November 30, 2022

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 4:00PM on Wednesday December 7, 2022, at the Sequoia Regional Cancer Center, Pauline & Maynard Faught Conference Room; 4945 W. Cypress Avenue.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

The disclosable public records related to agendas are available for public inspection at Kaweah Health Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA and on the Kaweah Delta Health Care District web page https://www.kaweahhealth.org.

KAWEAH DELTA HEALTH CARE DISTRICT
Garth Gipson, Secretary/Treasurer

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:
Governing Board, Legal Counsel, Executive Team, Chief of Staff
http://www.kaweahhealth.org
KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS
MARKETING & COMMUNITY RELATIONS

Wednesday, December 7, 2022
Kaweah Health Sequoia Regional Cancer Center
4945 W Cypress Avenue – Pauline & Maynard Faught Conference Room

ATTENDING: Directors: Garth Gipson (Chair) and Ambar Rodriguez; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Tellalian, Director of Marketing & Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Sr. Communications Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman, Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; and Kelsie Davis, Recording

OPEN MEETING – 4:00 PM

CALL TO ORDER – Garth Gipson, Chair

1. PUBLIC / MEDICAL STAFF PARTICIPATION – Members of the public may comment on agenda items before action is taken and after it is discussed by the Board. Each speaker will be allowed five minutes. Members of the public wishing to address the Board concerning items not on the agenda and within the jurisdictions of the Board are requested to identify themselves at this time. For those who are unable to attend the beginning of the Board meeting during the public participation segment but would like to address the Board, please contact the Board Clerk (Cindy Moccio 559-624-2330) or cmoccio@kaweahhealth.org to make arrangements to address the Board.

2. COMMUNITY ENGAGEMENT – Deborah Volosin, Director of Community Engagement
   2.1. Updates relative to community engagement revamp, membership, and special efforts of our community groups.
   2.2. Update on events and community event participation.

3. MARKETING & COMMUNICATIONS – Karen Tellalian, Director of Marketing & Communications
   3.1. Discuss potential campaign to thank the community for support of Measure M and to highlight all of the services and care that are now available in the Acequia Wing
   3.2. Updates relative to current marketing materials, rebranding, ads, and commercials
      3.2.1. Sana Sana Video
      3.2.2. Rawhide Jersey and game nights
      3.2.3. News Spots
      3.2.4. Electronic Billboard Ads
      3.2.5. RHC Reactivation of Primary Care Appointment
      3.2.6. Letter to Newsom and Community Support Campaign

4. SOCIAL MEDIA/MEDIA RELATIONS– Laura Florez-McCusker, Director of Media Relations
   4.1. Updates relative to recent social media engagement campaigns
   4.2. Updates on analytic reports

ADJOURN – Garth Gipson, Chair

In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.

MISSION: Health is our Passion. Excellence is our Focus. Compassion is our Promise.
MARKETING UPDATES, December 7, 2022

- **Electronic Billboard Ads: Hanford**
  (Eight advertisers every *Six-Seconds*, delivering a minimum of *1,800* Spots per Day)
Panel# H198D  Tab# 30647580:
HWY 198 SL w/o 12th Avenue,
West/ Face, 10’ x 24’ – Digital
EOLs/Week: 330,344 (41,293 Each Flip of Eight)
Digital 24 Hours
Longitude: -119.68628  Latitude: 36.31586

Trade Area: This Digital Display is the latest Outdoor Advertising technology providing instant message updates to match any event, promotion, or time of the day. Traffic can be directed to “Exit Now” and reach the Hanford Mall, the new Auto Mall and many other major shopping destinations nearby. The brightness of this display will outshine all other billboards in the market and delivers the highest traffic any where along Hwy 198 between Interstate-5 and Hwy 99.
- **Rawhide Jersey and game nights**
  (Kaweah Health Lifestyle Center **April 15**, Kaweah Health **May 6 & August 18**)
• **RHC Reactivation of Primary Care Appointment:**
  (Kaweah Health Dinuba, Exeter, Lindsay, Tulare & Woodlake Clinics, over 5,300 emails)

  “Happy Birthday from Kaweah Health Celebrate and Plan”

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**Kaweah Health**

MORE THAN MEDICINE. LIFE.

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**It’s your birthday month! Time to celebrate!**

During your birthday month, make a plan to schedule your annual physical.

