



August 25, 2021

## 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 September 1, 2021, at the Support Services Building, Granite Room (4<sup>th</sup> Floor); 520 W. Mineral King 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

A handwritten signature in black ink that reads "Cindy Moccio".

Cindy Moccio  
Board Clerk, Executive Assistant to CEO

### DISTRIBUTION:

Governing Board, Legal Counsel, Executive Team, Chief of Staff  
<http://www.kaweahdelta.org>



# **KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS**

Wednesday, September 1, 2021

Kaweah Health Medical Center / Support Services Building  
520 W Mineral King – Granite Room (4<sup>th</sup> Floor)

**ATTENDING:** Directors: Garth Gipson (Chair) and Ambar Rodriguez; Gary Herbst, CEO; Marc Mertz, Vice President/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; Melissa Withnell, Sr. Communications Specialist; Jennifer Manduffie, Sr. Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; and Kelsie Davis, Recording

## **OPEN MEETING – 4:00 PM**

**CALL TO ORDER** – *Garth Gipson, Chair*

- 1. PUBLIC / MEDICAL STAFF PARTICIPATION** – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.
- 2. MARKETING & COMMUNICATIONS** – Updates relative to marketing materials, rebranding, ads, and commercials, *Karen Tellalian, Director of Marketing & Communications*
- 3. COMMUNITY ENGAGEMENT** – Updates relative to webinars, advisory committees, stakeholder groups and master facility planning, *Deborah Volosin, Director of Community Engagement*
- 4. SOCIAL MEDIA/MEDIA RELATIONS** – Social Media Engagement & Statistics, *COVID Dashboard, Laura Florez-McCusker, Director of Media Relations*

**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.*

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*Mike Olmos – Zone I  
Board Member*

*Lynn Havard Mirviss – Zone II  
Vice President*

*Garth Gipson – Zone III  
Secretary/Treasurer*

*David Francis – Zone IV  
President*

*Ambar Rodriguez – Zone V  
Board Member*

**MISSION:** *Health is our Passion. Excellence is our Focus. Compassion is our Promise.*

# Marketing 8.2021

# Marketing

## Year in Review

Print: Lifestyles, Tulare Farm Bureau, The Good Life, Visalia Times-Delta, Sun Gazette, Hanford Sentinel, Selma/Kingsburg, Porterville, Medical Society of Tulare & Kings, Tulare Chamber, The Business Journal

**Bringing you more**  
Specialists | Space | Services

From time with friends to rolls of toilet paper, we learned to live with less in 2020. But there is no such thing as "less is more" when it comes to your health. More health equals more happiness, and Kaweah Delta is ringing in the new year with more clinics, more physicians, and more specialized care for you and your family. You deserve more, and you'll find it at Kaweah Delta.

**Kaweah Delta**  
MORE THAN MEDICINE. LIFE

LEARN MORE: [kaweahdelta.org/more](http://kaweahdelta.org/more)

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Specialists | Space | Services

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**The world needs more love.**  
And so does your heart.

**AMERICA'S 50 Best** CARDIAC SURGERY\*  
**AMERICA'S 100 Best** CRITICAL CARE  
**AMERICA'S 100 Best** PULMONARY CARE  
**AMERICA'S 100 Best** STROKE CARE

That's why Kaweah Delta has worked for more than 30 years to build Central California's best heart care program. On our journey to world-class care, we've become one of America's top 50 hospitals for cardiac surgery and are proud to be in affiliation with Cleveland Clinic's Heart, Vascular & Thoracic Institute. Cleveland Clinic is ranked #1 in the nation for heart care since 1995 by U.S. News & World Report.

So when it's time to show your heart some love, look to us. Because we put more heart into healing yours.

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MORE THAN MEDICINE. LIFE

In affiliation with  
**Cleveland Clinic**  
Heart, Vascular and Thoracic Institute

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LEARN MORE: [kaweahdelta.org/heart](http://kaweahdelta.org/heart)





**You're being careful & we are too.**

**Your health is essential. Don't delay your care.**

In a world of uncertainty, one thing is for sure: your health is our number one priority. Although we understand your concerns related to COVID-19, we urge you to put your health first and seek the care you need. Whether you're in need of a routine physical or a special surgical procedure, we have rigorous safeguards and protocols in place to ensure your experience at Kaweah Delta is world-class.

It's simple... your care can't wait. We are ready, safe, and here for you when you need us. Schedule your appointment or medical procedure today.



LEARN MORE: [kaweahdelta.org/essential](http://kaweahdelta.org/essential)



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LEARN MORE: [kaweahdelta.org/essential](http://kaweahdelta.org/essential)



**Thank you.**  
Two small words. One big meaning.

March 30th is National Doctors' Day and Kaweah Delta would like to thank all the compassionate physicians who care for our patients, team, and community. Regardless of their specialty, the COVID-19 pandemic brings unique challenges to our doctors requiring sacrifice and dedication. On Doctors' Day and every day, we thank our incredible team of physicians for all they do to help us stay safe and live well. Thank you!



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# SUMMER IS HERE!

ENROLLMENT SPECIALS

June 1st - Aug. 31st | \$0 + \$50  
ENROLLMENT FEE PROCESSING FEE\*\* PER PERSON



(559) 624-3400  
 5105 W. CYPRESS AVE., VISALIA

**Kaweah Health**  
 Lifestyle Fitness Center

\*Certain restrictions may apply. Offer not valid with any other offers or discounts. See a membership representative for details. Offer valid 6/1/2023 through 8/31/2023.

THELIFESTYLECENTER.ORG

# Health is rising.

When Kaweah Delta began treating patients 60 years ago, we recognized we would transform care for our region. Over the years, we served our communities through education, research, and patient care—and over time, have expanded to become one of Central California's best integrated health systems.

A passionate team with a set of shared beliefs fuels the Kaweah Delta healthcare of today. A team that collaborates with each other, our patients, and partners. One that is creatively thinking, genuinely listening, and above all, deeply caring with service and compassion.

Today, our transformative drive has inspired us to modernize our brand to show the world we are innovative,

confident, compassionate, and progressive—and as a symbol of who we are today, Kaweah Delta has evolved to become Kaweah Health.

Excellent care has the power to heal, but our story has always been about more than just healthcare. Our story is also about our team's passion for people that inspires, wellness and changes lives for the better. Last year was unimaginably difficult for us all but like a phoenix rising from the ashes, we are soaring toward the future with a new name, logo, and reignited passion for the people we serve.

Health is rising in our community, and we are faithfully leading the way.



kawahhealth.org

**Kaweah Health**  
 MORE THAN MEDICINE. LIFE.

**Because of who you are...  
 Because of what you do...  
 We are more than medicine.  
 Thank you.**

**Celebrating National Hospital Week  
 May 9 – 15**

After the year we all endured, this week is such a meaningful celebration and recognition of our employees. Each person on our team, from nurses and physicians on the frontlines to support staff behind the scenes, rose up and stepped forward when called to serve. Thank you for your valor, resiliency, and compassion. We celebrate you.



kawahhealth.org

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Install the Artivive app and view the artwork through your smartphone



kawahhealth.org



# Celebrating the YEAR OF THE NURSE

One year. One team. One dream.



In honor of National Nurses Week, Kaweah Health would like to thank all Registered Nurses in our community who selflessly answer the call to serve. Last year was unimaginably difficult for us all, but you led with courage, strength, and compassion. It is our honor to celebrate you today and every day.

