

CELEBRATING

100
years of caring

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Wesley Long Hospital

#WesleyLong100

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It is a tremendous honor and privilege to celebrate Wesley Long Hospital's legacy of 100 years of caring for our community – our patients, their family members and guests – right here in the heart of Greensboro. I would like to acknowledge the physicians, nurses, staff, volunteers and board members who have all played a vital role in living our core values of Caring for Our Patients and Caring for Our Communities – by providing the exceptional care for which Wesley Long Hospital and Cone Health are well-known.

This booklet provides a timeline of our legacy for world-class service, with a focus on compassionate care. I would like to also acknowledge the work of the late Robert L. Phillips, MD, who authored “History of the Hospitals in Greensboro, North Carolina” (1996, published by The Printworks) and the University of North Carolina at Greensboro Libraries Digital Collections as vital sources of information for this history booklet.

A handwritten signature in black ink, appearing to read 'P. Jeffrey', with a stylized flourish extending from the end.

Paul Jeffrey
President, Wesley Long Hospital



1917-2017



WESLEY LONG HOSPITAL

CONTINUES CARING FOR OUR
COMMUNITY IN ITS 100TH YEAR

MILESTONES BY THE DECADE

1914-1920



Dr. John Wesley Long, b. 1859 - d. 1926

1914 → **Dr. John Wesley Long**, a native of Randolph County, began his practice in surgery. Having recognized the need for more hospital beds in Greensboro and desiring more operating room availability, he bought the residence of Mr. B.H. Merrimon at 338 N. Elm St.



1916 → To procure funds, Dr. Long reached out to family and friends. In a letter dated November 7, 1916, he asks his Aunt Jane for \$1,200 toward the needed amount of \$25,000-\$50,000 for his hospital.

1917 → The first patient was admitted to the **Long Hospital** on May 10, 1917, and had an appendectomy. The hospital opened with 20 beds. At the beginning of World War I, Dr. Long allowed his clinic to be used as a Red Cross chapter headquarters while he was serving in France as head of a Red Cross ambulance unit.

→ Dr. Long recognized the disparity in available care for African-Americans: “When this war is over, if we live through it, I propose making arrangements to accommodate all people.”



1919 → A school of nursing, **Wesley Long Hospital Training School for Nurses**, was opened and operated until 1925. Dr. Long developed the three-year curriculum that was affiliated with North Carolina College for Women, now the University of North Carolina at Greensboro (UNCG).

1921-1930



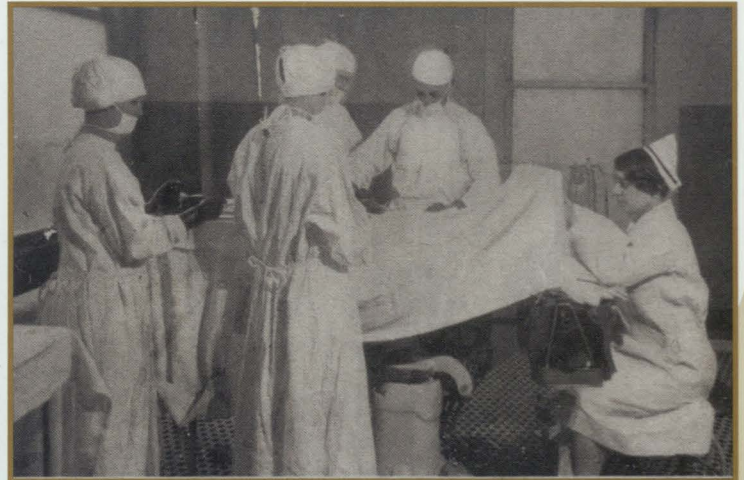
Dr. Long and nursing students in 1923



1921 → **Wesley Long Hospital** and Park Place Methodist Church jointly established a free clinic to be located at the hospital. The goal was to assure that no “man, woman or child is denied the best professional service on account of lack of money.”

1926 → Dr. Long died suddenly at home from a heart attack.

→ A 44-bed annex was added to the clinic and it became a hospital. The name officially changed from Long Hospital to **Wesley Long Hospital** after Dr. Long's death in 1926.



1931-1940



Wesley Long Hospital, 1939

1931 → Without the firm leadership of Dr. Long and his oversight in every aspect of finance, personnel, quality and education, the hospital failed and filed bankruptcy. The hospital was sold under foreclosure at public auction on December 14, 1931.

