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MAY/JUNE 2022



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SPECIAL INSERT
Stay and play in Carlsbad
summer 2022 edition

Concerts in the Business Park

Carlsbad has been a long-time tourist destination dating back to 1880, attracting people to drink the water - literally. Now with world class restaurants, 5-star hotels, timeshares, amusement parks, museums, wellness retreats, shopping,



JOSH MAZU
CHAIRMAN OF
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championship golf, outdoor activities galore, and sevmiles of sand, there is somethina for everyone. lt takes a lot of creative

businesses and talented people to make it all happen. I would like to extend my appreciation for the hospitality these professionals offer. It makes Carlsbad the place to *Stay and Play*.

One event that draws 4,000 people every week during the summer months is the TGIF Concerts in the Park series. In 1986 the City of Carlsbad Cultural Arts Office started a tradition of offering free concerts in the park to an estimated 150 attendees. For 35 years the community has danced, laughed, and celebrated while sharing incredible music and good times. And after taking a two-year break due to

> CONCERTS Page 3



Tourism is back, Carlsbad is Calling.

WELCOME

The Tourism Rebound

ost of us San Diegans are well aware that we live in paradise. All we need to do is take a look at the national weather map on



any given day and we end up with a smile on our face. And we are not the only ones who know that San Diego is a slice of heaven. People have been flocking here for vacations for decades. And we are certainly glad to accept their economic

investment in our community as they pour discretionary dollars into creating their own memorable experiences.

economic driver for the San Diego region in general and Carlsbad in particular. According to the **San Diego Tourism Authority**, 1 out of 8 people employed in our county is employed in the tourism industry. That is nearly 200,000 people countywide. The economic impact of tourism in San Diego County is \$12.7 Billion. Yes, that is "billion" with a "B".

Carlsbad is one of the leaders in tourism for our county. Carlsbad has long been a desirable tourist destination. Carlsbad's last "normal" full fiscal year pre-Covid generated \$27M in transient occupancy tax (TOT) revenue. In San Diego County that was second only to the city of San Diego itself. With our beautiful beaches, stunning resorts and championship golf courses, there is much to desire in Carlsbad. The opening of LEGOLAND in 1999

ramped up our tourism exponentially. In the 20+ year since **LEGOLAND** opened, hotels have popped up at staggering pace – nearly 1.5 hotels/year on average. Currently we have 43 hotels in Carlsbad with more on the way.

But how is tourism doing since COVID struck? Obviously, 2020 was a rough year with most of the year being marred by mass shut downs. 2021 was definitely much better, and 2022 is off to a great start.

Tourism can be broken down into a couple of categories: individual/family visitors (also known as leisure travel) and group/conference/business travel. The summer of 2021 saw record numbers of leisure travel tourists and tourism dollars here in Carlsbad. Multiple metrics are tracked in the tourism industry

> TOURISM Page 7

BUSINESS SPOTLIGHT

Summertime means fiesta time

Summertime means fiesta time! Diane Powers' **Casa de Bandini** in **The Forum** Carlsbad is ready to kick-start every San Diegan's favorite season.

Casa de Bandini brings old-world Mexico to life with authentic cuisine, giant margaritas, roaming mariachis and a vibrant, glowing atmosphere.

Casa de Bandini has been charming North County residents since relocating from Old Town in 2009, offering a delicious selection of award-winning Mexican cuisine, giant handcrafted margaritas and handmade tortillas served hot-off-the-grill each day. As soon as guests walk in, they feel the vibrant romance of Mexico with authentic décor, fine Mexican folk art, and colorful hand-painted murals.

The menu features authentic dishes made with the freshest ingredients and original regional recipes, including favorites such as the Tequila Lime Shrimp, shrimp sauteed with tequila, lime and butter; seasoned garlic, crushed chili and cilantro; Carnitas a la Michoacán, slow roasted succulent



Casa de Bandini offers delicious margaritas in three generous sizes, from 17 to 32 oz. glasses in various flavor options.

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> FIESTA, Page 3

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The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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It's official, TGIF Concerts in the Parks is back in-person this summer 2022!

CONCERTS

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COVID, we are excited to share that the City of Carlsbad will once again have a full summer of TGIF fun in 2022.

Additionally, the Chamber is thrilled to be a part of a new tradition this summer as Concerts in the Park gets relaunched. For the first time the TGIF concerts will be offered in a new venue focused on a part of the community that makes Carlsbad so unique, its thriving businesses. Located in the heart of the business park, the "Old Farmers Building" site on Faraday will be set up with stage, food trucks, and a dance floor (or maybe just a parking lot) as we host the first annual Concert in the "Business" Park.

This unique Chamber Happy Hour will take place on August 17, from 4:30p.m. to 7:00p.m. and will highlight the City of Carlsbad's Cultural Arts initiative to integrate the arts into our business environments. This event will be free to all the wonderful people that make Carlsbad a destination within which you can work, stay, and play. I invite you to join us for this new special event. I hope to see you there!



Casa De Bandini is great for formal occasions with open-beam ceiling and Saltillo tile floor with comfortable seating.

> FIESTA

Continued from Page 1

morsels of pork served with soft hot tortillas, guacamole, salsa and frijoles de la olla; and the Fajitas Supremas, a sizzling platter of shrimp, chicken and beef marinated and combined with sautéed with bell peppers, onions, tomatoes and mushrooms, and served with tortillas, guacamole, Mexican rice and frijoles. Featuring more than a dozen homemade sauces, salsas and dressings, plus handmade tortillas served all day long, Casa de Bandini boasts an extensive menu of delicious flavors amidst a vibrant dining atmosphere reminiscent of Old Mexico.

In addition to its mouth-watering cuisine, Casa de Bandini offers delicious margaritas in three generous sizes, from 17- to 32-ounce glasses, where various flavor options and a selection of more than 95 of the most popular tequilas join forces to create some of the best and most flavorful margaritas you'll find anywhere in San Diego.

Don't miss out on one of the best happy hours in North County! Casa de Bandini's lively Cantina is home to more than 95 varieties of premium and specialty tequilas. Visit the Cantina every Monday through Friday, 3 - 5 p.m. for \$7.95 margaritas and specials on shareable plates such as the "Muchos" Taguitos for \$6. It is an appetizer-sized serving of the customer-favorite "Muchisimos" Taquitos platter – making it the perfect dish to share with your happy hour buddy.

In addition to authentic food and décor, Casa de Bandini hosts live mariachi performances. Request your favorite Mexican song or a birthday serenade from these worldclass strolling musicians every Thursday to Saturday from 5:30-8:30 p.m. and Sunday from 2-5:30 p.m.



Casa De Bandini boasts an extensive menu of delicious flavors amidst a vibrant dining atmosphere reminiscent of Old Mexico.