Thank you for your service. We salute you and are thankful for your care.

## 2021 NURSING AWARD WINNERS

<b>Clinical Nurse of the Year</b> Clinical Nurse 2020-2021	<b>Clinical Nurse of the Year</b> Clinical Nurse 2020-2021	<b>Clinical Nurse of the Year</b> Clinical Nurse 2020-2021	<b>Clinical Nurse of the Year</b> Clinical Nurse 2020-2021
 Andy Wong RN, PhD	 Karina Gonzalez CRN, RN, PhD	 Lynn Boyd RN, PhD	 Nick Ellis RN, Nurse Practitioner
<b>Advancing New Knowledge and Innovation</b>	<b>Service to Society</b>	<b>Advancing Practice</b>	<b>Evidence in Nursing Leadership</b>
 Jennifer Nicolas RN, PhD	 Jennifer Phelps RN, MSN, PhD	 Brittany Moore RN, Clinical Educator	 Emma Mueller RN, Director of Nursing
<b>Winner</b> Medical Staff Officers RN of the Year	<b>Runner Up</b> Medical Staff Officers RN of the Year	<b>Runner Up</b> Medical Staff Officers RN of the Year	
 Elisa Guzman RN, PhD	 Olivia Vargas RN, PhD	 Edward Escobar RN, PhD	

Augmented Reality: Bring The Art to Life

QR code and social media icons for Facebook, Twitter, and Instagram.

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### Kaweah Health 2020-2021 Service Excellence Award Winners

The following individuals were nominated by their peers for their exceptional dedication, professionalism, and personal commitment to providing quality care.

 APRIL 2020 Eustolia Zamora-Bonilla Community Health Worker I	 MAY 2020 Nicole Phanthavong RN, Endot	 JUNE 2020 Allison Torres Registered Nurse	 JULY 2020 Martha Cervantes Certified Nursing Assistant
 AUGUST 2020 Melissa Jarrell Diet Clerk	 SEPTEMBER 2020 Kim Diep Clinical Pharmacist	 OCTOBER 2020 Shanmyr Walker Registered Nurse	 NOVEMBER 2020 Kelly Pierce Volunteer Coordinator
 DECEMBER 2020 Stephen Paerner Patient Access Specialist	 JANUARY 2021 Coia Rodgers Clinical Pharmacist	 FEBRUARY 2021 Monica Bolton Occupational Therapist II	
 MARCH 2021 Robert Pierce RN, FCC Procedure Nurse I	 APRIL 2021 Annette Padilla Licensed Psych Tech		



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Zoom out (Ctrl+Minus)

# Summer is here.

ENROLLMENT SPECIALS

June 1st- Aug. 31st

**\$0** **\$50** + Your first full month is **FREE**

ENROLLMENT FEE\* PROCESSING FEE\* PER PERSON



**(559) 624-3400**  
5105 W. Cypress Ave., Visalia, CA

Kaweah Health  
Lifestyle Fitness Center

LEARN MORE TheLifestyleCenter.org

\*Certain restrictions may apply. Offer not valid with any other offers or discounts. See a membership representative for details. Offer valid 6/1/2021 through 8/31/2021.



Kaweah Health 2020 - 2021

# STARLIGHT AWARD WINNERS



Kaweah Health is thrilled to present the recipients of our third annual Starlight Awards, which celebrate medical staff and employees for their outstanding care and excellent service to our patients, team, and community.

It is our honor to recognize your compassionate care and the exemplary work you perform each day. Thank you for your passion and dedication to our team and community.

You are Kaweah Health stars and your light shines bright for all to see!

**Employee of the Year**



Molly Niederreiter  
Therapy Manager

**Service Excellence and Inspirational Leaders of the Year Award**  
 Service Excellence: Thomas H. Hobbs | Nadia Reyes | Dr. Justin Lundberg | Brittney Cragins  
 John Leal | Hannah Mitchell | Melissa Whitwell | Maribel Hara | Bailey Riddle | Kathy Wittman | Susan Curtis  
 Dorey Padovani | Emilio Trujillo | Pagan Galois

**Inspirational Leaders:** Daniel Baker | Randall "Randy" Kunka | Dr. Linda Herman | Elizabeth Benitez  
 Christine Aleman | Linda Hansen | Suzi Plummer | Sonia Duran-Aguilar | Patti Gaytan | Erica Huff  
 Natalie Martinez | Clint Brown | Lisa Harold | Kerl Noeske

**2020 Employee of the Month**  
 Renee Gutierrez, Food Services | Jay Thompson, ICU 35 | Joshua Edmonds, RT | Estee Zamora-Bonilla,  
 Community Outreach | Nicole Phanthavong, Human Resources | Allison Torres, ICU-ORCU  
 Marisa Cavallini, Surgery | Melissa Jarama, Food Services | Kim Dwyer, Pharmacy | Sharmyn Walker, ICU  
 Kelly Pierce, Volunteer Coordinator | Stephen Pomeroy, Patient Access

**Outstanding Residents of the Year**  
 K Brent Cowan, M.D., Surgery - Role as a Teacher | Julia Huffo, M.D., Surgery - Professional Collaboration  
 Lakai Banks-Davis, M.D., Family Medicine - Patient Advocacy | Tiffany Chantler-Lewis, D.O., Anesthesia - Communication  
 Chase Thorson, M.D., Emergency Medicine - Compassionate Care - The Outstanding Resident of the Year

**Outstanding Physicians of the Year**  
 Samuel Matbaso, M.D., Rehabilitation - Role as a Teacher | Ahmad Abokaziz, M.D., Neonatology - Professional  
 Collaboration | Neesh Thakur, M.D., Adult Hospitalist - Communication | Vanessa Corina, M.D., Neonatology -  
 Compassionate Care  
 Stephen Smith IV, M.D., Nephrology - Patient Advocacy - The Outstanding Physician of the Year

**Nurse Week Awards - Partners in Care**  
 Krystal Pizarro, LVN | Jessica Garcia, LVN | Jessica Madruga, CNA | Natalie Garza, LVN  
 Fevella Kawano, CNA | Xiao Sen, LVN | Corina Galvan, LVN | Elia Santa Cruz, LVN | Bradley Garcia, CNA  
 Angelica Fuentes Ramos, EVS | Ashley Rios, CNA | Annette Padilla, LPF | Shara Lange, RT  
 Savannah Herrera, HUC | Carol Moring, CNA | Sheila Thomas, Surgical Equipment Tech  
 Allison Haughton, CNA | Teresa Hernandez, CCT | Martine Hickman, RT  
 Stephen Bennett, Spiritual Support Counselor | Gilberto Salgado, EVS | Mercedes Cortina, HUC  
 Angelica Alvarez, CNA | Maria Suarez, RT | Maria Cely, EVS | Camille Moore-Wilson, Adm. Ass.  
 Alma Robles, Personal Care Aide | Irene Padilla, LVN | Sheryl Rivers, CNA | Kelly Amaya, CNA  
 Alissa Baragan, Patient Transport Aide | Ron Holman, LVN | Ricardo Cortes, LVN  
 Cody Buchanan, Security | Anthony Beckles-Edwards, Adm. Ass. | Adriana Silva, MA  
 Marcia Handley, MA Referral Clerk | Maria Bealita, MA | Irene Camarillo, Driver | Shana Hernandez, MA  
 Diana Garcia, Patient Access | Jullian Nunez, Office Lead | Yvonne Porcoba, Patient Access  
 Claudia Bonds, LVN | Monique Rivers, MA | Irene Tall, Community Care Coordinator  
 Margarita Benito-Baeza, Registrar