**5 suggestions to celebrate your birthday!**

- Tell your family to send you pre-recorded video messages.
- Go on a picnic.
- Make sure you have a really good cake!
- Plant something in the garden.
- Attend a concert.

**5 suggestions on how to get the most out of your annual wellness check.**

- Make your appointment, keep the appointment
- Bring notes with as many details of your medical history as possible to your appointment.
- Tell your doctor about every medication or drug you take, supplements included.
- Be vocal about what you want from the visit at the start.
• Bring up any health issues you think you need to see a specialist for, because a provider might be able to treat you instead.

Schedule your annual physical


Health is our passion at Kaweah Health Clinics, and we’re proud to provide you and your family with excellent, affordable medical care to help you stay healthy at every age. Our compassionate team is committed to providing world-class care and whole-person wellness in one friendly clinic that’s close to home. Your health is in good hands at Kaweah Health Clinics.

Call us today to schedule your appointment.

Kaweah Health Dinuba Clinic
355 Monte Vista Drive
Dinuba, CA 93618
(559) 595-7650

Kaweah Health Exeter Clinic
1014 San Juan Avenue
Exeter, CA 93221
(559) 592-7300

Kaweah Health Lindsay Clinic
839 North Sequoia Avenue
Lindsay, CA 93247
(559) 562-1546

Kaweah Health Tulare Clinic
1000 North Mooney Boulevard
Tulare, CA 93274
(559) 685-7100

Kaweah Health Woodlake Clinic
180 East Antelope Avenue
Woodlake, CA 93286
(559) 564-1800
• **New Radio Spots, ABC30 Weather Camera & Print Ads:**

![Radio Station Logos]

Spotify October 2022: 47,814 Impressions
Pandora October 2022: 27,171 Impressions

:60 & :30 Private Home Care

NEED HELP CARING FOR A LOVED ONE? KAWEAH HEALTH PRIVATE HOME CARE HAS BEEN SERVING THE COMMUNITY FOR MORE THAN 20 YEARS, OFFERING EXPERIENCED PERSONAL CARE AIDES.................................

:60 & :30 USC Urology

KAWEAH HEALTH IS EXCITED TO BRING TEN NEW UROLOGISTS TO THE VISALIA AREA. THROUGH A NEW COLLABORATION WITH USC UROLOGY..................................................
Excellent care leads to excellent outcomes.

Kaweah Health has been awarded five-star ratings by Healthgrades* for positive outcomes in coronary bypass surgery, treatment of heart attack, treatment of heart failure, and valve surgery. And, we were ranked among America’s 50 Best for cardiac surgery outcomes. These awards are a direct reflection of the leadership, skill, knowledge, and dedication of our more than 46 cardiac team members. So if you’ve been avoiding a heart health checkup, you’re looking at 46 very good reasons to do it now. Call your doctor today.

*Visit Healthgrades.com/quality/hospital-ratings-awards

For a complete directory of Kaweah Health physicians, visit KaweahHealth.org/Physicians

To learn more about Kaweah Health’s cardiac program, visit KaweahHealth.org/Heart

The pursuit of healthiness.
Positive outcomes come from excellent care.

Kaweah Health has been awarded five-star ratings by Healthgrades* for positive outcomes in coronary bypass surgery, treatment of heart attack, treatment of heart failure, and valve surgery. And, we were ranked among America's 50 Best for cardiac surgery outcomes. These awards are a direct reflection of the leadership, skill, knowledge, and dedication of our more than 46 cardiac team members. So if you’ve been avoiding a heart health checkup, you’re looking at 46 very good reasons to do it now. Call your doctor today.

*To learn more about Healthgrades visit Healthgrades.com/quality/hospital-ratings-awards

For a complete directory of Kaweah Health physicians, visit KaweahHealth.org/Physicians

To learn more about Kaweah Health’s cardiac program, visit KaweahHealth.org/Heart

The pursuit of healthiness.

Because there’s no place like home.

When facing the challenges of advanced age, illness, or surgery, there’s no place like your own bed and a familiar space.

Kaweah Health Private Home Care provides extra help, with home care plans tailored to meet your specific needs. Our personal-care aides and homemakers are trained and educated to provide expert and compassionate private home care.

Services are flexible, available in 4-hour blocks up to 24 hours a day. We can also put you in touch with valuable community resources.