Casa de Bandini also specializes in custom-designed events such as banquets, rehearsal dinners, graduation and birthday parties, and any other special occasion. A large outdoor patio with a lush, vibrant garden has a capacity for 125 for dining under the stars and guests, or a smaller cocktail patio more intimately seats up to 30 guests under the covered archway. For more formal occasions, the large indoor dining room has an expansive open-beam ceiling and beautiful Saltillo tile floor and comfortably seats up to 70 guests.

If you are hosting an event or party at home, Casa de Bandini's full menu is available for takeout, including its wide selection of handcrafted margaritas. Or try one of the restaurant's "Fiesta Express Meals," which are large enough to feed the whole family with leftovers!

With its splashing fountains and beautiful heated outdoor patios, authentic Mexican cuisine and legendary margaritas, let Casa de Bandini turn anyday into a fiesta!

Casa de Bandini is open seven days a week and is located at 1901 Calle Barcelona, Carlsbad, 92009 in The Forum Carlsbad. Call 760-634-3443 or visit www.casadebandini.com.

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Three ways to have a super staycation

It may sound too good to be true, but Carlsbad really does have it all. Our beaches were just ranked among the state's most pristine by Heal the Bay. We have world-class resorts with courses that have earned us the moniker "Silicon Valley of golf." And our buzzworthy dining scene includes Michelin rated

restaurants, Campfire and Jeune et Jolie.

Not surprisingly, this has all made Carlsbad a top tourist destination. Which begs the question: Why pack-up and leave town when there's so much to relish right here?

If you think you've seen it all, think again. Here's a fresh take (and a few fun facts) that just might help you see Carlsbad in new light:



ECONOMIC

MANAGER

If you haven't been to **Park Hyatt Aviara** lately, you're in for a treat. Last year the resort completed a \$50M renovation, which includes a new two-story water slide and Ponto Logo — a luxury restaurant that serves Baja-inspired cuisine, and of course is already getting rave reviews.

Fittingly, U.S. New & World Report named Park Hyatt Aviara one of the most luxurious resorts, giving it the No. 5 spot for the state of California, and No. 23 nationally.

Fun fact: Park Hyatt Aviara has the only 18-hole golf course designed by the famed Arnold Palmer in the entire San Diego region. You'll also see no fewer than 50 varieties of flowers on this course, making its landscaping more like a botanical garden.



Breathtaking views of Park Hyatt's Golf Course.

Savor something new

Did you know Carlsbad Village has more than 16 coffee shops in just six blocks? Neither did I. That earned it a nod as one of the "best coffee destinations in America" from Fodor's Travel. With all those options, there's surely at least a few new menu items you haven't sipped yet. Perhaps Baba Coffee's popular Praline Goddess cold brew, which has dashes of nutmeg and macadamia.

Of course, if you'd like some food with your caffeine, there's no shortage of great dining options in Carlsbad. For something new, try Torsap Thai Kitchen in Bressi Ranch, slated to open in May.

Executive chef and owner Lalita Souksamlane is acclaimed in San Francisco, where she opened her first Thai restaurant 25 years ago. During breakfast, you can expect things like Thai sausage scrambles, and pandan and coconut pancakes. Lunch and dinner offers a kaleidoscope of curries, noodles, soups, stir

fries and salads.

Fun fact: The signature dish here is the Volcanic Beef, wok-tossed flank steak topped with Thai basil, a massive onion ring and 'lava' sauce.

Appreciate the little things, literally

Most locals have been to **LEGOLAND California**, but this summer at Miniland USA, you can catch a couple of new displays — and these replicas are next-level impressive.

First up, you can see a replica of Los Angeles' SoFi Stadium, where the Rams recently won their Super Bowl title. Reconstructing this architectural feat took 25 professional model builders more than 6,000 hours. Although it's technically a miniature version, it's not necessarily small. It stands 4 feet tall, 15 feet wide and 30 feet long. It weighs a staggering 3,500 pounds. And staying true to scale, there are 3,000 Lego people seated inside the stadium.

And just yards away from that, you can see dinosaurs unleashed in New York City — or a model of it, at least. Miniland USA's second installation features more than 30 dinosaurs tromping through Times Square and other iconic city scenes. Each dinosaur took a team of professional model builders more than 60 hours to design and construct. Each one weighs more than 20 pounds and consists of more than 30,000 Lego bricks.

Fun fact: LEGOLAND California was the first such theme park in the nation. Two others had been built in Europe, but the Carlsbad location was the first in our country. There are more than 30,000 Lego models at the park created from more than 62 million Lego bricks.

Hopefully, you're feeling a little inspired to go rediscover why Carlsbad is such a great place. And however you choose to do it, I hope your staycation is the prefect way to celebrate some summertime fun.

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Stay and play in Carlsbad Village

Every time I sit down to write the Village Beat article, I glance back on what I wrote the previous year for a bit of inspiration and, of course, to make sure that I don't



DAVIS

DIRECTOR

repeat myself (too much.) But during this search, it quickly became obvious that there was no chance of a repeat performance. The whole concept of "Stay & Play" during the past two years was barely even possible and looked very different than it does right now.

Thankfully, for this article, I can happily say that our downtown is thriving, our hotels are filling, our restaurants are humming with activity, and our retail shops are bustling with energy. The idea of the beloved "staycation" is back! And the great news is that Carlsbad Village is the perfect destination to Stay &

Let's all agree that eating is a big part of any staycation. From relaxed and casual dining to unique and on-trend experiences, there is something in the Village for everyone. Our venerable businesses, who have been here 25 years or more, are nestled right along side the newcomers on the block. Longtime favorites like Pollos Maria and Lola's 7-Up Mexican Market & Deli serve up authentic south-of-theborder comfort food for breakfast, lunch, and dinner, just like you imagine it would be. Consider them your home away from home. Hennessey's, a downtown icon that goes back as far as the imagination it seems, makes a pub burger that will have you coming back again and again. Lunch on their outdoor patio on a sunny afternoon is hard to beat. If trendier options are your flavor of the day, **Le Papagayo** and **Park 101** must be on your list. With creative menus, cocktails and craft beers as far as the eye can see, these two will surely impress you. With nearly 100 restaurants in Carlsbad Village, there are simply too many to showcase.

While playing in the Village, don't forget to take a break to enjoy a latte or a cold brew coffee at one of the 18 coffee houses that call downtown home. To satisfy that sweet tooth, you won't have to look hard to find a frozen yogurt, ice cream, gelato, smoothie, or shave ice eatery.