**Medical Staff Office Nurse of the Year Award** | Elia Gomezan, RN

**Service to Society Award** | Jennifer Phelps, NCCO

**Advancing New Knowledge & Innovation Award** | Jennifer Nicolas, RN, BSN, CMSRN

**Patient Safety Hero of the Year Award** | Brian Chan, CRNA, OB/GYN

**Excellence in Nursing Leadership Award** | Emma Mease, RN, MSN, CNA, Director of Medical/Surgical Services

**Good Catch Award**  
 Marcy Schwartz, RN | Julia Bettencourt, RN | Emma Vega, Tridifter | Vanessa Vianonte, RN  
 Brian Chan, Anesthesia | Spencer Kines, Imaging Tech | Heidi Battistoni, RN | Ricardo Marroquin, RN  
 Kayla Jacobs, MA | Ambria Lucas, LVN | Valdivia Patel, RN | Enriqueta Santoyo, RN

**Clinical Nurses of the Year Award**  
 Karina Gonzalez, RN, BSN, CMSRN - Medical-Surgical NPC | Andy Wong, RN, TNCC - Critical Care NPC  
 Lynn Byrd, RN, BSN, NCC - Maternal Child Health NPC | Heidi Elin, RN, CDE-C - Post-Op & Out Patient NPC

**2020 in Memoriam**  
 Eric Albanzano, Sleep/Neurodiagnostics Manager - Sleep Center, 32 years  
 Leo Dorado, RN - Emergency Department, 7 years  
 Lucinda Bernard, House Supervisor - Nursing Administration, 17 years  
 Sue Wallen, Licensed Vocational Nurse - Endoscopy, 13 years  
 Jaime Fernandez, Newborn Tech - Nursery, 18 years  
 Sylvia Inguez-Strubben, Medical Assistant - Sequoia Regional Cancer Center, 14 years

kaweahhealth.org/starlight

Kaweah Health  
MORE THAN MEDICINE. LIFE.

# Health is rising.



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Kaweah Health

kaweahhealth.org



## ROSA KNEE

# KEEPS US MOVING.

**A new knee for a more active you. Thanks to robotic technology.**

Having chronic knee pain shouldn't mean giving up the things you love. Thankfully, Kaweah Health has a new way to keep you moving: ROSA Knee robotic technology. Our specially trained surgeons use ROSA Knee to personalize the approach to total knee replacement – providing a solution that works for you and your unique anatomy.

Kaweah Health is the only hospital in the South Valley with the ROSA robot technology.

Contact Kaweah Health today to find out whether treatment is right for you, and the risks of knee replacement.

**LEARN MORE** [kaweahhealth.org/ortho](http://kaweahhealth.org/ortho)



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**ROSA**  
KNEE

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MORE THAN MEDICINE. LIFE.



# Family is Everything

That's why your family's health is at the heart of what we do at Kaweah Health Tulare Clinic. A healthy family is a happy family and we are proud to provide yours with excellent, affordable medical care in a new clinic that's close to home. Your family deserves the best care — and you'll find it at Kaweah Health Tulare Clinic.

**Services Available:**


- Family Medicine
- Adult Specialties: *Coming soon!*
- Transportation
- Pharmacy
- Community Care Coordination
- Courtesy Lab Draws (for clinic patients)

1000 N. Mooney Blvd., Tulare, CA 93274  
(559) 685-7100

**Hours:** Monday - Saturday, 8 AM - 5 PM | [kaweahhealth.org](http://kaweahhealth.org)


**Kaweah Health**  
Tulare Clinic

TrueBeam® technology in the Central Valley




Where Cancer Patients Become Cancer Survivors

Welcome our new Radiation Oncologists



Tangel Chang, DO



David Ly, MD, MPA

**Sequoia Regional Cancer Center**  
*Radiation Oncology - a division of Kaweah Health*

**Visalia Cancer Center Location**  
4945 W. Cypress Ave., Visalia, California  
P: (559) 624-3100 | F: (559) 635-4043

**Hanford Cancer Center Location**  
1443 W. 7th St., Hanford, California  
P: (559) 505-7115 | F: (559) 505-7123

Cancer treatment is more than just a chapter in our patients' cancer journey. We bring our highly-trained medical and radiation oncology professionals together with the state-of-the-art technology to help cancer patients become cancer survivors. We are proud to provide a carefully coordinated and individualized approach to the treatment. Patients can expect to receive the most precise dosage, with less complications and shorter treatment time. As our patients truly become part of our family, we believe in supporting and sharing this journey with them.

**Kaweah Health and Sequoia Regional Cancer Center, the only center between Fresno and Bakersfield with TrueBeam®, a radiotherapy system that delivers precise dosage, quickly - the latest innovation in the fight against cancer.**

**LEARN MORE** [kaweahhealth.org/srcc](http://kaweahhealth.org/srcc) | [f](#) | [i](#) | [t](#) | [@](#)



# Caring for you at every stage of life.

Time brings unexpected changes to your health. But those changes don't have to determine the quality of your future. Kaweah Health cares for you at every stage of life. At our health clinics you'll see the same doctor at each visit, developing relationships where we get to know your specific health needs and we are located, close-by, right in your neighborhood. Because living every moment to the fullest means nothing, not even your health, is holding you back.

**Kaweah Health Clinics located in Dinuba, Exeter, Lindsay, Tulare, Woodlake, and Visalia**

**MAKE AN APPOINTMENT**  
Call (559) 592-7300 or visit us online [kaweahhealth.org/clinics](http://kaweahhealth.org/clinics)

**Kaweah Health**  
MORE THAN MEDICINE. LIFE.

TV: ABC30, FOX26, CBS47 KSEE24 (NBC) Telemundo 51, Univision, (Comcast soon)

:30's and :60's



George



SRCC









Radio: :15's, :30's, :60's (English and Spanish)





Out of Home: Visalia and Tulare

Bringing you **more**

Award Winning Heart Care

**Kaweah Delta**  
MORE THAN MEDICINE. LIFE.

In affiliation with  
**Cleveland Clinic**  
Heart, Vascular and Thoracic Institute

AMERICA'S 50 Best CARDIAC SURGERY  
AMERICA'S 100 Best CRITICAL CARE  
AMERICA'S 100 Best PULMONARY CARE  
AMERICA'S 100 Best STROKE CARE

healthgrades

f | y | t | @

Bringing you **more**

Specialists | Space | Services

**Kaweah Delta**  
MORE THAN MEDICINE. LIFE.  
kaweahdelta.org/more

AMERICA'S 50 Best CARDIAC SURGERY  
AMERICA'S 100 Best CRITICAL CARE  
AMERICA'S 100 Best PULMONARY CARE  
AMERICA'S 100 Best STROKE CARE

healthgrades

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Health is rising.

**Kaweah Health**  
MORE THAN MEDICINE. LIFE.

f | y | t | @ kaweahhealth.org

Health is rising.

