



ABCUM Corporation
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News Release

FOR IMMEDIATE RELEASE

Willow Dale Wellness Village to expand rehabilitation and critical care services in Western Iowa

Battle Creek, IA – April 1, 2010 – Willow Dale Wellness Village, owned by ABCUM Corporation, Hampton, IA, announces that they are expanding services in Western Iowa. Plans include a state-of-the-art, 10-bed Rehabilitation Center, and additional service offerings to include sub-acute and critical care. The new Rehabilitation Center will feature comfortable, homelike private and semi-private suites with cable television, phone service, and kitchenettes, a separate dining/commons area and building entrance, and all-inclusive therapeutic equipment. As part of the overall expansion project, Willow Dale will also update portions of their skilled nursing facility to include a new activities area, couples suites and updated end-of-life suites. The project is due to be complete mid to late 2010.

The American Health Care Association (AHCA) defines sub-acute care as a combination of: "... the sophisticated technology of a hospital and the efficient operation of a skilled nursing facility to reduce the cost of services while maintaining the high quality of care. Sub-acute care has emerged as one of the key solutions to reforming the American health care delivery system." ["Nursing Facility Sub-acute Care: The Quality and Cost-effective Alternative to Hospital Care." 1996 by the American Health Care Association.
<http://www.rai.to/subacute.htm>]

Although this definition was developed over a decade ago, short-term rehabilitation and sub-acute care are still evolving to meet the needs and demands of a whole new generation of patients as baby boomers redefine personalized health care services. Unlike long-term care, sub-acute care by design is meant to set specific goals and targeted treatment plans for rehabilitation that range from a few days to three months, giving individuals of all ages an opportunity to return to their daily activities and routines more quickly.

Last year, Willow Dale admitted 25 individuals into their short-term rehabilitation program with an average recovery time of 6-8 weeks. This number continues to grow with an ever-increasing need for hospitals to locate placement for sub-acute recovery. The Willow Dale Rehabilitation Center will be a cost-effective, multidisciplinary team approach to health care assisting patients on their road to recovery quickly, targeting health care needs such as sports injuries, joint replacement, IV therapy, weakness due to illness, feeding tubes and complex therapeutic wound care.

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"Our goal is to provide the highest-quality care through individualized, results-driven treatment plans based on individual health care needs," says Tabitha Leidholt, Willow Dale Wellness Village administrator. "ABCM has made a strong commitment to making these services readily available to individuals of all ages. Our nursing staff has undergone extensive training over the past several months, and we are expanding staff and professional partnerships to meet patient needs. The advantages to this project are truly two-fold: we are stepping up to meet the growing health care needs of the individuals we serve now and in the future by offering a cost-effective option for short-term rehabilitation, and allowing our health care staff a unique opportunity to grow their professional skill sets."

Sub-acute and critical care training for Willow Dale staff includes IV care, respiratory therapy (including tracheotomy care), wound care, and feeding tubes. In addition, Willow Dale has an ongoing partnership with Sports Rehab professionals, which includes speech pathologists, physical therapists and occupational therapists to assist short-term rehabilitation patients in recovery, and to enhance their strength and overall abilities for a safe and comfortable transition home.

Willow Dale Wellness Village welcomes visitors, and will provide professional consultation and tours upon request. They encourage community members to stop by any time at: 404 1st Street, Battle Creek, IA.

Willow Dale Wellness Village

Number of employees: 48

Total Annual Property Taxes: \$32,700

Total Annual Payroll: \$950,000

ABCM Corporation

Nationally recognized ABCM Corporation is one of the first organizations to advance the utilization of quality assurance personnel to help staff members improve the provision of care and services for the elderly, and remains committed to providing care that is sensitive, compassionate, promptly delivered, and cost-effective.

ABCM Corporation constructed Iowa's first modern care center in Hampton, opening the doors of the 50-bed home on April 29, 1963. Since then, ABCM Corporation has developed and acquired numerous health service programs including 30 nursing centers, 19 independent and assisted living programs, 10 outpatient therapy centers, a separate related durable medical supply corporation, and various other entities.

As a multi-service provider who strives to deliver top-quality programs unmatched in the state of Iowa, ABCM Corporation's care centers offer a Person Directed Care living environment, as well as a wide range of medical and rehabilitative services that specialize in Alzheimer's Care, Skilled Nursing, Bariatric Care and Nutritional Counseling, Traumatic Brain Injury Care, Ventilator Programs, Short-term and Adult Day Respite programs, Telephone Guardian Assurance, home and community-based meals and chore services, and more.