What would a staycation be without lodging? Look no further than the coast. Carlsbad Inn Beach Resort, Beach Terrace Inn, and Tamarack Beach Resort offer beach views, beach access and the beach lifestyle. Just a few hours on one of these properties and you will be glad you stayed. The experience of going to sleep and wak-



Aerial view of Carlsbad Village at sunset. Photo Credit: Fly By Photography

ing up with the sound of the ocean in your that will leave you speechless. ears cannot be matched.

Carlsbad Village has a heartbeat all its own. With one of the most temperate climates in the country and seven miles of pristine beach, this walkable and bike friendly coastal enclave has a built-in recipe for success. One of the best ways to take it all in is on a **Pedego** electric bike. Consider a Pedego rental less exercise and more luxury, allowing you to cruise the streets, experience the boardwalk, and get from coffee shop to dinner on the town without buying a drop of gasoline or breaking a sweat. But before you turn in your electric bike rental, be sure to scoot over to **Barrio Glassworks**, a public glassblowing studio and retail gallery. Be prepared to spend some time here watching live glassblowing demonstrations

Bringing home a gift from Carlsbad Village is easy as can be. Trove Marketplace, representing over 60 vendors, offers home décor, clothing, jewelry, antique and vintage goods, and so much more. Finding something unique and genuine and wonderful here won't be hard.

And finally, during your Stay & Play getaway, we hope you will visit us at the **State** Street Farmers' Market for the finest, freshest, most local produce, artisan goods, and international cuisine anywhere. It truly is a local experience not to be missed. We are open every Wednesday from 2:30pm to

For Stay & Play inspiration in Carlsbad Village, visit carlsbad-village.com.



Carlsbad Village tower 28 flag.





Let's talk about our local public art

Public art is guaranteed to get people talking. That's why we love it! And Carlsbad is known for distinctive public art by local and regional artists. The city is keeping in good company with Chicago with its cows, Los



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o with its cows, Los Angeles with its angels and Oahu with its geckos as street art. Just like these other cities, our city's iconic Carlsbad Beach Chairs are a prime example of public art to encounter and to enjoy.

Inspired by the spirit of innovation in the city's Arts &

Culture Master Plan, the beach chairs started with an idea of a creating a truly Carlsbad-centric arts experience. The design and fabrication of the beach chairs were put into motion by local artist Michael Stutz. The chair embodies a nod to Carlsbad beach culture and the stylized and elegant thinking of the artist. From there, the community stakeholders identified various visual artists to add their own artistic flair.

Carlsbad resident Ron Juncal was the first artist to complete artwork on a beach chair, which was unveiled in August 2019. Juncal's beach chair may be seen on the corner of State Street and Grand Avenue in Carlsbad Village. His vibrant palette of cool and warm tones evokes energy and movement perfect for Carlsbad Village.

Our second beach chair was recently installed at the newly constructed Calavera Hills Community Park, Gateway Project. Artist Christopher Polentz's titled the beach



Chritopher Polentz, "Island of Professor P" located at 2997 Glasgow Drive, 92010

chair, "The Island of Professor P". Polentz remarks "I hope the chair draws people into its world. I want people to make up stories about the characters, what they are doing, where they are going or where they've been. So, check it out, have fun and make up a story!".

Two more beach chairs were recently placed at the Batiquitos Lagoon. Artist Betsy Schulz drew on the flora and fauna of the lagoon and surrounding area as her inspiration for her beautifully rendered beach

chairs. Batiquitos Lagoon board member, Deb Mossa states "The **Batiquitos Lagoon Foundation** is thrilled to have been selected as a site for the city's beach chair project. All of our volunteers including board members, docents and hosts are excited about this project. Come visit and enjoy these stunning works of art!"

Visit each Carlsbad Beach Chair, you'll definitely be drawn in to take a closer look and visit again and again. Carlsbad Beach Chairs are part of our pop-up art series, which fea-



Ron Juncal, "Carlsbad Art Beach Chair" located at the corner of State Street and Grand Avenue,



Detail shot: Betsy Schulz, "A Lounge for Land and Sea" located at 7380 Gabbiano Lane, 92011

tures interactive, temporary art installations throughout our community. These unexpected aesthetic experiences are created by the city's Library & Cultural Arts Department to enliven local landscapes and encourage people to talk more about the arts. The overall goal is to provide a greater awareness of local and regional artists and heighten the visibility of artists and the arts in Carlsbad. Watch for more pop-up art experiences to sprout near you!

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> TOURISM

Continued from Page 1

with the two most common being occupancy rates and average daily rates (ADR). Occupancy is the percentage of available rooms that are filled. ADR is the average price paid for a room across all our occupied hotel rooms. Summer of 2021 saw strong occupancy and ADR that exceeded the ADR for summer of 2019 (i.e. the "BC" rates). Most in the industry were predicting a strong tourist summer season as there was a lot of pent-up demand from the previous 12+ months of restrictions. People were anxious to get out and create new memories. It was satisfying to see such strong occupancy rates after the debacle of 2020. Carlsbad, in particular experienced that bounce. The really encouraging statistic is that hotels didn't have to go into the "discount" game here in Carlsbad to attract those visitors, thus allowing our average daily rate to exceed even our pre-pandemic averages.

However, tourist season typically ends on Labor Day weekend. Then we enter the business, corporate and group travel time of year. That transition did lead to steeper than usual declines in the fall of 2021. Most travel experts expected that. In talking with our larger resorts here in Carlsbad, they all expect group and corporate business to take up to two years to fully rebound from COVID shut downs. The San Diego Tourism Authority is predicting that business travel will not fully recover to pre-pandemic levels until 2025.

Spring Break, however, has been very generous to Carlsbad. Visit Carlsbad recently shared that occupancy rates in March, 2022 were 75.5%. That is nearly identical to what it was in 2019, which saw occupancy at 76.5%. The ADR, however, was stronger in March, 2022 than in March, 2019. This



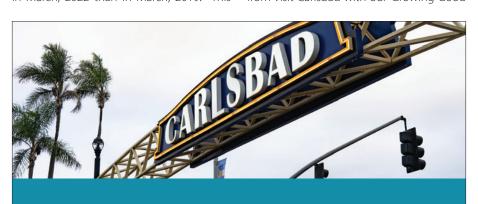
From the beaches to the Flower Fields, tourism is continuing to rebound strongly in Carlsbad.

year the ADR was \$209 vs. \$174 in 2019. Kim Sidoriak, the CEO of Visit Carlsbad shared, "The first quarter of 2022 is showing positive movement in terms of hotel performance in Carlsbad. While the Omicron surge in early 2022 created some cancellations or postponements for meetings and conferences, our hotel performance is trending upward as we move through Spring. Our hotels have welcomed healthy occupancies for March and into April due to continued pent up travel demand bolstered by a rolling spring break school schedule, the LPGA JTBC Classic at Aviara, the Flower Fields bloom, and larger advertising campaign investments from Visit Carlsbad with our 'Growing Good Times' campaign."