**Kaweah Health**  
MORE THAN MEDICINE. LIFE.

f | y | t | @ kaweahhealth.org

Out of Home: Billboard

Bringing you **more**

Clinics | Specialists | Services

**Kaweah Delta**  
MORE THAN MEDICINE. LIFE.

**healthy = happy**

**Kaweah Delta**  
MORE THAN MEDICINE. LIFE.

# Health is rising.



f y t i kaweahhealth.org

 **Kaweah Health.**  
MORE THAN MEDICINE. LIFE.

## Your care. Your clinic.

Now accepting new patients.

[kaweahhealth.org/tulare](http://kaweahhealth.org/tulare)

 **Kaweah Health.**  
Tulare Clinic





# Industry Benchmarks



## Roll-Up All Campaigns:

**Total Impressions:**

**2,186,175**

**Total Visits:**

**10,426**

**Total Video Views:**

**153,761**

## Campaign Benchmarks

### PPC Benchmarks Service Line, Industry Average & Your Average

Average CPC is \$6-\$11, **Your Average is \$4.06**

Average CTR is 3.27%, **Your Average is 5.69%**

Average Cost Per lead is \$78, **Your Average is \$45.97**

### PPC Benchmarks General, Industry Average & Your Average

Average CPC is \$5-\$8, **Your Average is \$4.35**

Average CTR is 3.27%, **Your Average is 8.52%**

Average Cost Per lead is \$78, **Your Average is \$45.29**

### YouTube Benchmarks, Industry Average & Your Average

Average completed video view rate 15-20%, **Your Average is 31.24%**

Average cost per completed video view .15 cents, **Your Average is \$0.08 cents**

### Display Main Benchmarks, Industry Average & Your Average

Average OTT CPM \$10-\$18, **Your Average is \$8.48**

### Display Tulare Clinic Benchmarks, Industry Average & Your Average

Average \$8 - \$12, **Your Average is \$3.58**



# PPC



# PPC Performance - Specific Service Lines

## Lead Trends:

### Leads:

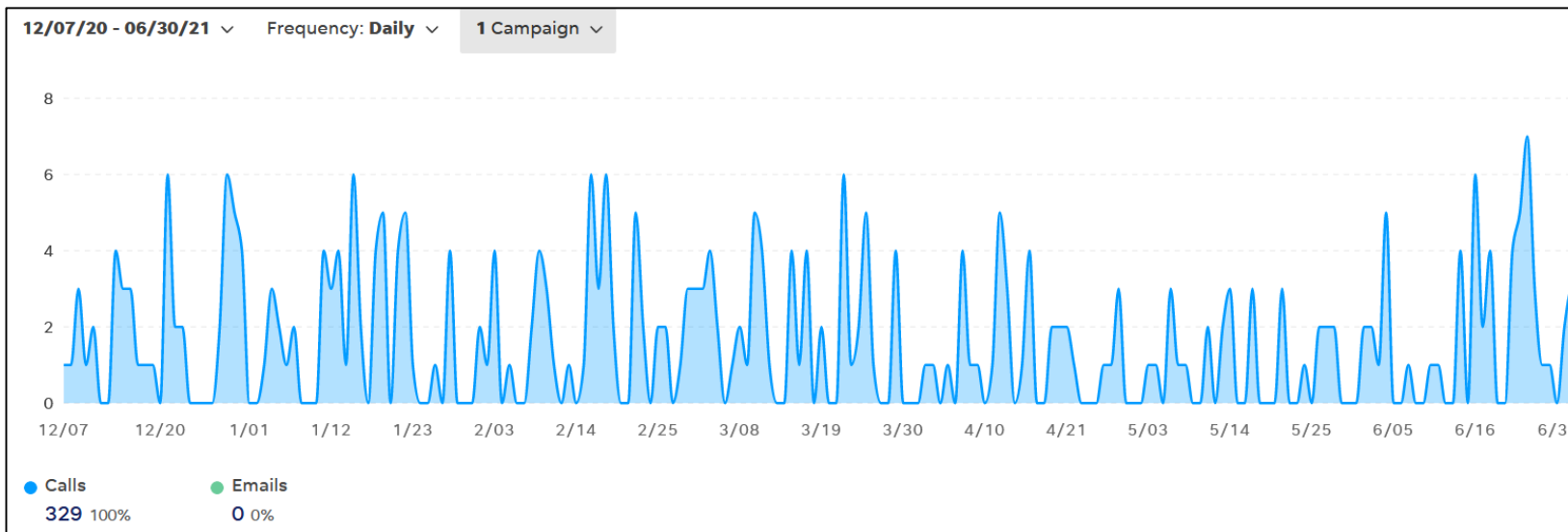
Calls: 329  
Forms submitted: 40

### Key Metrics:

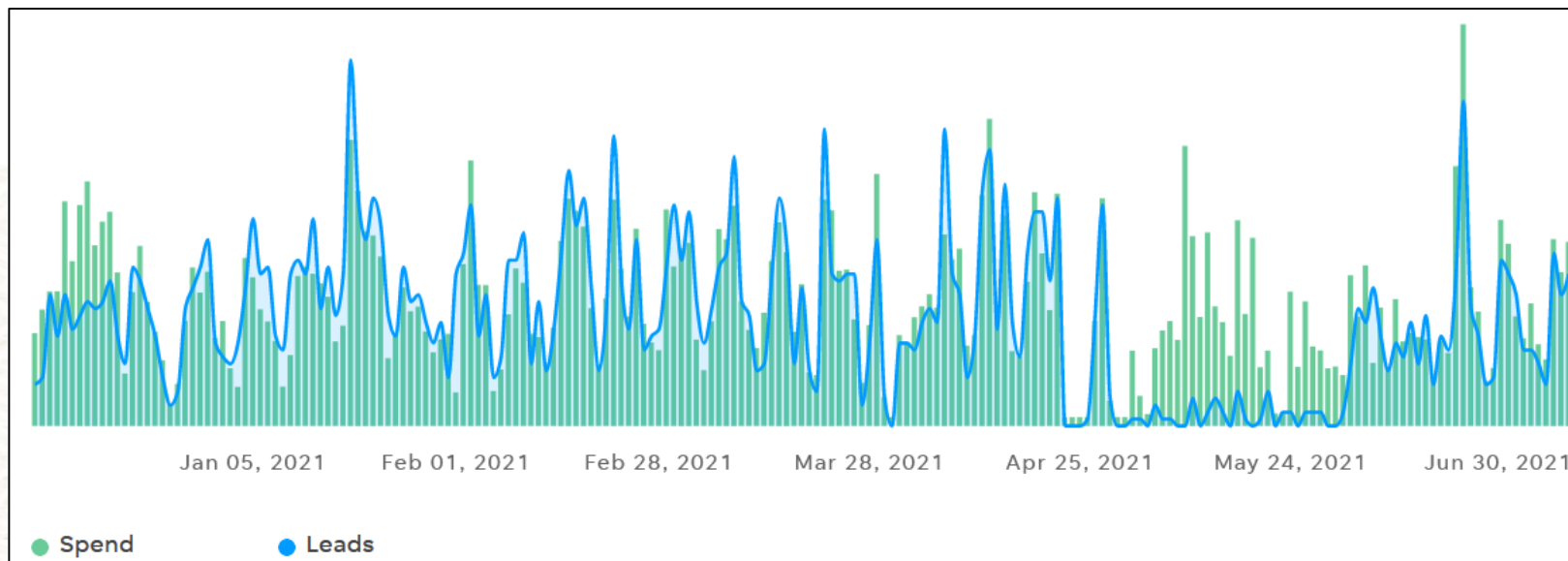
CPC: \$4.06  
CTR: 5.69%  
CPL: \$45.97/Lead

