

**Up Front**



You don't need a card at some Valley ATMs.  
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**News & Analysis**



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CEOs and top executives, ranked by compensation.  
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XO Bloom gives clients a flowery first impression.  
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**Mural Makers:** Jon Barach of Vista Investment and Edward Ring of New Standard Equities at The Studio in NoHo.

# WALL ART

Investors find creativity pays on remodel projects

By **CAROL LAWRENCE** Staff Reporter

Solid beige and boring, the back wall of the former NoHo Lofts apartments in North Hollywood certainly didn't symbolize its artsy residents. Nor did it reflect the Arts District location to the pedestrians and riders on the popular Chandler Bike Path behind the building. But now a giant, multi-colored mural dazzles cyclists on the path, the result of a creative and

cost-conservative renovation by **Edward Ring** and his Encino real estate investment firm **New Standard Equities Inc.**

Ring, a former comedy writer with an eye for architecture, takes on big apartment renovations that need more than just new paint and tile to stand out from the background. The rebranding and repositioning projects Ring does for investors usually look more expensive than they cost and deliver better-than-expected financial results.

"We like to be creative in those renovations where our creativity can help identify a property and set us aside from the competition," Ring said. "We're not afraid to make bold statements." Rebranded as The Studio, the NoHo apartment's eye-catching mural by local artist **DJ Neff** cost New Standard around \$15,000 in 2014, far less than the \$50,000 or so a new stucco job would

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## Applebee's Tab Tops \$75 Million

**RESTAURANTS:** Brand revamp largest in the chain's history.

By **CHAMPAIGN WILLIAMS** Staff Reporter

As consumer preferences continue to swing in favor of fast-casual restaurants, **Applebee's Neighborhood Grill & Bar** and other casual-dining chains are losing market share. In an effort to regain those customers, the eatery has launched the largest rebranding campaign of its history. Much of the strategy behind the multi-million dollar effort, deployed by Applebee's parent company **DineEquity Inc.** in Glendale, will consist of a revamped menu and new appliances.

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## Defense Firm Pivots to Biotech

**MEDICAL DEVICES:** AdaFlow addresses circulatory conditions.

By **STEPHANIE HENKEL** Staff Reporter

Department of Defense research firm **Magzor Corp.** has diversified into the medical device sector — only to discover it's a minefield of funding options, regulatory obstacles and marketing challenges. To combat these issues, Magzor has launched an Indiegogo campaign, started working toward clinical trials for Food and Drug Administration (FDA) approval and begun researching a target market. But is that enough?

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## Holograms Light Marketing Way

By **MARK R. MADLER** Staff Reporter

In the back room at Van Nuys tech firm **Vntana**, Chief Executive **Ashley Crowder** demonstrates a 3-D, spinning Pepsi logo — a holographic image that reacts to her movements. Swiping her hand, Crowder makes the logo spin inside a display. Dancing a disco step, a holographic disco ball appears. If Crowder were interacting with the holograms at an event — sponsored by Pepsi, for example — she would get an image file of her performance that she could share online through Facebook or other social websites. And that consumer engagement is where the true value of Vntana holograms lies for its big-name brand clients like Purchase, N.Y.'s **PepsiCo**

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# Hospitals, Insurer Form Cost-Cutting Partnership

**PROVIDER:** Narrow-network plan will offer employers 'value-based care' option.

In an effort to lower costs for employers, health insurer **Aetna Inc.** of Hartford, Conn. and **Providence Health & Services** of Renton, Wash., have partnered to create a medical network called Aetna Whole Health in L.A. County.



**HEALTH CARE & BIOTECH**

Stephanie Henkel

Its narrow-network insurance plan utilizes nine urgent care centers and seven hospitals, including three in the Valley — **Providence Holy Cross Medical Center** in Mission Hills, **Providence St. Joseph Medical Center** in Burbank and **Providence Tarzana Medical Center** in Tarzana. In addition, it offers care

from more than 400 primary care doctors and 4,000 specialists in the region.

"We are very pleased to work in partnership with Aetna to bring this type of product to the market," **Jim Slaggert**, chief executive of Providence Southern California said in a statement. "It aligns with our continued efforts to foster innovation in the delivery of value-based care to our communities."

Aetna Whole Health is available to self-insured employers and will go into effect July 1. For fully insured customers, the plan will be available on Nov. 1, effective on or after Jan. 1. Small-group customers can anticipate signing up sometime in early 2017, pending regulatory approval.

President of Aetna Southern California **Rich Lee** said the staggered rollout was put in place because the company has to file paperwork with the Department of Insurance. Those filings have to be approved before Aetna can formally offer the plan in the marketplace.

Furthermore, the companies have a new payment agreement for Aetna Whole Health, where providers will be rewarded for recommending preventative care, better managing patients with chronic conditions and reducing emergency room visits and hospital readmissions.

"What we are doing with Providence is we partnered with them and set certain targets when providing care for patients in terms of overall efficiency," said Aetna's Lee. "If we hit certain specific metrics, then we basically share in the savings that are developed. The way we do this is to gear patients to more efficient Providence providers, share data with Providence around care management and in doing so, we are collaborating with them to deliver more efficient care."

## Imaging Venture

**Glendale Memorial Hospital and Health Center** and radiology provider **RadNet Inc.** of Los Angeles have entered into a joint venture to provide expanded radiology services to patients in the Glendale market.

The two organizations have opened a RadNet facility called **Imaging Specialists of Glendale**. Located at 700 N. Central Ave., the full-service, outpatient imaging center includes MRIs, X-Rays, CT-scans, ultrasounds and fluoroscopy.

Additionally, the Marcia Ray Breast Center at Glendale Memorial Hospital will be renamed the Marcia Ray Breastlink Women's Imaging Center and will offer the full array of breast care services, including breast cancer detection and treatment.

"Glendale Memorial Hospital is pleased



**Retail Radiology:** RadNet's new imaging facility at 700 N. Central Ave. in Glendale.

to collaborate with one of the nation's leading health care companies, and the number one imaging center chain, according to 'Radiology Business Journal,'" Glendale Memorial Hospital President **Jack Ivie**, said in a statement. "Partnering with RadNet will ensure that our patients have access to excellent care delivered with human kindness."

In addition to imaging, Glendale Memorial Hospital and RadNet will seek out other oncology and surgical services opportunities as part of the joint venture.

Glendale Memorial Hospital is operated by Dignity Health of San Francisco, a nonprofit that manages hospitals across the country.

RadNet has about 300 outpatient imaging centers that it owns and operates throughout the United States with more than a dozen locations in the San Fernando Valley.

## Hospital Hire

**Palmdale Regional Medical Center** has hired **Veronica Knudson** as its new chief operating officer.

Knudson comes from Yakima Regional Medical and Cardiac Center in Yakima,

Wash., where she served as chief executive. In her role at Yakima, she was in charge of strategic direction and growth of services for the overall organization and its clinics. She implemented a spine navigation system, which increased related procedures, as well as a new model for orthopedic care.

"I started in health care as a nursing assistant many years ago," Knudson said in a statement. "I became a director of an orthopedic and surgical neuro unit as my first foray into leadership. ... I am happy to be here in Palmdale and look forward to continuing the momentum of Palmdale Regional's increased growth and operation here in the Antelope Valley."



Knudson

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