We offer
- Alzheimer’s and dementia care
- Companionship
- End-of-life comfort care
- Exercise programs
- Incontinence care
- Light housekeeping
- Meal preparation
- Medication management
- Personal care
- Recovery care
- Walking assistance

Terms and payment for services
There is no requirement for length of care. The service is private pay, billed weekly, and not covered by Medicare or Medi-Cal. Our experienced staff can answer your questions regarding long-term care insurance policies.

To learn more, call (559) 624-2854 between 7:30 AM and 4:30 PM, or visit KaweahHealth.org/PrivateHomeCare.
Media Relations Update
New nursing program in the South Valley is expected to start in 2023

... Kaweah Health is creating a new nursing program through Unitek Learning to help solve the nursing shortage.

Kaweah Health, Unitek
63.9M Reach

Unitrek Joins Forces with Kaweah Health to Expand Workforce Education

... 2023. At full complement, the Kaweah Health school of nursing powered by Unitek will graduate up to 50 Kaweah Health RNs a year. The college...

Unitek, Kaweah Health, unitek
1.33M Reach  84 Duplicates

Drastic shortage solution? Nursing education at Visalia hospital

... Kaweah Health for at least three years, so the hospital’s investment stays local. "What’s unique about what we’re doing with Kaweah Health...

Unitek, Kaweah Health, Keri Nokes
1.03M Reach

92 systems, colleges that launched nursing programs in 2022

Sept. 9. 4. Visalia, Calif.-based Kaweah Health is creating a new nursing program through Unitek Learning set to launch in 2023, ABC 30...

Kaweah Health, Unitek
930k Reach

Kaweah Health partners with Unitek Learning to enroll students to combat nursing shortage

... Kaweah Health is partnering with Unitek Learning to enroll its first cohort of students to combat the nursing shortage at the hospital.

Kaweah Health, Unitek, Keri Nokes
131k Reach
More than medicine. Life.
Top Publishers – July 1, 2022 – Dec. 4, 2022

Top Publications by Volume

1. The Foothills Sun-Gazette
2. ABC30 News
3. Kmph Fox-26
4. Visalia Times Delta
5. The Fresno Bee
6. Becker’s Hospital Review
7. Yahoo! News
8. Daily Magazine
9. Yahoo! News (1)
10. MSN.com

Documents

Top Publications by Reach

1. MSN.com
2. Daily Mail
3. Daily Mail (eClips Web)
4. Yahoo! News
5. Yahoo! News
6. POLITICO
7. This is Money - thisismoney.co.uk
8. WFMZ-TV
9. LA Weekly
10. KFSN-TV - ABC30

Potential Reach
How favorable is the content? July 1, 2022 – Dec. 4, 2022
Social Media