Thankfully, COVID concerns are decreasing for travelers. There are new travel impediments, however, as gas prices skyrocket. Kim shared, "According to traveler sentiment conducted by Longwoods International, most American travelers are no longer citing concerns about COVID-19 as an impediment to traveling. However, we are also closely watching the impact of inflation, gas prices and the war in Ukraine on the wider travel industry's ability to make a full recovery."

Adding to these external pressures on tourism are internal challenges, especially the labor shortage. Labor shortages have hit the hospitality industry harder than other industries as we exited the forced shut downs. Unfortunately, the complexities of this shortage are beyond any simple turn key solutions. Our hospitality businesses may be coping with short staffs for quite some time. These shortages challenge our hotels and resorts who pride themselves on the level of service they provide. But with no end in sight to these staffing deficits, everyone is having to innovate and adapt.

Despite the external and internal challenges, tourism is continuing to rebound strongly in Carlsbad. As we head toward the traditional summer travel season, let's all share the message that "Carlsbad is Calling".



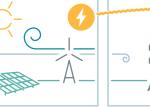


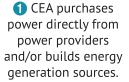
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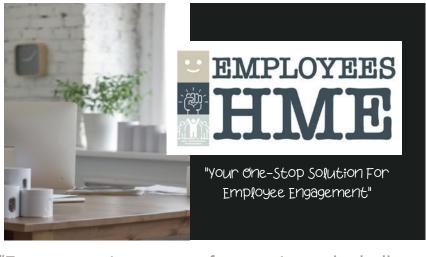






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Have you tried using Telehealth?

Telehealth services are convenient and easy to use

Taking advantage of virtual care services to manage your health care can be a good option. Also known as telehealth or telemedicine, virtual care is widely available.

Virtual care visits are similar to in-person visits with your doctor or another member of your health care team.



These online visits and options have many advantages, especially if you are looking to save time or prefer to stay home if possible to avoid any potential exposure to viruses and other contagious conditions

At **Scripps**, sev-

eral telehealth options are available for patients, from wellness and follow-up visits to consultations and on-demand acute care visits. All you need is a MyScripps account and a mobile phone, tablet or computer.

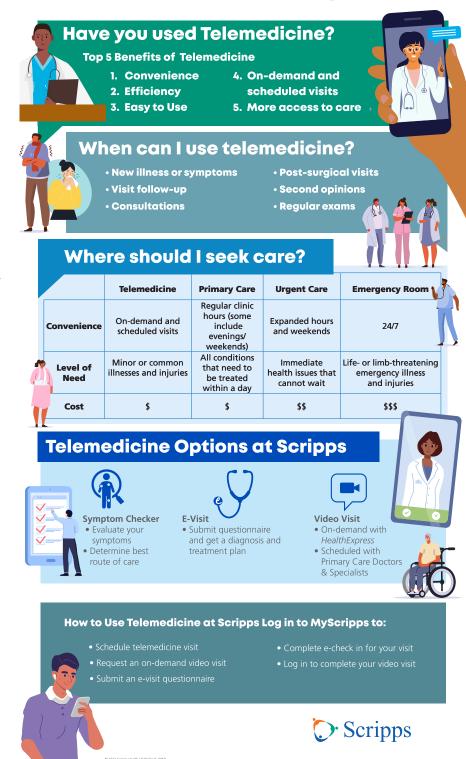
What is telehealth?

The term telemedicine, or telehealth, refers to the use of telecommunications technology — such as mobile health apps and video conferencing — to quickly connect patients with health care providers or services. For example, you might use an app on your smart phone to have a real-time video visit with a provider or answer a few questions to get a diagnosis and treatment plan via email — all from the comfort of your own home or another convenient location.

"Telehealth options have expanded significantly due to the pandemic, making it safe, efficient and easy for patients to get the care they need when and where it is most convenient," says David Wetherhold, MD, chief medical information officer for ambulatory care at Scripps Health.

"Anything where the provider can assess quick visual cues and can access relevant vital signs or other information online is a good fit for virtual care," Dr. Wetherhold says. "Patients are connected with their provider in a seamless, time-friendly manner and receive the same high level of care and attention they would in an in-person visit."

Patients may be surprised at how many



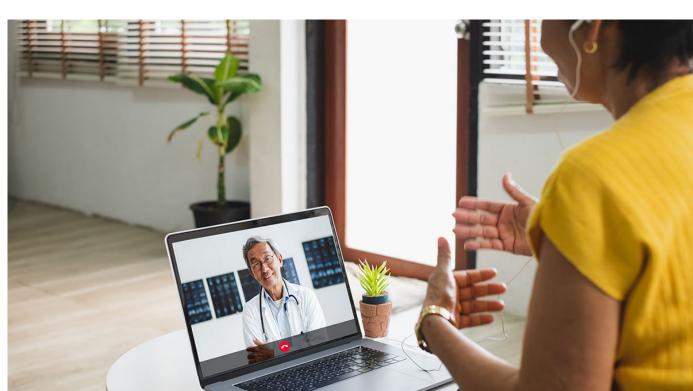
conditions or symptoms can be treated using virtual care. However, not every medical condition is best addressed remotely. Always call 9-1-1 or head to the nearest emergency room if you have severe or life-threatening symptoms like chest pain or shortness of breath

How telehealth works

Telemedicine encompasses a broad range of virtual visits, usually through a secure on-

line patient portal, such as MyScripps. In addition to virtual care visits, patient portals allow you to safely communicate with your doctor and health care team, schedule appointments, request prescription refills, review test and lab results, and receive visit summaries.

Several virtual care services and virtual visits are available through Scripps and are accessed through the MyScripps patient portal, including:



Virtual care visits are similar to in-person visits with your doctor or another member of your health care team.

1. Video Visit

Video Visits are online office visits in real-time, basically a virtual doctor visit. You talk to a Scripps doctor, nurse practitioner or physician assistant via video instead of visiting the office to receive the care you need. These visits may be with your primary care doctor, a specialist such as a cardiologist or oncologist, or a HealthExpress provider.

Video visits are good for the diagnosis and treatment of a variety of illnesses and minor injuries, such as:

- Allergies
- Asthma
- Colds and flu
- Minor lower back pain
- Skin Conditions
- Sprains and strains

Consultations, post-surgical visits and visit follow-ups are also well-suited for video visits. In some instances, you can have your annual

In some instances, you can have your annual physical, establish care as a new patient or manage a chronic condition via a video visit.