1932 → **Wesley Long Hospital** was operated by other physicians until 1932, when 12 local physicians purchased it for \$57,000. The facility underwent modernization and had 50 beds.

1937 → **James Hunt**, later governor of North Carolina, was born at Wesley Long Hospital on May 16, 1937.

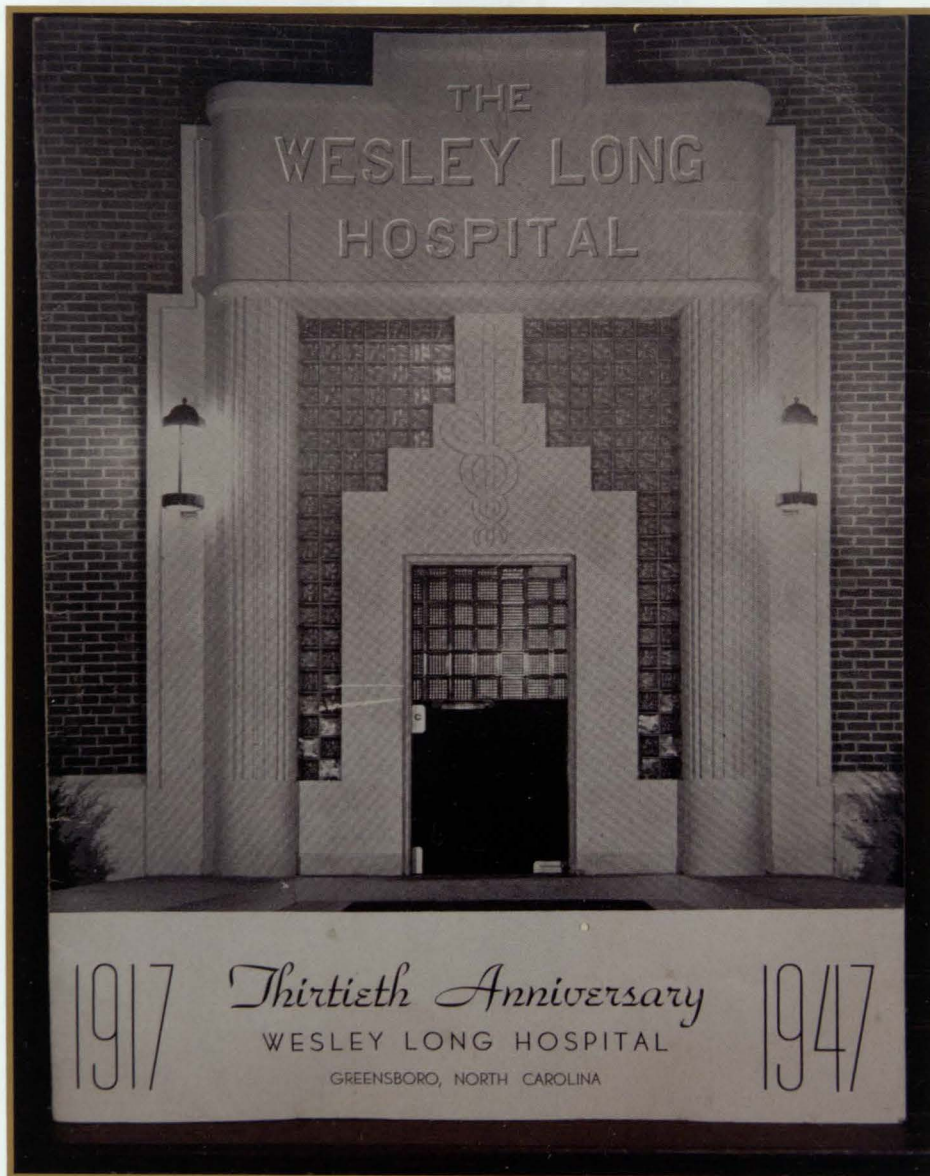


1940 → Wesley Long Hospital as seen in 1940.

1940 → The bed capacity was at 65, including 10 bassinets. It was prepared to administer serums and to treat pneumonia and heart disease, having been provided with an oxygen tent and an electrocardiographical machine.



1941-1950



Wesley Long Hospital, 1947

1941 → Additional beds were added to make a 78-bed capacity.

1942 → Daily room rates were \$7.