<table>
<thead>
<tr>
<th>Profile</th>
<th>Audience</th>
<th>Audience Growth</th>
<th>Net Engagement</th>
<th>Net Audience Engagement</th>
<th>% Audience Growth</th>
<th>% Published Posts</th>
<th>% Published Posts per Post</th>
<th>% Published Engagement</th>
<th>% Published Engagement per Post</th>
<th>% Published Posts</th>
<th>% Published Videos</th>
<th>% Published Posts per Post</th>
<th>% Published Engagement</th>
<th>% Published Engagement per Post</th>
<th>% Published Posts</th>
<th>% Published Videos</th>
<th>% Published Posts per Post</th>
<th>% Published Engagement</th>
<th>% Published Engagement per Post</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Your Profiles Average</strong></td>
<td>5,496.00</td>
<td>39.29</td>
<td>58.86</td>
<td>2,559.71</td>
<td>44.00</td>
<td>0.72%</td>
<td>16</td>
<td>15.66</td>
<td>34.57</td>
<td>5.00</td>
<td>0.40</td>
<td>2,294.14</td>
<td>182.43</td>
<td>159.40</td>
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<td></td>
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<td></td>
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<tr>
<td><strong>Competitor Profiles Average</strong></td>
<td>12,430.08</td>
<td>84.69</td>
<td>41.54</td>
<td>1,873.38</td>
<td>45.10</td>
<td>0.69%</td>
<td>11</td>
<td>5.62</td>
<td>28.46</td>
<td>4.88</td>
<td>0.38</td>
<td>1,750.92</td>
<td>58.69</td>
<td>103.63</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1</td>
<td>Valley Children's</td>
<td>60,083</td>
<td>120</td>
<td>41</td>
<td>1,867</td>
<td>45.54</td>
<td>0.20%</td>
<td>N/A</td>
<td>9</td>
<td>32</td>
<td>0</td>
<td>0</td>
<td>1,349</td>
<td>65</td>
<td>433</td>
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<tr>
<td>2</td>
<td>Kaweah Health</td>
<td>23,228</td>
<td>95</td>
<td>169</td>
<td>8,849</td>
<td>49.40</td>
<td>0.41%</td>
<td>N/A</td>
<td>47</td>
<td>106</td>
<td>0</td>
<td>16</td>
<td>6,758</td>
<td>88</td>
<td>782</td>
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<tr>
<td>3</td>
<td>valleychildrens</td>
<td>21,197</td>
<td>229</td>
<td>25</td>
<td>9,025</td>
<td>261.00</td>
<td>1.09%</td>
<td>9</td>
<td>7</td>
<td>9</td>
<td>N/A</td>
<td>N/A</td>
<td>8002</td>
<td>122</td>
<td>N/A</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>@CareForKids</td>
<td>19,541</td>
<td>-121</td>
<td>51</td>
<td>207</td>
<td>7.59</td>
<td>-0.62%</td>
<td>N/A</td>
<td>4</td>
<td>24</td>
<td>11</td>
<td>2</td>
<td>303</td>
<td>9</td>
<td>75</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Community Region...</td>
<td>14,454</td>
<td>-12</td>
<td>5</td>
<td>45</td>
<td>9.00</td>
<td>-0.08%</td>
<td>N/A</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>56</td>
<td>2</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>adventisthealth</td>
<td>12,946</td>
<td>208</td>
<td>74</td>
<td>3,166</td>
<td>42.78</td>
<td>2.26%</td>
<td>12</td>
<td>27</td>
<td>35</td>
<td>N/A</td>
<td>N/A</td>
<td>3,003</td>
<td>93</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Saint Agnes Medical...</td>
<td>12,477</td>
<td>04</td>
<td>43</td>
<td>922</td>
<td>21.44</td>
<td>0.76%</td>
<td>N/A</td>
<td>0</td>
<td>42</td>
<td>1</td>
<td>0</td>
<td>722</td>
<td>114</td>
<td>86</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>Adventist Health in ...</td>
<td>6,037</td>
<td>40</td>
<td>76</td>
<td>2,071</td>
<td>27.25</td>
<td>0.59%</td>
<td>N/A</td>
<td>11</td>
<td>46</td>
<td>0</td>
<td>0</td>
<td>1,448</td>
<td>55</td>
<td>160</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>9</td>
<td>kaweahhealth</td>
<td>6,822</td>
<td>57</td>
<td>121</td>
<td>8,659</td>
<td>71.50</td>
<td>0.91%</td>
<td>30</td>
<td>54</td>
<td>37</td>
<td>N/A</td>
<td>N/A</td>
<td>8,421</td>
<td>238</td>
<td>N/A</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>Sierra View Medical...</td>
<td>4,314</td>
<td>13</td>
<td>49</td>
<td>577</td>
<td>17.70</td>
<td>0.20%</td>
<td>N/A</td>
<td>0</td>
<td>42</td>
<td>7</td>
<td>0</td>
<td>420</td>
<td>97</td>
<td>60</td>
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<td>11</td>
<td>Kaweah Health Lif...</td>
<td>3,490</td>
<td>5</td>
<td>20</td>
<td>197</td>
<td>9.85</td>
<td>0.14%</td>
<td>N/A</td>
<td>3</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td>109</td>
<td>23</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>12</td>
<td>saintagnesmedical...</td>
<td>2,526</td>
<td>379</td>
<td>53</td>
<td>3,546</td>
<td>66.91</td>
<td>17.65%</td>
<td>10</td>
<td>1</td>
<td>42</td>
<td>N/A</td>
<td>N/A</td>
<td>3,412</td>
<td>124</td>
<td>N/A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>dignityhealthbakers...</td>
<td>2,492</td>
<td>33</td>
<td>25</td>
<td>800</td>
<td>32.00</td>
<td>1.24%</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>N/A</td>
<td>N/A</td>
<td>735</td>
<td>15</td>
<td>N/A</td>
<td></td>
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</tr>
</tbody>
</table>
### Top Posts Oct. 5, 2022-Dec. 4, 2022 – Post Engagements