### Activity:

Impressions: 73,422  
Clicks: 4,175  
Web Events: 2,871



## Leads vs. Spend Trends:



# Specific Service Lines - Top Keywords, Page Visits,

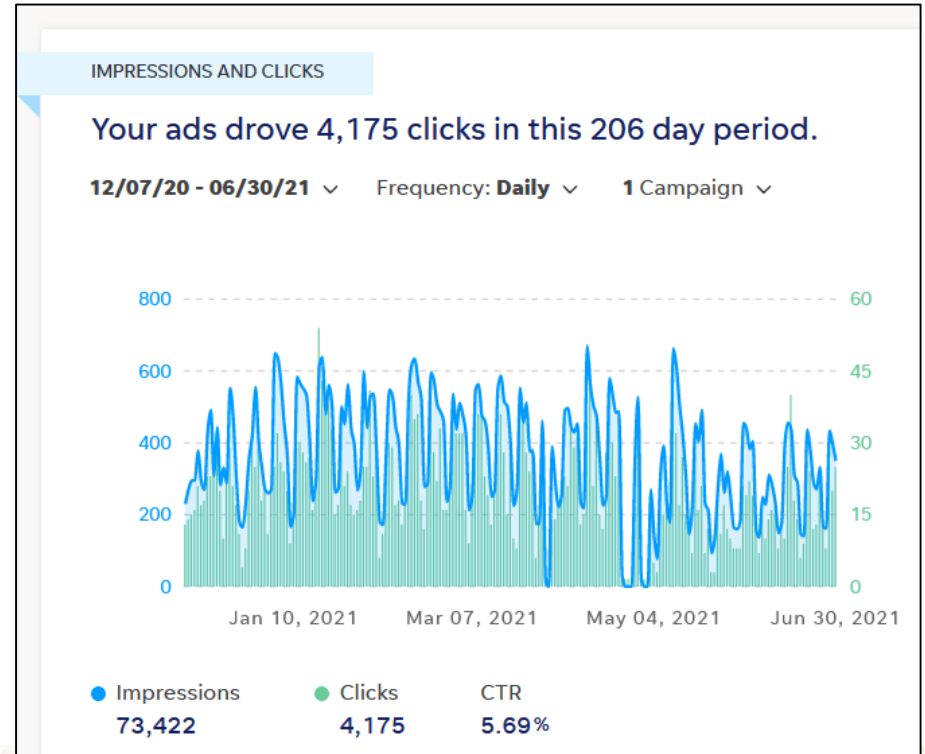
## Top 25 Keyword Performance:

Keyword
+eye +surgeon
+orthopedic doctors Visalia
+neurologist Visalia
+Neurologist Fresno
+orthopedic +surgeon
+Cardiologist Visalia
+neurologist doctors
+orthopedic specialists
+neurosurgeon Visalia
+orthopedic +doctors
+hernia +surgeon
+neurological specialist
+cataract +surgeon
+neurologists Visalia
+shoulder +pain treatments
+orthopedic +surgeons Visalia
+cardiologists Visalia
+Neurosurgeon Fresno
+surgical +centers
+cardiologists Fresno
Neurologist
+neurologists +near me
neuro surgeon
+orthopedic +surgeon Visalia
+orthopedic +surgeon Fresno

## Web Events:

Page Name	Hits
*General Surgery Submitted	1
*Online Scheduling Submitted	1
*About Us Submitted	1
*Neurosciences Center Submitted	1
*Virtual Visitations	1
*Parking	2
*Orthopedics - Prepare for Surgery	2
*Prepare for your Visit - Heart and Vascular	2
*Elective and Outpatient Procedures	3
*Insurance Plans	4
*Orthopedics - More Information	5
*Contact Us Submitted	5
*Expected Costs & Rates	5
*Phone Directory	6
*About Us	15
*Neurosciences Services	22
*Sequoia Cardiology Clinic	24
*Orthopedics - What to Expect	24
*Find A Physician Submitted	31
Other ***	55

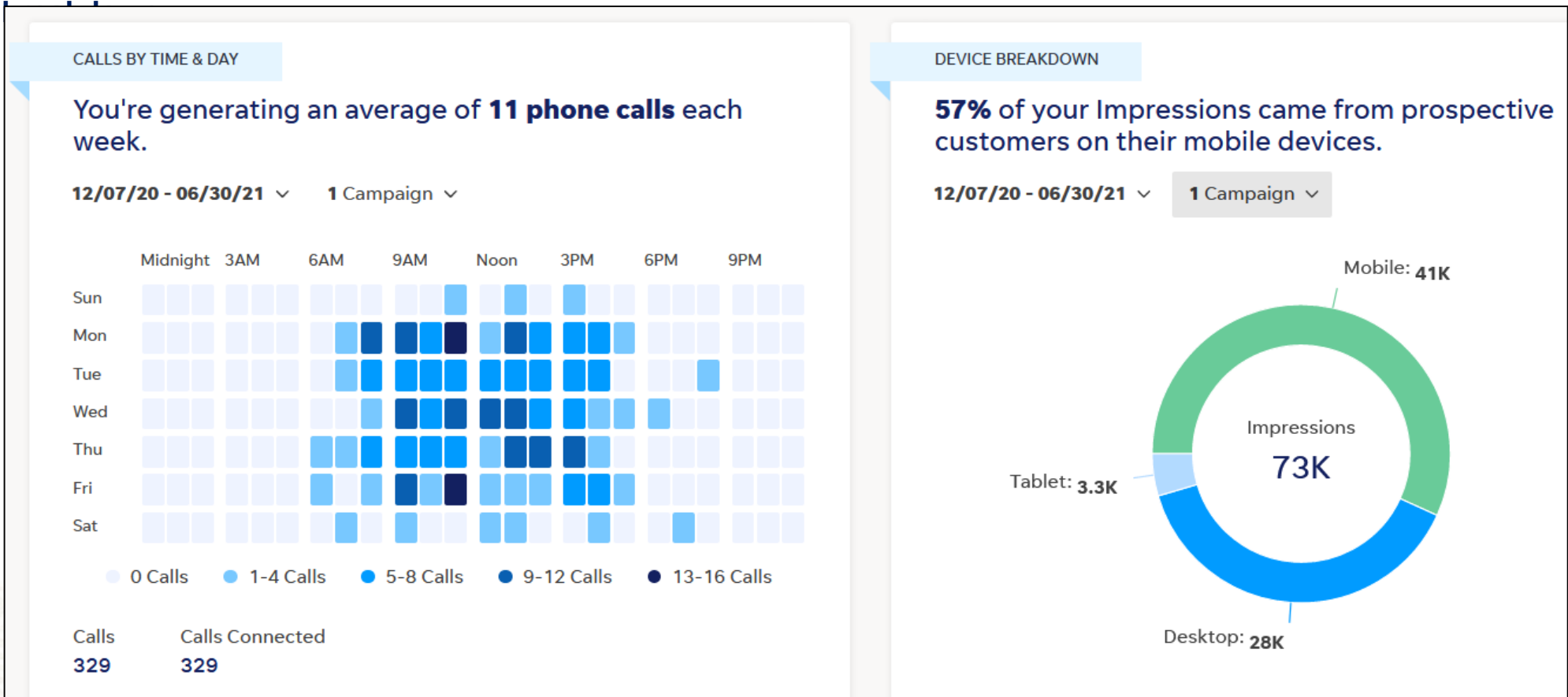
## Impressions, Clicks & CTR:





# Specific Service Lines Call & Device Data

## Calls by time of day and impressions device



# Specific Service Lines Top Performing Text Ads

## Top performing all-time ads:

Ad Group	Text Ad	Publisher	Impressions	Clicks	CTR
Ortho	{Orthopedic Inpatient Surgery} Orthopedic Care Specialists Kaweah Health We Offer An Innovative Short-Stay Recovery Suite After Orthopedic Surgery. Learn More. Total Joint Replacements Including The Anterior Approach. Discover Kaweah Health.	Google (City)	5,981	381	6.37%
Neurology	{Visalia Neurosurgeons} Full-Service Neurology Care Kaweah Health Affiliated With USC In Offering Neurosurgery & Neurospine Services In Visalia. Learn More. Specializing in Diagnosing & Treating Conditions Of The Nervous System.	Google (City)	4,559	346	7.59%
General Surgery	{Visalia General Surgeons} Visalia's Leader In Medicine Kaweah Health We Offer Patients a Full Range of Inpatient and Outpatient Surgery Services. State Of The Art Facility. We Are The Largest Hospital In Tulare County. Learn More.	Google (City)	3,822	238	6.23%
Ortho	{Orthopedic Inpatient Surgery} Orthopedic Care Specialists Kaweah Health We Offer An Innovative Short-Stay Recovery Suite After Orthopedic Surgery. Learn More. Total Joint Replacements Including The Anterior Approach. Discover Kaweah Health.	Google (National)	1,572	201	12.79%
Cardiology	{Cardiac Surgery Specialists} Visalia's Leader In Heart Care Kaweah Health We Offer Patients a Range of Cardiovascular Services At Our State-of-the-Art Facility. We Are The Largest Hospital in Tulare County And Provide Excellent Patient Services.	Google (National)	1,983	171	8.62%
Cardiology	{Cardiac Surgery Specialists} Visalia's Leader In Heart Care Kaweah Health We Offer Patients a Range of Cardiovascular Services At Our State-of-the-Art Facility. We Are The Largest Hospital in Tulare County And Provide Excellent Patient Services.	Google (City)	2,628	168	6.39%

# PPC Performance - General

## Lead Trends:

### Leads:

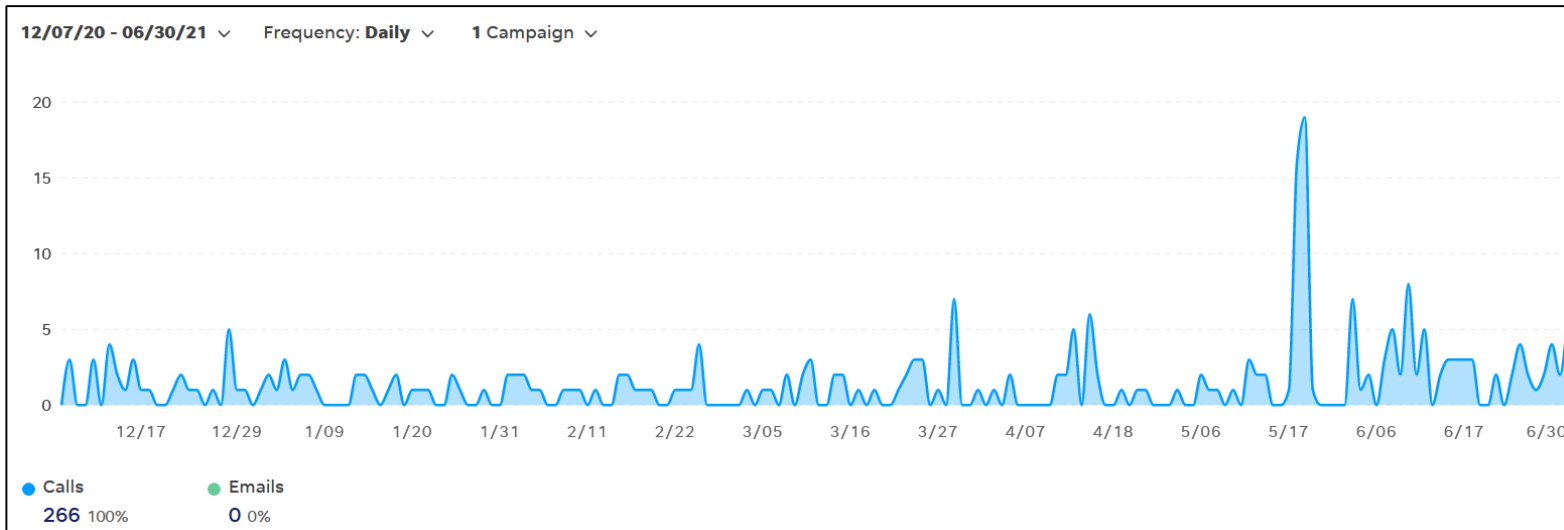
Calls: 266  
Forms submitted: 60

### Key Metrics:

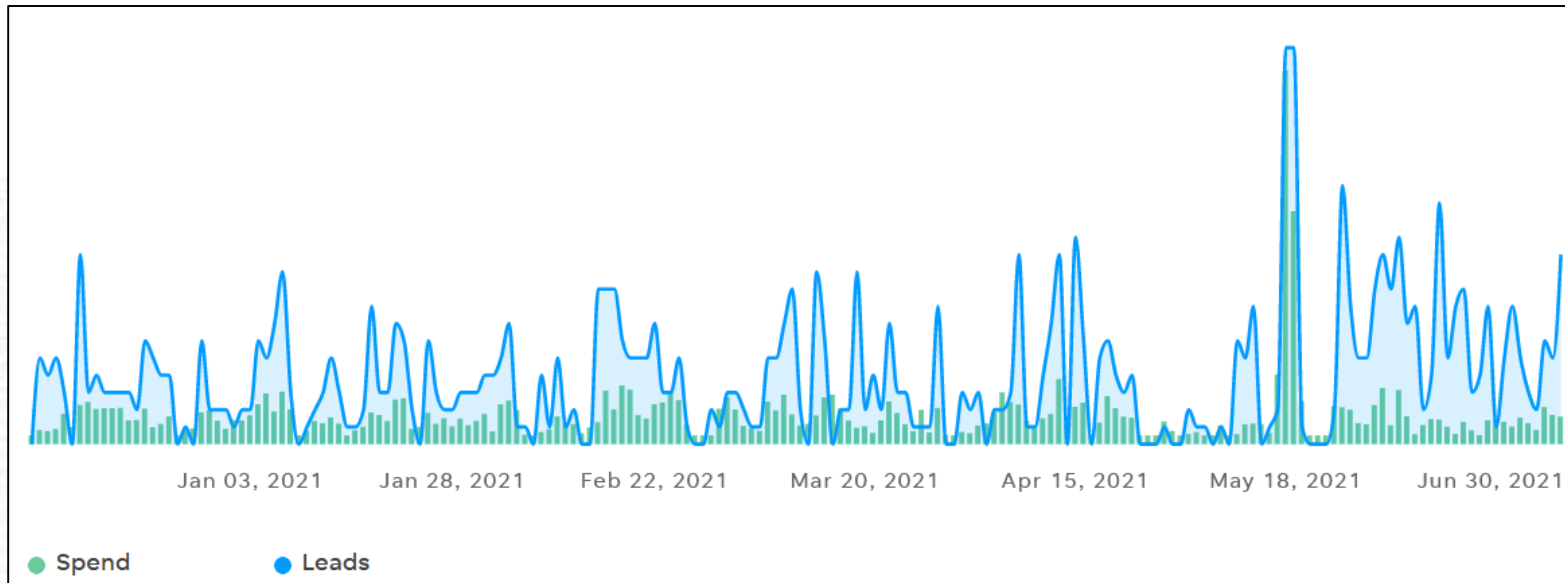
CPC: \$4.35  
CTR: 8.52%  
CPL: \$45.29/Lead