1943 → **Wesley Long Hospital** changed from a privately owned institution to a nonprofit community hospital and a Board of Trustees was created.

1945 → Average length of a hospital stay was seven days.



1947 → Additional facilities were added to the hospital to create greater capacity and to modernize the building.

→ Wesley Long Hospital was a voluntary nonprofit institution approved by the American Hospital Association, North Carolina Hospital Association and Blue Cross plan for hospital care.

1948 → Wesley Long Hospital played a major role in the 1948 polio epidemic. There were beds at a location known as “**The Wesley Long Hospital Polio Unit at Overseas Replacement Depot (ORD)**” to provide care for those afflicted.

1950 → A blood bank was established.

1951-1960



501 N. Elam Ave. building under construction, 1960

1955 → Remaining on the original site, the hospital had 102 beds and 25 bassinets. A capital campaign for \$850,000 was conducted to increase the hospital's bed capacity.

1956 → 23.5 acres of land were purchased between Friendly Road and Benjamin Parkway.

1958 → The name was changed to **Wesley Long Community Hospital**.

1959 → A groundbreaking was held for the new facility on North Elam Avenue on July 31.



Katie Lee Robinson Murphy

1961-1970



Wesley Long Community Hospital, 501 N. Elam Ave., 1961

1961 → The first patient arrived at the new facility, located at **501 N. Elam Ave.** The new facility was described as a six-story building with 220 beds and 32 bassinets, and support services. Fifty-six patients were transported from North Elm Street to the new building. Funeral home ambulances with the recognizable names of Hanes, Forbis & Dick, and Lambeth transported patients. The attending physicians were Bradley, Brown, Bruce, Bumgardner, Christian, Clutts, Deaton, Fox, Gilmore, Mabry, Merritt, Moore, Norment, Sharp, Sparrow, Stafford, Vaughn and Troxler.



→ Wesley Long Volunteer Services was implemented, known then as **Wesley Long Auxiliary.**



1962 → The Mose Kiser Building was dedicated as part of the Wesley Long Community Hospital campus.

1963 → Wesley Long Hospital was part of the historic **Simkins v. Cone court case**, which resulted in desegregation of publicly funded hospitals throughout the country.

1964 → The first African-American patient was admitted.

1966 → A severe shortage of nurses limited the number of patients that could be cared for. A sitter service was organized by the Auxiliary with 50 sitters available to help alleviate the shortage of caregivers.

1967 → Room rates were \$28.50-\$34 per day for a private room.

1970 → Wesley Long Community Hospital's first Intensive Coronary Unit opened with 11 beds on the sixth floor with Dr. John Bumgardner as medical director.

→ After 30 years as hospital administrator, Mr. A.O. Smith retired and Mr. James Phelps assumed the role of administrator.

1971-1980



West Wing addition, 1976

1972 → The **Wesley Long Board of Trustees** approved a 120-bed addition to the existing 225-bed facility on February 24, 1972.

1973 → There were 300 physicians and 270 registered nurses on staff, and 400 Auxiliary volunteers.

1975 → Physicians were notified that new Utilization Review Regulations were in effect for Medicare and Medicaid patients on June 19.

1976 → The West Wing addition was opened and an enlarged **Emergency Department** opened. The total number of beds was 341.
→ The Emergency Department implemented 24-hour MD coverage.

1977 → A 17-bed Intensive Care Unit on the first floor was included in construction of the new West Wing.
→ In March, the telemetry department opened.
→ Hemodialysis was made available.
→ The chaplaincy program for staff and patients was the first such program in Greensboro.