<table>
<thead>
<tr>
<th>Post Description</th>
<th>Total Engagements</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Post Link Clicks</th>
<th>Other Post Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please SHARE with LOVED ones. Our Emergency Department is significantly impacted this afternoon as we work to care...</td>
<td>8,477</td>
<td>534</td>
<td>232</td>
<td>401</td>
<td>40</td>
<td>7,270</td>
</tr>
<tr>
<td>We hope you ❤️ the creativity that our teams put into their annual &quot;Scarecrows &amp; Pumpkins Contest. Which one is you...</td>
<td>1,282</td>
<td>149</td>
<td>29</td>
<td>2</td>
<td>—</td>
<td>1,072</td>
</tr>
<tr>
<td>Yesterday was the kick-off to National Radiology Technology Week and our team is celebrating by having a dress-up contest A...</td>
<td>1,147</td>
<td>145</td>
<td>10</td>
<td>3</td>
<td>—</td>
<td>989</td>
</tr>
<tr>
<td>#ThrowbackThursday 🎁</td>
<td>Our healthcare heroes joined in on the fun to celebrate a healthy Halloween. Comment your favorite...</td>
<td>1,102</td>
<td>55</td>
<td>5</td>
<td>1</td>
<td>—</td>
</tr>
<tr>
<td>With the help of Registered Nurse Kevyn Sessee, Kaweah Koala and our lifecare hero are keeping a close eye on whether babies...</td>
<td>1,097</td>
<td>426</td>
<td>29</td>
<td>6</td>
<td>—</td>
<td>636</td>
</tr>
</tbody>
</table>
Please SHARE with LOVED ones. Our Emergency Department is significantly impacted this afternoon as we work to care...

PREGUNTA DEL DÍA: ¿Cuántas veces hace para prevenir el contagio de COVID-19? Deje su respuesta debajo en el área de...

¡CUÉNTENOS! ¿Qué hace para prevenir el contagio de COVID-19?

"She was very sweet, super accommodating, and very mindful," Michelle Gomez wrote in her nomination of Breanna Stephens, a...

The love and passion that Madison has is very apparent. I pray that she is recognized for her love and compassion that she has f...

Please join us in congratulating Robert Rickett, a Technical Support Analyst and our newest #WorldClassEmployee of the Mont...

More than medicine. Life.
# Kaweah Health en Español

## Profiles

Review your aggregate profile and page metrics from the reporting period.

<table>
<thead>
<tr>
<th>Profile</th>
<th>Audience</th>
<th>Net Audience Growth</th>
<th>Published Posts</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate (per Impression)</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting Period</td>
<td>935</td>
<td>10.4%</td>
<td>89</td>
<td>15,715</td>
<td>8,908</td>
<td>56.7%</td>
<td>4,072</td>
</tr>
<tr>
<td>Oct 5, 2022 – Dec 4, 2022</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Compare to</td>
<td>847</td>
<td>2.866.7%</td>
<td>3</td>
<td>9,198</td>
<td>978</td>
<td>10.6%</td>
<td>814</td>
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<tr>
<td>Aug 5, 2022 – Oct 4, 2022</td>
<td></td>
<td></td>
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</tbody>
</table>
1. Mr. Domínguez, your wife’s heart has an irregular beat and she’s going into cardiac arrest. This requires immediate intervention.

¿Qué dice el doctor?

2. Dice que recibiste una paliza en el corazón y te van a arrestar. ¿Y veras? Te dije que no te pelearas por el centro de mesa.

??!

3. Stress is negatively affecting her heart. She needs to let go.

¿Qué dice el doctor?

4. Que el estrés te está haciendo daño al corazón y que sueltés el centro de mesa.

¡Jamás!
Average Rating - July 1, 2022-Dec. 5, 2022

Average Rating: 3.80
Total Reviews: 276
Response Rate: 94.93%
Response Time: < 1 day

Average Rating:

3.57 3.87 3.44 3.65 3.40

More than medicine. Life.
Total Reviews - July 1, 2022-Dec. 5, 2022