

Willow Creek Nursing and Rehabilitation Center

Report ID: CCN 345113
Generated: 2026-07-26T04:09:04.380Z

§ 1 Facility Identity

Facility	Willow Creek Nursing and Rehabilitation Center
CCN	345113
Location	2401 Wayne Memorial Drive, Goldsboro, NC, 27534
Ownership type	For profit - Limited Liability company
Certified beds	200

§ 2 CMS Federal Record

Civil money penalties on file	\$15,358
Deficiency citations — current cycle	4 (50% vs prior 24 months (8))
Deficiency citations — prior 24 months	8
Immediate Jeopardy — current cycle	0
Actual-harm (G+) citations — current cycle	2
Special Focus Facility status	Not listed
Abuse icon	No

§ 3 Federal Penalties in Context

This facility — penalties on file	\$15,358
NC state average	\$38,899 (this facility is 0.4× the NC average)
National average	\$31,239 (this facility is 0.5× the national average)

Averages are CMS-published per-facility fine amounts for the same snapshot. Figures and multiples are stated as published; no inference is drawn here.

§ 4 Current-Cycle Deficiencies

The current survey cycle records the following 4 federal deficiency citations (CMS F-tags). Scope/severity is CMS's own A–L grade; "Immediate Jeopardy" is CMS's most serious classification.

F-TAG	FINDING (CMS)	SCOPE/SEV.	SOURCE
F684	Provide appropriate treatment and care according to orders, resident's preferences and goals.	G	Complaint
F689	Ensure that a nursing home area is free from accident hazards and provides adequate supervision to prevent accidents.	G	Complaint
F812	Procure food from sources approved or considered satisfactory and store, prepare, distribute and serve food in accordance with professional standards.	E	Standard survey
F584	Honor the resident's right to a safe, clean, comfortable and homelike environment, including but not limited to receiving treatment and supports for daily living safely.	B	Standard survey

§ 5 Ownership & Chain Context

Ownership record	Chain: PRINCIPLE LONG TERM CARE (44 facilities); Owner on file: PRINCIPLE IT SERVICES, INC. (organization)
Ownership chain	PRINCIPLE LONG TERM CARE (44 facilities)
Penalties vs chain average	\$15,358 vs \$27,926 (0.5× the chain average)
Current deficiencies vs chain average	4 vs 4.9 (0.8× the chain average)

§ 6 CMS Care Compare Star Ratings

Overall	2 / 5 (state avg 2.9 · US avg 3)
Health inspection	2 / 5 (state avg 2.9 · US avg 2.8)
Staffing	3 / 5 (state avg 2.7 · US avg 2.9)
Quality measures (QM)	4 / 5 (state avg 3.3 · US avg 3.7)

§ 7 Record Provenance

CMS data as of	Jun 2026
Independent verification	https://www.medicare.gov/care-compare/details/nursing-home/345113
Snapshot SHA-256	c748e09043fe889fae9a45cf1809d7b7b24aa844e834f3ddceddb2b1561fc754
Methodology & version	v1.0 — https://www.caregiverhelpnow.com/methodology

§ 8 For Your Attorney

1. The full survey file (Form 2567) for each inspection cited above is available from the state survey agency or by FOIA request.
 2. Quarterly staffing data: CMS Payroll-Based Journal (PBJ) public use files, CCN 345113.
 3. Cite this snapshot as “CMS Care Compare, as of Jun 2026” — integrity hash c748e09043fe.
 4. Deficiency F-tags cited above are searchable in CMS QCOR (qcor.cms.gov).
-

This snapshot is a frozen record of CMS Care Compare data as of Jun 2026. Independently verifiable at the URL above. Generated by CareSentinel under Nodal Logics LLC. Compiled under CareSentinel methodology v1.0, documented at <https://www.caregiverhelpnow.com/methodology>; the Snapshot SHA-256 above pins this record to that methodology version.

CareSentinel operates as an independent legal-advertising service, not a law firm, and does not recommend, endorse, or vouch for any attorney (ABA Model Rule 5.4). This document restates the public federal record only; it is not legal advice and forms no attorney-client relationship. Inspection findings are point-in-time CMS survey results, not a determination that any specific resident was harmed.