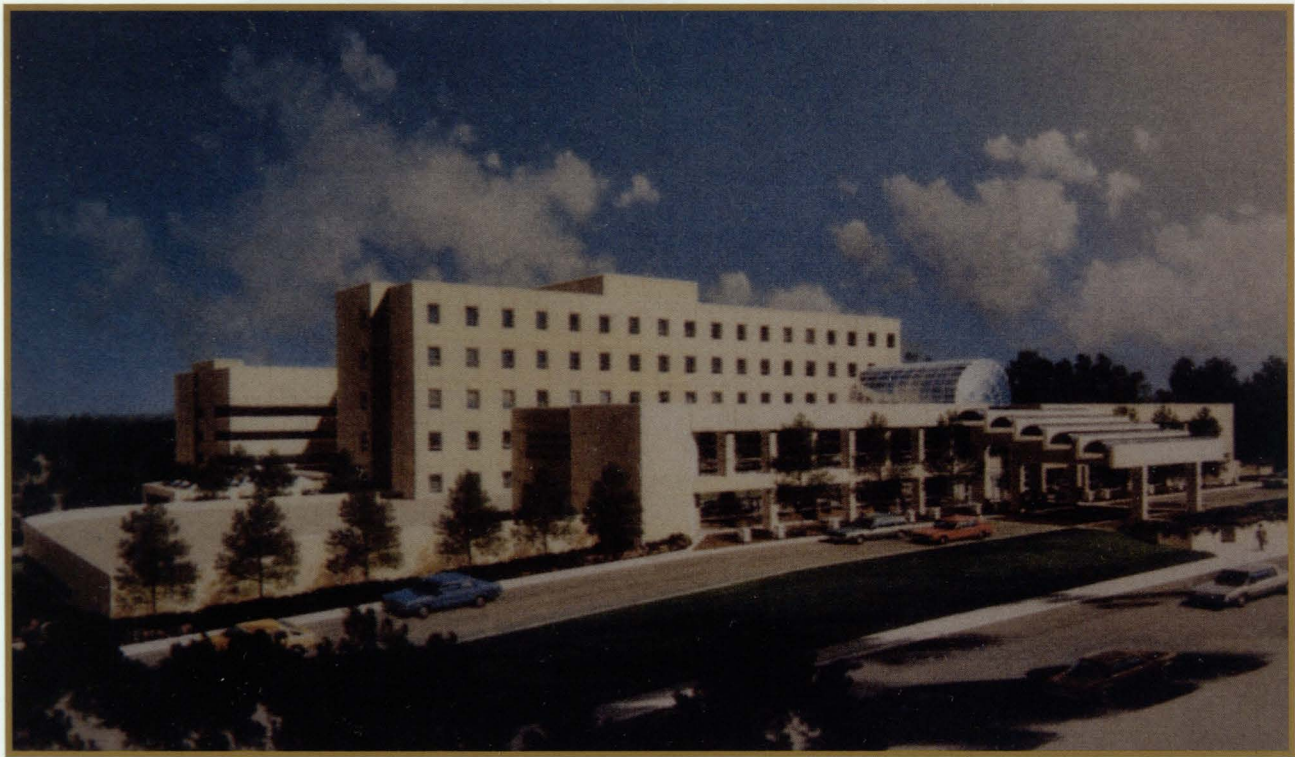
1978 → **Vera Leonard, RN, a graduate of the Wesley Long Hospital Training School for Nurses**, designed a first of its kind evacuation apron to allow numerous newborns to be evacuated by one individual in case of emergency. Her invention gained worldwide publicity for Wesley Long Community Hospital.

1979 → The new **Home Birthing Room** was one of five in North Carolina and the first in Greensboro.

1980 → Hospital Staff Development was the third in North Carolina to be awarded total program approval by the North Carolina Nursing Association.



1981-1990



Wesley Long Community Hospital, 1981

1981 → The Enterstomal Therapy Program was initiated to provide better care and better education for those living with an ostomy.
→ Upgrades were completed to the operating room vascular suite, family birthplace and endoscopy units.

1982 → Wesley Long Community Hospital purchased the first CAT scanner.
→ Bed capacity was 341 beds.



1985 → Wesley Long Community Hospital was the first in the community to implement the first phases of computer documentation.

1986 → The Older Unit opened to address and meet the unique needs of the elderly population.
→ A 40-bed orthopedic unit opened.

1987 → The first laser angioplasty in the mid-Atlantic region was performed by Dr. S. Dixon at Wesley Long Community Hospital.
→ A joint venture between Diabetes Treatment Center of America and Wesley Long Community Hospital opened a 23-bed treatment and education program that was first of its kind in North Carolina.
→ The **Triad Lactation Center at Wesley Long Community Hospital** was established to help promote renewed interest in breast-feeding.

1988 → A new outpatient wing and admitting services opened on North Elam Avenue, replacing the former lobby and main entrance on the first floor.

1989 → Wesley Long Community Hospital became a pioneer in having the most advanced dedicated laser program in North Carolina.
→ Wesley Long Foot Care Program was formed to help patients, mostly diabetic, to require less incidence of amputation.