### Activity:

Impressions: 39,834  
Clicks: 3,393  
Web Events: 484



## Leads vs. Spend Trends:





# General Top Keywords, Page Visits, Activity

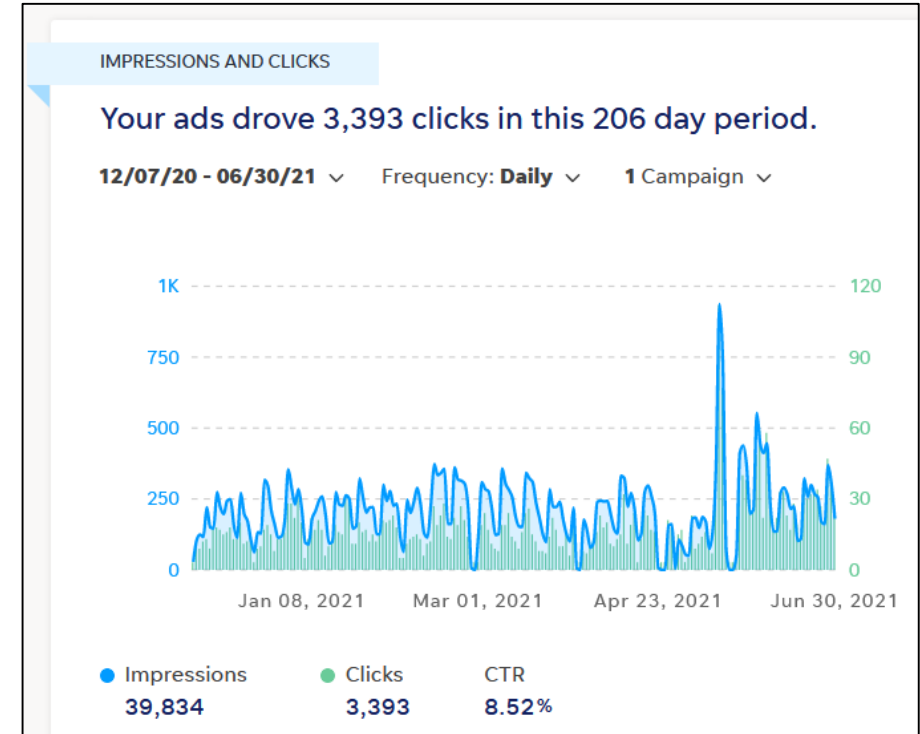
## Top 25 Keyword Performance:

Keyword
+family care +doctors
+doctors +in Visalia
kaweah health
+medical +doctors Visalia
+doctor +near me
kaweah delta
kaweah health hospital
+doctor +office
+doctors +list
+doctors +in
kaweah health
+find a +hospital near you
+doctor +clinic +near me
+find a +doctor
+physicians +directory
walk in clinics near me
+doctors +near me
+telehealth Visalia
+primary +care +physician
physical exam
+doctors +nearby
+doctors +clinic
+family +care +doctor
+find a +doctor +near me
+family +practice

## Web Events:

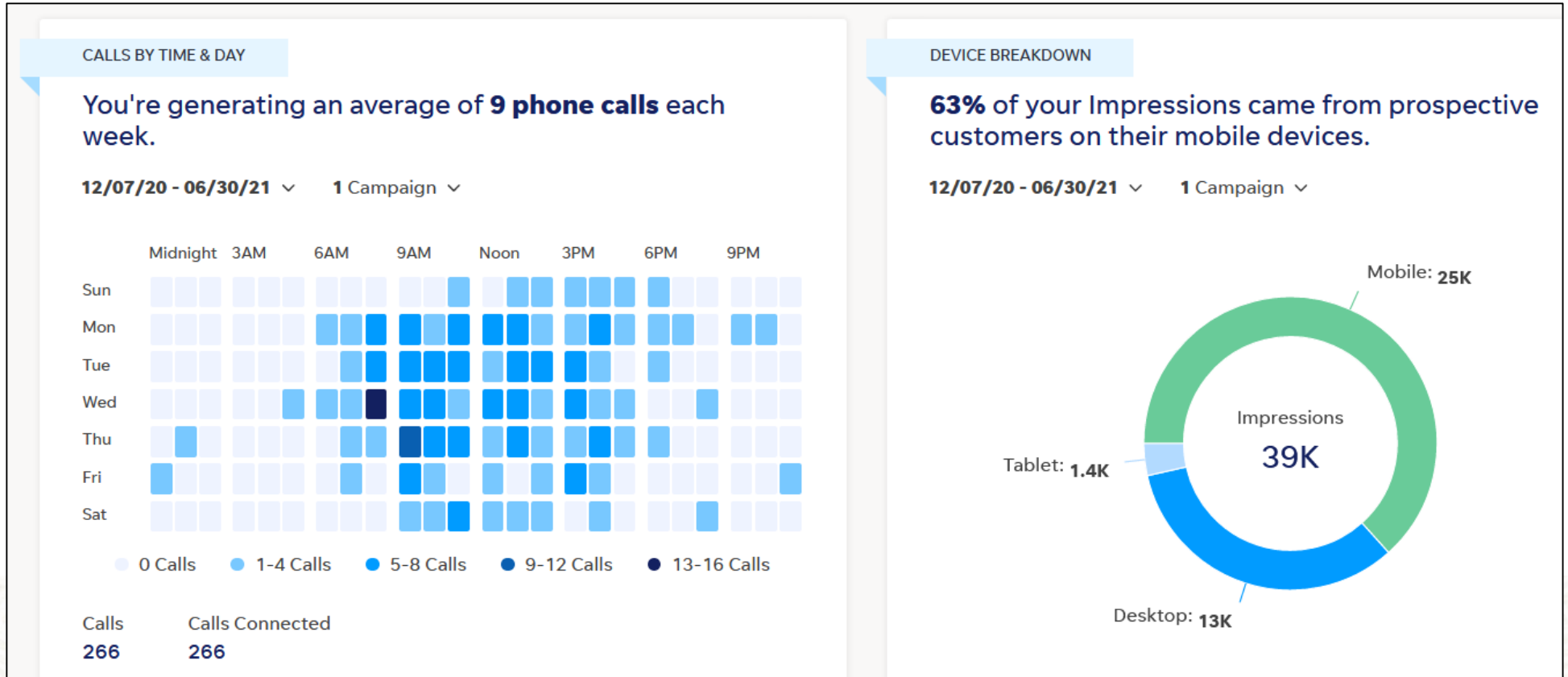
Page Name	Hits
*Visitation for Patients with Disabilities	1
*Phone Directory	1
*Insurance Plans	1
*Contact Us Submitted	2
*COVID-19 Rapid Testing	3
*Health Clinics Contact Us	4
*Patient Guide	8
*Contact Us	16
*Online Scheduling	18
*About Us	20
*Our Services	35
*Find A Physician Submitted	58
*Locations	62
*Find A Physician	255