2. E-Visits

E-visits are a very convenient way to address a minor illness. The process involves an online health questionnaire through the patient portal. Once you answer questions about your symptoms (and possibly attach images) a health care provider reviews your information and replies with a written care plan.

At Scripps, a variety of conditions can be treated with an e-visit, including colds and flu, pink eye, female urinary tract infections and female yeast infections among others. If a provider is unable to diagnosis your condition or recommends a different type of visit for your condition or symptoms, they will respond with instructions on where to be treated.

3. Symptom Checker

Symptom Checker is an online triage tool to assess your symptoms and recommend the most appropriate type of care — including COVID-19. When you're unsure whether you should see a provider, this helps you decide whether to seek care now or later, in person or online. Simply answer some questions about your symptoms and get recommendations on when and where to receive care. Home care suggestions may also be provided, if appropriate.

How to use telehealth services

Making use of telemedicine services is usually simple with your mobile phone, tablet, laptop or desktop computer. Patients usually request a visit by submitting basic information on their condition, and then the provider accepts or declines the visit, or schedules it for the future.

It can be helpful to have home monitoring devices, such as a blood pressure cuff or a blood glucose monitor, to transmit information to your doctor or another member of your health care team if necessary. Some wearable devices can automatically record and transmit information directly, such as heart rate and physical activity, that are important for monitoring chronic conditions or diagnosing new symptoms.

At Scripps, accessing virtual online care starts with your MyScripps account. Log in to your account to:

- Schedule telemedicine visit
- Request an on-demand video visit with HealthExpress
 - Submit an e-visit questionnaire
 - Complete e-check in for your visit
 - Log in to complete your video visit

To learn more, visit www.scripps.org

CARLSBAD BUSINESS JOURNAL MAY/JUNE 2022 | 9



The City of Carlsbad is the first city in San Diego County to join the California Green Business Network, a statewide network of 4,000 certified businesses in 40 cities that are committed to environmentally sustainable practices.

Green Business Certified

Be a green leader! Be one of the first certified Green Businesses in Carlsbad. This free certification helps you implement sustainable practices like water conservation, waste reduction, energy efficiency and pollution prevention— all while enhancing your bottom line. Join our statewide network of over 4,000 Green Businesses that are already enjoying the benefits of increased efficiency. 43% of certified Green Businesses reported increased sales, and 100% of Green Businesses reduced their environmental impact!

How does it work? Just go to greenbusinessca.org/cityofcarlsbad and select "Get Certified!". We facilitate the process from start to finish, making going "green" as straightforward as possible. Did we mention it's free? From the on-site technical assistance to the marketing and promotion for your business. We provide a way for you to meet consumer demand for greener practices. Our certification allows patrons and fellow businesses to see what you stand for. The process is easy: once enrolled, a coordinator will reach out and schedule a time to meet and get you on your way to certification! Certified businesses also have access to up to \$500 in rebates for purchases made to meet certification measures.

Congratulate our certified Carlsbad Green

CALIFORNIA GREEN BUSINESS NETWORK CITY OF CARLSBAD

Businesses! On Tuesday, May 17, join the Mayor and City Council members as they recognize the certified Green Businesses in Carlsbad. At the beginning of the meeting, a special proclamation will be read to show support for the certified Green Businesses and the Carlsbad Green Business Program. The May 17 City Council meeting will start at 5 p.m. and can be viewed in person, on TV, or online. For more information on how to watch the meeting, visit the City of Carlsbad website at carlsbadca.gov.

Transform the way your company interacts with its community and the environment...for free! Go to greenbusinessca.org/cityofcarlsbad and select "Get Certified!" to start your green journey. Questions? Email Katie Hentrich at katie.hentrich@carlsbadca.gov.





The Gardens at Glen Brook

- √ 19 well-designed Memory Care apartments
- Assistance with activities of daily living
- Life enrichment and wellness opportunities

Call today to schedule your tour of The Gardens premium Memory Care apartments!

1-760-334-4421 | visitglenbrook.com

GlenBrook Health Center is an established health center adjacent to La Costa Glen, a continuing care retirement community nestled among rolling hills in Carlsbad, CA. GlenBrook Health Center, open to the public, provides living options in Memory Care, Assisted Living and Skilled Nursing with Rehabilitation. At GlenBrook Health Center, you have greater peace of mind that your loved ones will *Live Better and Live Longer*.

For the well-being of residents, GlenBrook Health Center strives to follow CDC guidance and comply with recommendations from state and local health officials. Offerings depicted are subject to change. State of California License Numbers: #374601560 and #080000786.



CHAIRMAN'S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT



SERS

10 | CARLSBAD.ORG CARLSBAD CHAMBER OF COMMERCE

Shaping the future, one course at a time

The Army and Navy Academy Warrior Aviation Program has continued to grow and improve since officially beginning in the

ACADEMICS

OHO

2018/19 academic year. The program began as an idea and desire posed by a Cadet in 2016, which led to the creation of an Aviation Club. The Club's popularity eventually led to the hiring of Lieutenant Colonel Kevin Moss, USMC (Ret) to teach

aviation as a Science Elective course beginning in 2018.

Although it seemed the entire world stopped during the COVID season, airline pilots continued to age out and retire, which then placed further strain on the need to make pilots. The value of the program is evident in the numerous students who are pursuing aviation careers or have achieved flight certifications for the joy and challenge

Mr. Moss is excited to see many former students pursuing aviation certifications after graduation. Although not a former student of Mr. Moss, Army and Navy Alum 2nd Lieutenant Chris Mogul was one of the initial cadets who asked about creating an aviation option for Cadets at the Academy. After excelling in the Aviation Club, he attended Embry-Riddle Aeronautical University in Daytona Beach, eventually graduating in 2020 with a degree in Aeronautical Science. He was subsequently commissioned as a 2nd Lt in the United States Marine Corps and is currently training as a U.S. Naval pilot in Pensacola, Florida.

Currently, the program has three seniors who have committed to Embry-Riddle Aeronautical University to pursue an aviation career. Cadet Remy Domine began his flight training during the summer of 2021 and plans to continue this summer before attending Embry-Riddle.

The "Bad to the Drone" Aviation III course currently has six cadets who are preparing to take the FAA Commercial Unmanned Aerial Systems certification exam to receive their commercial license for drones. This certification will allow



The sky's the limit at The Army and Navy Academy Warrior Aviation Program.

college years.

cation on campus to create more space

for the innovative flight simulators. Not

only will the new space allow for physical

expansion of the Ready Room, it will also

serve as a central location for expanding

our cadets' minds and their technical abil-

ities through Science, Technology, Engi-

neering, and Mathematics. Co-located

with our Computer Science Lab, the new

space will allow Mr. Moss and Comput-

er Science teacher Mr. Malcolm Muter to

combine forces to create a Maker Space on

campus. This Makerspace will spur curiosity

in problem-solving, mechanical and tech-

nological creation, and coding. We are ex-

cited about where the program is headed

and will continue to challenge young men

to pursue aviation and science.