1990 → Wesley Long Community Hospital opened a **child care center** on campus.
→ A \$25M construction and renovation project, including opening of a cardiac cath suite, new state-of-the-art labor and delivery suite, emergency department update and a new eight-bed cardiac care unit on 2 West, was completed.

1991-2000



Wesley Long Community Hospital, 1997

1991 → Known for giving back to our community, Wesley Long Community Hospital was the **No. 1 hospital in the nation** per capita for giving to the United Way.

1992 → Wesley Long Community Hospital now had 305 inpatient beds.

→ The Occupational Health Services program was initiated to meet health needs of 35 area businesses.

→ “Fast Track” was introduced in the Emergency Department as a process to evaluate, treat and discharge the nonurgent patients within 90 minutes.

→ The **first level two nursery** opened.

→ A 140-bed Wesley Long Nursing Center located on Mackay Road was opened as a joint venture with VHA Long Term Care.

1995 → Wesley Long Community Hospital dazzled **The Joint Commission** surveyors with a score of 99 percent out of 100 on their assessment of national health care quality and safety standards.

1997 → Wesley Long Community Hospital joins the **Moses Cone Health System**.

→ The Moses Cone-Wesley Long Community Health Foundation is created and is later renamed the **Cone Health Foundation**.

2001-2010



Wesley Long Community Hospital, 2001

2002 → The Moses Cone Health System Regional Cancer Center opened at Wesley Long Hospital to provide comprehensive services in cancer prevention and treatment. Today, it is called the **Cone Health Cancer Center at Wesley Long Hospital**.

2003 → Wesley Long East Tower renovation to provide 175 private patient rooms and baths, education center and new endoscopy suite began.

→ Work began to apply for Magnet designation.

2005 → Wesley Long Hospital earned Magnet designation.

→ Wesley Long Hospital and other Cone Health facilities went tobacco-free.

→ Wesley Long Hospital joined the state's first tele-ICU remote monitoring when Cone Health started the program.

2007 → The da Vinci Surgical System was implemented to shorten recovery time for prostatectomies.

2008 → The renovated West Wing increased bed capacity from 109 to 131.

2009 → **Moses Cone Regional Cancer Center** on the Wesley Long Hospital campus became the first in North Carolina to offer new, targeted radiation treatment. Our facility was one of 225 in the world to offer this technology.

→ Wesley Long Hospital retained its Magnet designation.

→ Wesley Long Hospital was designated a **Blue Distinction Center for Knee and Hip Replacement** to recognize attainment of clinical quality standards developed by Blue Cross Blue Shield of North Carolina.

→ Wesley Long Hospital was designated a **Blue Distinction Center for Bariatric Surgery**.



2011-2017



View from 2400 W. Friendly Ave.

2011 → Wesley Long Wellness Center opened with state-of-the-art equipment to provide exercise facilities for staff.

→ Construction began on a new \$18M Emergency Department that included a psychiatric unit.

2013 → The Endoscopy Department added a state-of-the-art manometry system to better treat patients.

2014 → Magnet redesignation was secured for the third time.

2015 → Wesley Long Hospital maintained an 'A' rating in spring quarter 2015 Leap Frog Hospital Safety Scores.

2016 → Physicians and staff contributed ideas and feedback on plans for construction of new 10-room operating room at "Cardboard City," an innovative 38,000-square-foot full-scale model of the planned operating rooms, recovery area, isolation unit, hallways and storage areas as part of Cone Health's Reinventing Care initiative.

→ Wesley Long Hospital earned a litany of quality award recognition:

- **U.S. News & World Report** (Top 2% for "Common Care" conditions)
- **Centers for Medicare and Medicaid Services** (5-star rating / Top 3% for Quality)
- **CareChex**® (Top 1% in overall hospital care)
- **Leapfrog** ('A' grade for hospital safety)
- **Healthgrades** (Distinguished Hospital for Clinical Excellence; America's 100 Best Hospitals™ for Pulmonary Care)
- **Becker's Hospital Review** (100 Hospitals with Great Oncology Programs and 100 Hospitals with Great Heart Programs)

→ Wesley Long Hospital, along with other Cone Health facilities, was recognized as a leader in LGBT health care equality by the Human Rights Campaign.

→ Construction began on a new **10-room operating room suite**, planned for completion by the end of 2018.

2017 → Though the building did not move, Wesley Long Hospital's address changed to 2400 W. Friendly Ave. to correspond with its main entrance, which is on West Friendly Avenue.





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