



PROJECT DETAILS:

The concept behind Woodbrooke evolved over time in a “follow the leader” style story. Peninsula Orthopaedic Associates, a premier orthopaedic group on the Eastern Shore has been in business for more than 50 years. During the early 2000’s, POA and other medical groups experienced growth in demographics and their target patient mass. Northern Worcester and Sussex Counties were rapidly growing along with the demand for healthcare services.

In response to the demand, POA founders Dr. Tom Brandon and Dr. John Hedger optioned 36 acres of land under contract in 2006. They knew in order to expand and grow their business they would need to physically move their offices to a new location. Experts in medicine and science – and not so much in real estate, Doctor’s Brandon and Hedger became frustrated with the process and turned to local developer, Palmer Gillis for help.

After POA built a new 30,000 square foot office on Woodbrooke Drive, other medical professionals followed in their footsteps. The best part – the footprint was already in place. Peninsula Imaging and Peninsula Regional Medical Center were next in line to expand into the Woodbrooke Health Campus, followed by Peninsula Main Street Occupational Health & Urgent Care, Delmarva Pharmacy and Three Lower Counties Community Services, Inc. Devreco was brought on board to facilitate real estate deals that would help develop opportunities for the medical community to be more accessible to the growing population.

“When all was said and done, we ended up doubling our patient flow. The deal worked out beautifully.”

*~ John Hedger
President and CEO,
Peninsula Orthopaedic
Associates*

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