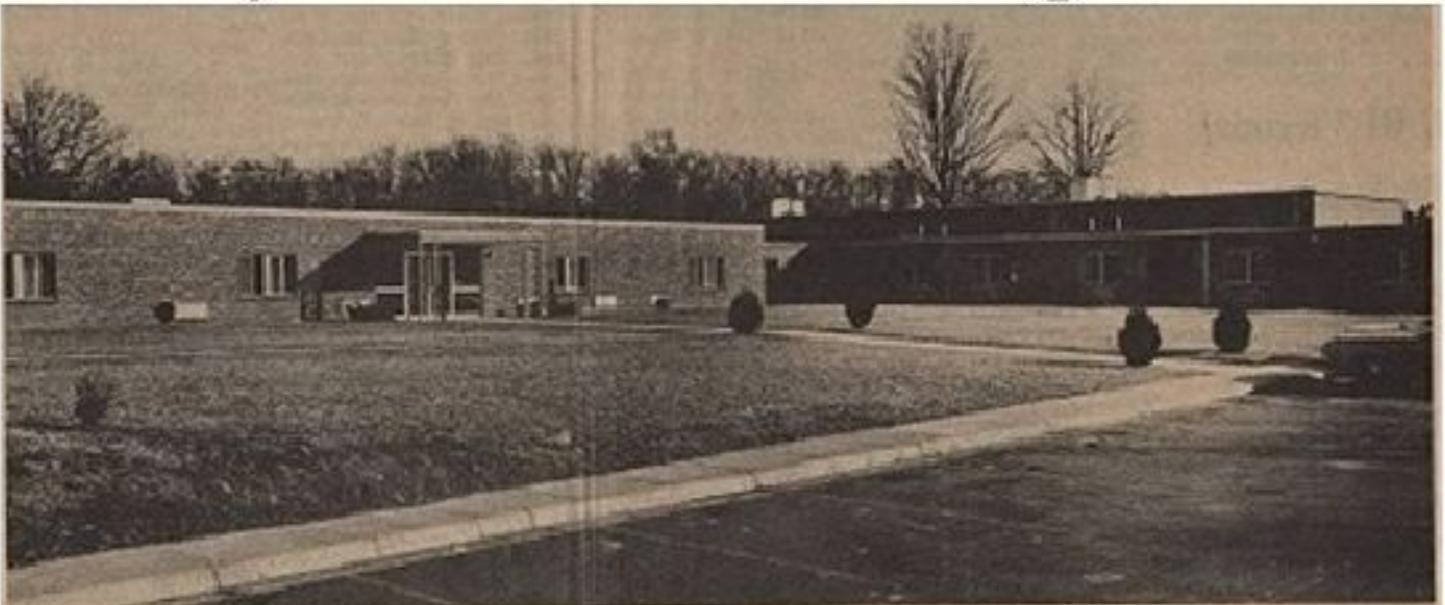
prior to the major regulatory changes that started in 1987.

7. If you could start your career over again do you feel you would stay in the same field?

I started in this field shortly after graduating from college. I worked briefly in a CPA firm, and after one tax season I was desperate for a change. I never intended on making this a career but simply a means to escape the CPA office and hopefully, gain enough experience to land my "dream" job of working at a large corporation. After about a year working in the nursing facility, I knew that I was where I belonged. So, if my heart said yes, I would do it all over again.



Holly Manor Nursing Home



The Stockholders, Directors, Administrator and Staff invite you to attend the Open House for a tour of our new facility. We invite you to inspect the spacious living areas and to meet our qualified staff, who are devoted to the care of your loved ones in a home away from home.

SUNDAY, APRIL 19, 1970

A Brief History . . .

In the mid 1960s an idea was brought forth by several local business and professional leaders about the need for a nursing home. On Dec. 1, 1967, Southside Community Nursing Home, Inc. was incorporated and a certificate of public need was obtained from the Virginia Department of Health. The facility, currently known as Holly Manor's Watson Unit, was completed and dedicated on March 19, 1970.

The nursing home was successfully operated from the beginning and soon reached its 60 bed capacity. A need was recognized for additional beds and a certificate of need was obtained in 1974. The facility added another 60 beds, the Lee Wing, which was completed and dedicated in 1975.

The one-story portion of Brookview, (Anne's Court) an assisted living facility, was completed and opened in September 1985. It quickly reached 100 percent occupancy in several months. In May 1990, an additional 41 units in two stories, called John's Way, was added to the existing building.

The independent cottages, The Courts, began

with 12 cottages opening in 1988. Additions to the cottages, which now total 60 units, have occurred over the past several years which included one bedroom, two bedroom, and two bedrooms with two baths.

In April 2005, the Ray A Moore, Jr., Rehabilitation Center opened with 30 private rooms. In April 2011, another 30 private rooms with bath, as well as therapeutic pools and whirlpools for aquatic therapy. This modern facility provides many programs including physical, occupational and speech therapy for in-patients and out-patient services.

Today, The Woodland, Inc. consists of a 60 bed skilled and rehabilitation facility, a 60 bed long-term care nursing facility, 36 bed intensive assisted living unit, 92 room assisted living facility, 60 cottages, The Woodland Family Practice, The Woodland Therapy and Wellness Center, and The Woodland Pharmacy.

The Woodland is a local company, operated and managed by local people.