



Independent Living • Personal Care
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David Woodhead Assumes Role as CEO at Pickering Manor

NEWTOWN, PA – Pickering Manor, 5-star non-profit life plan community in Bucks County, is pleased to announce the confirmation of David Woodhead as Chief Executive Officer. Woodhead will guide Pickering in its mission of supporting the people of our community who are in need of our assistance in achieving their highest level of independence, personal fulfillment, and continued quality of life.

“On behalf of the Board of Directors, I am proud to announce David [Woodhead] as our leader for Pickering Manor,” said John Parry, Board President of the Community Welfare Council of Newtown. “David most recently served as the COO at Pickering Manor and for over a decade he has shown an understanding for how Pickering operates. He possesses the qualifications and expertise to take Pickering to the next level for our residents, staff and community - we look forward to taking this journey with him.”

Woodhead has dedicated nearly thirteen years to Pickering Manor, joining in 2010 and served as the Chief Operating Officer. During his tenure, David successfully reorganized and solidified the internal operations of the back office and implemented efficient processes and procedures that allowed Pickering Manor to be positioned competitively in the senior living community.

Most recently, Woodhead, his predecessor, former CEO Michelle Knobloch, and the Community Welfare Council of Newtown worked closely on the planning and opening of Pickering Manor’s largest expansion to date, a 26,000 square foot Life Plan Community offering the full continuum of care. This was a significant achievement in Pickering Manor’s history, made possible by the generosity of the late Sidney T. Yates, Pickering supporters and the Newtown Community.

Woodhead comments on his new role, “In these turbulent times of staffing and all the challenges the pandemic created in our industry, I want to make sure that we retain, empower and engage our current staff. Our staff is the life blood of our community; without them we would not have the reputation and good will in which we possess, quality care by people who care.”

Woodhead adds, “Additionally, I will continue the legacy and build on the foundation my predecessors have given us, providing the highest quality of care while enhancing the great qualities of Pickering. I will do this through creating exciting activities and opportunities that will encourage our residents to embrace their dreams and gifts. One of the things that has always set us apart as a non-profit is we look at our residents and their loved ones more holistically, if they are happy our heart is happy.”

Pickering Manor is a 5-star community-owned and operated Life Plan Community in Pennsylvania serving Bucks County since its opening in 1963, formed by the generosity of Henry Russell Pickering. In 2020, Pickering Manor opened its largest expansion to date, a 26,000-square-foot facility which accommodates 15 new short-term residents, a state-of-the-art rehab unit, 15 personal care private rooms, and a renovated 32-bed skilled unit. Pickering recently added a certified 21-bed Memory Care Unit and offers Cottage and Apartment Independent Living options. Visit www.pickeringmanor.org for more information.



David Woodhead, Chief Executive Officer of Pickering Manor