



**HEALTHCARE &
COMMUNITY LIVING**

FOR IMMEDIATE RELEASE

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Linda Newberry-Ferguson is new CEO at Village at Manor Park

Executive brings decades of experience to West Allis campus

WEST ALLIS, Wis. (May 21, 2020) - Linda Newberry-Ferguson has been hired as the new president and CEO of Village at Manor Park Healthcare & Community Living, a nonprofit, senior care provider offering a full continuum of care under one roof, including independent living, assisted care, memory care, skilled nursing, short-term rehabilitation, outpatient therapy and ventilator care. VMP also offers on-site medical services, hospice care and pastoral care in West Allis, Wis.

Newberry-Ferguson has more than three decades of experience in a variety of leadership and executive roles in multiple health care systems and services.

She takes the helm at VMP as the organization is in the midst of adapting its model of care to respond to the COVID-19 pandemic.

"Effective leadership has never been more important in the long-term care industry than at this moment in time," said David Affeldt, chairman of the VMP Board of Directors. "The Village at Manor Park is pleased to have found a new CEO who is as capable and experienced as Linda Newberry-Ferguson is. The board is confident she will provide the wisdom and vision our organization needs to navigate through the pandemic and beyond."

In her new position, Newberry-Ferguson has been impressed with the commitment of the VMP staff to providing compassionate and competent care for the residents at the West Allis campus.

"You can tell this organization has the right heart. The staff here cares for the whole person," Newberry-Ferguson said. "I'm impressed with the flexibility of the staff to rise to the occasion and do whatever they need to do and beyond. I see so many of what I call 'small kindnesses' by the staff here. It's obvious how much they care for the residents we serve."

The opportunities for leadership and mentoring are important for Newberry-Ferguson. Her goals are continued enhancement of the quality care and services at VMP and fiscal stewardship. Newberry-Ferguson shared her servant philosophy as, "I have always tried to leave people thinking their lives are better because their paths crossed mine."



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West Allis Mayor Dan Devine welcomed Newberry-Ferguson to the community.

"For generations, the Village at Manor Park has been such a vital organization on so many levels in the City of West Allis. VMP provides world-class care for its residents and is one of the city's most important employers, as well," Devine said. "We welcome Linda as the new CEO, and we're looking forward to VMP continuing to be such an engaged civic partner in our community."

Founded in 1925, VMP is celebrating 95 years of service and remains committed to its Christian roots of service to its residents and the community.

A native of St. Louis, Mo., Newberry-Ferguson came to Milwaukee in 2003 as the CEO of Kindred Hospital Milwaukee, a long-term acute care hospital focused on treating medically complex patients.

In 2013, Newberry-Ferguson became the CEO of the Rehabilitation of Hospital of Wisconsin, a joint venture between ProHealth Care and Kindred Healthcare.

Newberry-Ferguson joined the executive team at Dohmen Life Science Services in December 2016. Milwaukee-based Dohmen was acquired by Eversana, where she served as senior vice president of clinical navigation until 2019.

Newberry-Ferguson is a director and current chair of the board of the Wisconsin American Lung Association. She also serves as a director of the board for the Missouri American Lung Association and a director of the board for Society Insurance.

She has served in a variety of civic leadership positions. She is a past president and past director of the board of TEMPO Milwaukee, an executive women's business organization. She is a past director and chair of the board for Metro Milwaukee American Heart Association, a past board member of the Wisconsin Badger State, Science and Engineering Fairs, a past steering committee member of Milwaukee Women Inc. and was a member of the Dean's Advisory Board for the University of Wisconsin Milwaukee College of Health Sciences.

Newberry-Ferguson received a bachelor of science degree in nursing from the University of Missouri and a master's degree in health care systems from the University of Denver.

Newberry-Ferguson succeeds Elizabeth Toohill, who recently resigned as CEO of VMP to be closer to her family.

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