Technology, the internet, programming them to conduct operations for pay, and digital design are all industries that will which can serve them well during their grow and shape the future of our society. We are excited for the future of the War-Here at the Army and Navy Academy we rior Aviation Program, as this summer we pride ourselves on creating future leaders will be moving the current Aviation Room, and citizens. This mission extends to the dubbed the "Ready Room" to a larger lodigital world through the work of our com-

> puter science department. Computer Science (CS) is one of the most popular majors in colleges and universities across the United States, and as such it's an incredibly competitive major for prospective freshmen. The Academy's Computer Science department is dedicated to providing opportunities for our cadets to discover the field of computer science, and to prepare them for success at the university level.

> The Army and Navy Academy Computer Science program currently teaches five CS courses: CS Discoveries, AP CS Principles, AP CS A, Cybersecurity, and Game Development in addition to running the Cybersecurity club and the Maker program in partnership with Aviation. All of these courses are



Students learning hands-on in Computer Science and Aviation classes.

UC A-G approved science courses with the exception of AP CS A which is a UC A-G approved advanced placement math course. CS Discoveries and AP CS Principles both follow the highly rated Code.org curriculum, while the AP CS A, Cybersecurity, and Game Development curricula are internally developed. AP CS A follows the college board AP quidelines.

The CS program plans to grow by incorporating project development as a core value of the program. The academic side will focus on teaching basic computer programming skills, and advanced college preparatory CS concepts, while the maker side will provide opportunities for students to explore their own technology based projects and interests in a hands-on environment. Supervised time outside of class will be provided for the cadets to challenge themselves with personal projects. The goal of the Maker and Cybersecurity efforts are to provide a skill based experience approach that will complement the academic approach of the more traditional CS courses.

CSUSM names new Dean for College of Business Administration

Cal State San Marcos has announced the appointment of Dr. Ronald Ramirez as the next dean of the College of Business Administration (CoBA).



VICE PRESIDENT OF COMMUNITY ENGAGEMENT

Ramirez will start in his position on July 1. He will take over from Dr. Ben Cherry, who has served as interim dean since August 2021

Ramirez began his career in private industry, working in the telecommunications, semiconductor and oil industries. He start-

ed as a faculty member in 2003 at the University of Colorado Denver (UCD). Currently, Ramirez serves as the associate dean of programs at the UCD Business School. He is also the BSBA program director and has served as faculty director of the Professional MBA and Information Systems programs.

"Dr. Ramirez' substantial industry background combined with academic experi-



Ronald Ramirez comes to CSUSM from the University of Colorado Denver, where he serves as associate dean of programs at the UCD Business School.

ence as faculty and administrator will allow him to draw on the best of both worlds, continuing our work to shape CoBA as a welcoming destination for business education in our region and beyond," said Carl Kemnitz, CSUSM's provost and vice president of Academic Affairs. "Thanks to his collaborate leadership style and focus, Dr.

Ramirez is well positioned to take CoBA to new heights, building on the college's commitment and legacy of innovation, diversity and inclusion, student experience and community engagement."

"I am honored to have been selected as the new dean of the College of Business Administration at Cal State San Marcos," Ramirez said. "The College of Business Administration is exceptionally well positioned to build upon its foundation of excellence and become a higher education leader in the Southern California region. Our agility and entrepreneurial spirit will enable new strategic programs and services that will continue to improve the success of our graduates, our communities and the state of California. I look forward to meeting Co-BA's students, faculty, staff and community partners and to embark upon our journey of success together."

Ramirez earned a bachelor's degree in electrical engineering from Fresno State and his MBA in finance from USC's Marshall School of Business. He also received a Ph.D. in management information systems from UC Irvine's Paul Merage School









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LEASING OFFICE OPEN FOR TOURS!

ELEVATED LIFE. EXCEPTIONAL CARE.

Offering memory care and assisted living in Carlsbad, California, La Marea Senior Living provides residents a unique lifestyle that is coupled with exceptional, personalized and supportive care. Our community is designed to provide a lifestyle that enhances your life as you age, bringing you a new level of care.

La Marea Senior Living embraces an innovative approach to the dining experience. Enjoy a warm and comfortable dining room with the attention of an experienced culinary team. Our Elevate® dining program is an enhanced culinary experience, integrating California Fresh culinary traditions with our residents' favorite homestyle meals.

Our residents will take part in Vibrant Life[®], an innovative program allowing residents to create their own schedules. Thoughtfully designed to connect you with family, friends and the community, it challenges – even dares you to be adventurous.

At La Marea Senior Living, the health and safety of our residents will be our top priority. Our community is equipped with an on-site emergency generator so that our residents will never go without power. We will also feature touchless common areas, personal split HVAC systems for all apartments, the iWave system that destroys bacteria and viruses, and a PHI system, which utilizes a powerful UV light to kill viruses and bacteria as air is circulated throughout the system.

THERE ARE SO MANY AMAZING DETAILS ABOUT OUR COMMUNITY!

We'd love to tell you all about them. Give us a call today at (833) 526-2732 or visit lamareaseniorliving.com to learn more.













EXCEPTIONAL CARE IN A la familiar selling.

Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind.

With firsthand knowledge of how family members and friends are affected by memory issues (including Alzheimer's, Parkinson's-related dementia, and mild cognitive impairment), Vista Gardens is a special and unique community that treats everyone with the highest respect and dignity.

Our mission is to provide quality service and comfort in a caring, compassionate, and innovative community... through personalized care in an environment that feels like home and enhances the quality of life for our residents.

Our care program and community are based on the most current research and education in the field of aging. We specialize in:

- Alzheimer's and other forms of dementia, including mild cognitive impairment
- Parkinson's disease

Our senior care services are personalized for each of our community members to enhance their quality of life and to provide you, their family, with peace of mind.

Call our team today to inquire about our two new pricing structures to choose from!

VISTA GARDENS MEMORY CARE COMMUNITY
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MEMBERDIGEST

SPEAKING FOR BUSINESS, LISTENING TO THE COMMUNITY

Simple, powerful member marketing



Small business owners and entrepreneurs often overlook chambers of commerce out of unfamiliarity or a lack of understanding. Large businesses typically see the value when they know chambers of commerce provide connection with the local communi-

ty for the C-Level, their staff and their local offices, especially when it comes to government affairs.

One of several benefits to a business as



chamber member is business credibility. According to The Schapiro Group's survey conducted, people responded 63% more likely to use the goods and services of businesses that belong to a local chamber. Additionally, members may add further credibility by advertising themselves as chamber members

on their storefronts or websites.

The Carlsbad Chamber of Commerce has several ways for our members to advertise their credibility:

- **Membership Plaque** It is a beautiful plaque that is updated each year. Many members have them on a wall, window, front desk, or anywhere to display to potential clients that they care for and are involved with their local chamber.
- **Digital Proud Member Logo** This digital version is designed for use on member websites, e-signatures, social media, etc.
- Annual Business Resource Guide
 This award-winning business directory

is updated and printed annually. The Business Resource Guide is delivered to all member businesses, newspaper racks all over town, and the county.

• Online Business Directory This is the source of the majority of leads for a member. The new database software monitors the traffic on each member's online directory page. These pages can be updated at any time, with keywords, images, video and descriptions.

For you as a member I am here to help with any of the items, including help developing your page as needed. If you are not a member yet, feel free to reach out anytime. Getting your credibility escalated is a super quick and easy process.

Congratulations to our April 2022 Rising Stars of the Month:



Many thanks to the Carlsbad Charitable Founda-

 $\textbf{tion}, \textbf{the Carlsbad Educational Foundation} \, \textbf{and all the} \\$

businesses supporting this program, as well as everyone

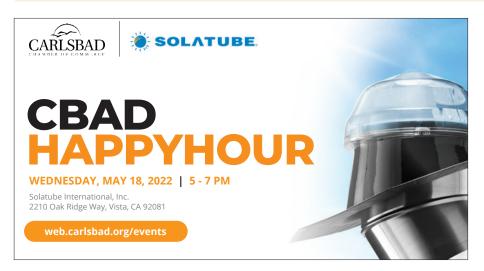
helping these students thrive!!







KAILANI CHUNG Carlsbad High NOAH SHARAR Sage Creek High School DRAKE SNYDER Army and YASMIN BOLA-AKINDELE Pacific Ridge









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Integral Senior Living

Collette Gray 550 Laguna Dr., Ste. A Carlsbad, CA 92008 (760) 547-2863

islllc.com

Integral Senior Living manages senior living properties — it's our business. Everything about our company is designed to promote the profitability of your senior living projects and we do that by prioritizing quality care for residents and enriching work environments for our associates.

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Aptera Electric Car - Solar Powered Vehicles. We're doing the impossible - something no other automakers have been brave enough to do. Electric Has Never Looked So Good. Come see how we are changing the way you drive! Change the way you drive.

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CarlsbadBuickGMC.com

Premier Buick GMC is your source of a diverse vehicle inventory and unmatched service. Experience our full Buick GMC lineup and save today. Contact us for more info!

BUSINESS CONSULTANTS & SERVICES

Business Group Resources

Bill Buelna 300 Carlsbad Village Dr., Ste. 108A/169 Carlsbad, CA 92008 (760) 390-2677

businessgroupresources.com

BGR specializes in R and D tax credits for small to midsize companies, since 2004. High rate of successful recovery for Dentists, plumbers, contractors, Auto repair, IT, HVAC, Contractors and others. We offer a free, no obligation analysis.

DENTISTRY-GENERAL & COSMETIC

Encinitas Periodontics & Dental Implants

Kanika Bembey 477 N El Camino Real, Ste. C306 Encinitas, CA 92024 (760) 632-9055

encinitasperiodontist.com

Dr. Bembey, Dr. Yokoyama, and their staff are here to deliver the quality dental health care you deserve, spanning a wide range of periodontal and dental implant services. We are conveniently located in Encinitas, California, serving all North San Diego County, including Carlsbad and San Marcos.

ENERGY CONSULTANTS

EcoDirect

Renee Donaldson 2235 Faraday Rd., Ste. R Carlsbad, CA 92008 (619) 301-8682

ecodirect.com

EcoDirect designs and distributes efficient clean energy solutions for residential, commercial, and independent battery-based applications.

HEALTH & FITNESS

Eat The Frog Fitness - La Costa

Sandi Clexton 7660 El Camino Real Ste. 120 Carlsbad, CA 92009 (760) 585-7755

eatthefrogfitness.com

Eat The Frog Fitness is a training program based on science and backed with the latest technology to give members the most results driven and personal experience possible.

Yoga Your Way

Heather Mackay Carlsbad, CA 92008 (760) 415-2402

yogayourway.fitness

Yoga Your Way brings health, yoga, fitness, Corporate yoga; Partner Fitness; Mommy/ daddy; Private Instruction; Live Virtual Class-

HEALTH & WELLNESS

es; SUP yoga (Carlsbad Lagoon).

Emerge Diagnostics

Mary Reaston 5840 El Camino Real, Ste.102 Carlsbad, CA 92008 (760) 517-1825

emergedx.com

Emerge Diagnostics Inc. is a medical diagnostic technology company that helps clients in industries from trucking to healthcare to sports diagnose soft tissue injuries, allowing individuals to get targeted treatment and back to work and life, fast.

ICE CREAM & FROZEN DESSERTS

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jenis.com/san-diego

Jeni's Splendid Ice Creams is a modern American ice cream company devoted to making the finest ice creams the world has ever known.

INSURANCE

Brightway Insurance

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brightway.com/agencies/CA/ Carlsbad-Palomar-Airport/0248

Property and Casualty Insurance.

INTERIOR DESIGN

Kandi Gavin Design

Kandi Gavin 3871 Margaret Way Carlsbad, CA 92008 (318) 264-0452

kandigavindesign.com

I offer full service residential and commercial interior design services. From reconfiguring layout to choosing finishes.

MORTGAGE LENDERS

C2 Financial Corporation

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Ready to set out on the journey of purchasing a home or refinancing a mortgage? You can rely on us to help you find the loan program that's best for you. We have a team of mortgage experts to walk you through this major financial decision. For assistance in choosing the right loan program for your unique situation, feel free to call.

MOVING ASSISTANCE & SERVICES

Mindful Move Management

Cari Drolet 5858 Dryden Pl., Ste. 223 Carlsbad, CA 92008 (760) 576-1287

mindfulseniormoves.com

Mindful Move Management is a downsizing and relocation company that focuses on helping families and seniors downsize into a smaller home or move to an independent, assisted living, or memory care community. We manage every aspect of the transition to make it as streamlined and stress-free as possible.

NON-PROFIT ORGANIZATIONS

The Rory Graham Jr. Foundation

Karen Graham PO Box 4306

Oceanside, CA 92052 (760) 470-6545

The Rory Graham Jr Foundation theme is building a legacy. Mentoring the community. We try to inspire the young men of the community and provide financial assistance to a cadet at Army and Navy Academy in Carlsbad. It was established in 2011 following the tragic death of Rory Graham Jr. Rory was the first cadet to ever serve as Chaplain and President of the Cadets at the Army Navy Academy.

PRESCHOOLS AND KINDERGARTEN

Children's Paradise

Julie Lowen Carlsbad, CA (760) 941-7578

childrensparadise.com

Coming to Carlsbad soon! Children's Paradise delivers High Quality Early Learning & Exceptional Care! Highly Educated Teachers create magical learning fun everyday!

PUBLISHERS

Armed Forces Dispatch Newspaper

Jim Pruitt 2604 El Camino Real, Ste. B280 Carlsbad, CA 92008 (619) 280-2985

afdispatch.com

San Diego Local & National Military News Dispatch Newspaper. Navy Dispatch newspaper serves southern California with a weekly print newspaper for the military and also features an online version.

REAL ESTATE

Krisly Realty

Krisly Badilla 6005 Hidden Valley Rd., Ste. 250 Carlsbad, CA 92011 (760) 586-6361

krislybadilla.kw.com

Helping people achieve a dream is my passion. I enjoy putting smiles on people's faces and most importantly giving genuine customer service. I will treat your home journey with detail and care so you can sit back and enjoy the experience. I would love to help you in your real estate endeavors.

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mPower Technologies Jason Wilson

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mpowertech.com

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Community HousingWorks

Consumer Edge Travel Solutions Days Inn Oceanside

Develop Your Team

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Easy Life Management, Inc.

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GlenBrook Health Center

Golden Key Properties, Inc. **GRG Management**

> **Guide My Finances** Hennessey's

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> Jurewitz Law Group Major League Comfort Systems

Mary Kay Cosmetics (Carol Fehr) **McLain Properties**

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TD Mack Insurance Agency

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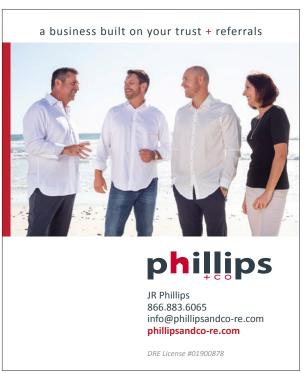
Catherine M. Magaña Managing Partner, CFP®

catherine@wwmfinancial.com

Scott McClatchey

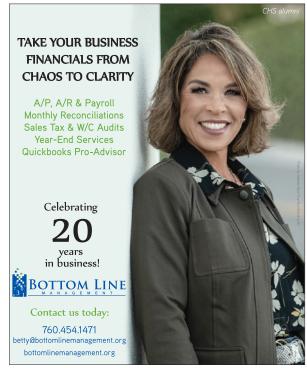
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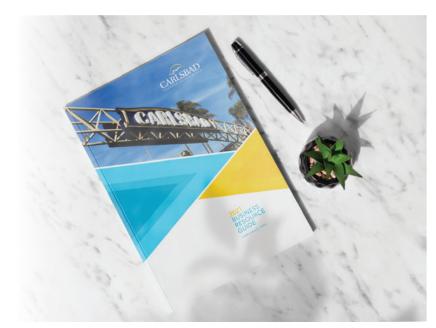




BECOMEA MEMBERS

Join today to be listed in our 2022 Business Resource Guide

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion. We promote business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.





Let's Connect!

KATHLEEN@CARLSBAD.ORG

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RIBBON CUTTING



Congratulations to Evolve Skin Spa and Wellness on their Grand Opening in Carlsbad. Evolve offers custom treatments using top-of-the-line products to address any skin care goal. Book a treatment at www.evolveskinspa.com

MEMBERS ON THE MOVE



Prestigious Honor Award

At Moonlight's 2022 Royal Ball Fundraising Gala on Saturday, April 30th, Carlsbad Chamber Member, **The Lund Team** was honored. Congratulations to Jeff Pashby on receiving the 2022 Moonlight Ovation Award and helping keep theatre arts thriving in town!



Republic Services is Proud to Serve Carlsbad Starting July 1

Our big clean blue trucks are coming! Republic Services is proud to be Carlsbad's recycling, organics and waste services provider, offering sustainable environmental services and a superior customer experience for residents and businesses.

Sustainability in Action

Service in Carlsbad includes food and yard waste recycling at the company's newly opened Otay Compost Facility in Chula Vista. The Otay facility is California's first fully solar-powered compost facility, with complete energy independence from the public utility grid. Organics recycling is one of many ways Republic Services is putting sustainability in action.

Visit us at RepublicServices.com/CarlsbadCA





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YOUR KINDNESS MATTERS!



































Total Lifestyle Concept























ALL MAVEN































With loving gratitude,



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Be healthy, live better through musculoskeletal health

Emerge Diagnostics assists employers and employees with musculoskeletal health, providing solutions from prevention to wellness, to post injury evaluations. Emerge has developed the gold standard for musculoskeletal conditions, the cause of the leading healthcare and workers' compensation expense. Emerge helps individuals, families and employers with better care, peace of mind and improved quality of life. Our approach to wellness begins with stay-



ing healthy, receiving access to medical care for both preventive care and rapid diagnosis. We provide 24/7/365 access for families to telemedicine physicians, and an unlimited online library of customized yoga, de-

signed for common strains and sprains. Our wellness program also includes discounted access to pharmacy benefits, vision, dental and laboratory services, and most importantly, access to Emerge's unique evalua-

tions, ("EFA"). In addition, we offer better care and outcomes for work related soft tissue injuries. The unique EFA exam for wellness or work readiness can provide specially targeted information, as well as being used as a preventative tool to keep issues from arising. An EFA diagnosis can also be followed up with the online yoga platform or completed with customized stretching advice. EFA is better care anywhere.

For more information visit emergedx.com





Trusted by Employers Who Care

Our programs have been used by dozens of the world's largest employers over the past 10 years, enabling dramatically improved outcomes for workplace conditions.

Better Outcomes

Return people to work faster and prevent unnecessary treatment delays, inappropriate surgeries and prolonged

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Contain increases for healthcare, workers' comp, through wellness, more effective diagnosis, treatment and

Improve Access to Care

Conduct more frequent, proactive monitoring through our secure telemedicine platform to keep employees more attuned to their own safety and wellness.





The Benefits of Wellness

>>>>>>



- 24/7 access to customized yoga
- Family Access to Doctors 24/7/365
- Discounted radiology, labs, dental and vision



RESERVE NOW Only a few apartments remaining!

Come see why we're the Platinum Standard of Senior Living

When you are ready to live within a community dedicated to luxury Independent, Assisted or Memory Care senior living - look no further than Ocean Hills. Your private, beautiful and tranquil home is located on the Southern California coast - a beautiful setting for activities, both within the community and outside.

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- Outdoor Dining Area
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