## Impressions, Clicks & CTR:



# General Call & Device Data

## Calls by time of day and impressions device breakdown.



# General Top Performing Text Ads

## Top performing all-time ads:

Ad Group	Text Ads	Publisher	Impressions	Clicks	CTR
Primary Ad Group	{Primary Care Clinic Near You} Kaweah Health Open Every Day Urgent Care is Your Convenient Alternative For Unplanned Doctor Visits. Open Every Day. Colds, Flu, Sinusitis, UTIs, Asthma, Bronchitis, Tonsillitis, STD Screening And More.	Google (City)	8,561	787	9.19%
Primary Ad Group	{Primary Care Clinic Near You} Kaweah Health Open Every Day Urgent Care is Your Convenient Alternative For Unplanned Doctor Visits. Open Every Day. Colds, Flu, Sinusitis, UTIs, Asthma, Bronchitis, Tonsillitis, STD Screening And More.	Google (National)	5,114	424	8.29%
Primary Ad Group	{Primary Care Doctors} Urgent Care Clinic Kaweah Health We Offer Patients a Full Range of Urgent Care Services At Our State-of-the-Art Facility. We Are The Largest Hospital in Tulare County & A Certified Level III Trauma Center.	Yahoo Bing Search (City)	5,342	379	7.09%
Primary Ad Group	{Primary Care Clinic Near You} Kaweah Health Open Every Day Urgent Care is Your Convenient Alternative For Unplanned Doctor Visits. Open Every Day. Colds, Flu, Sinusitis, UTIs, Asthma, Bronchitis, Tonsillitis, STD Screening And More.	Yahoo Bing Search (City)	3,933	288	7.32%
Primary Ad Group	{Find A Physician} Urgent Care Specialist Kaweah Health Specialized, Experienced Urgent Care Providers. Contact Kaweah Health For More Information. Come See Us For Lab Work, X-Ray, Injury Treatments, Physicals, And Even Flu Shots.	Google (City)	2,043	224	10.96%
Primary Ad Group	{Primary Care Doctors} Urgent Care Clinic Kaweah Health We Offer Patients a Full Range of Urgent Care Services At Our State-of-the-Art Facility. We Are The Largest Hospital in Tulare County & A Certified Level III Trauma Center.	Google (City)	2,444	205	8.39%



# YouTube



# General YouTube Performance



**Impressions:** 316,449  
**Views:** 98,858  
**Clicks:** 250  
**View Thru Rate:** 31.24%  
**Cost Per Visit:** \$0.08  
**Videos 100% Watched:** 29.61%



**\$7,558.70**  
 Cost  
 ▲ 607.09%

**316,449**  
 Impressions  
 ▲ 806.89%

**98,858**  
 Views  
 ▲ 992.35%

**31.24%**  
 View rate  
 ▲ 20.45%

**250**  
 Clicks  
 ▲ 635.29%

**\$0.08**  
 CPV  
 ▼ -35.27%

## AD GROUP PERFORMANCE

2020-18-12 - 2021-07-12

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Health	316,449	98,858	31.24%	250	80.41%	49.87%	36.22%	29.61%
<b>Total</b>	<b>316,449</b>	<b>98,858</b>	<b>31.24%</b>	<b>250</b>	<b>80.41%</b>	<b>49.87%</b>	<b>36.22%</b>	<b>29.61%</b>

# General YouTube Performance



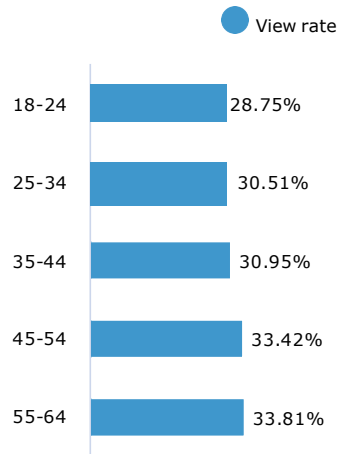
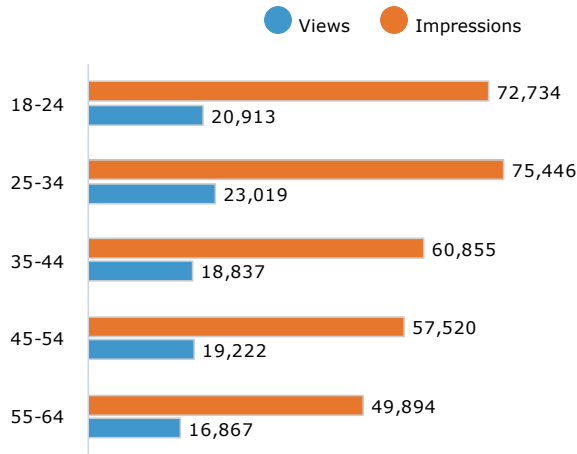
## AD PERFORMANCE

2020-18-12 - 2021-07-12

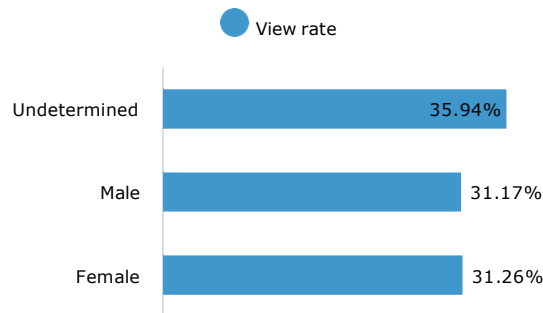
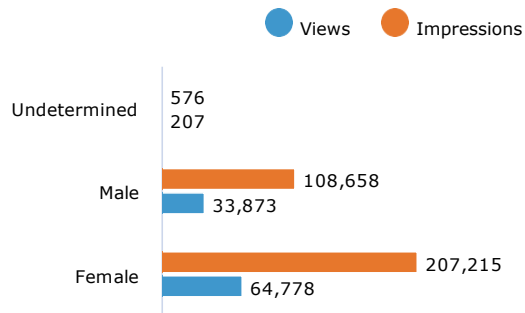
Ad Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
MORE healthy = happy	207,874	67,973	32.70%	150	95.88%	58.09%	40.60%	32.63%
Kaweah Health Television Com...	54,284	14,309	26.36%	51	37.06%	25.81%	20.48%	16.96%
Kaweah Health Television Com...	29,802	8,607	28.88%	25	62.56%	40.55%	33.55%	28.91%
MORE room to recover   comfort	9,146	3,152	34.46%	6	69.58%	47.25%	39.19%	34.58%
MORE virtual visits   care anyw...	5,837	1,813	31.06%	7	66.44%	43.91%	35.50%	30.94%
Kaweah Health has become on...	4,881	1,644	33.68%	7	63.79%	43.35%	37.40%	33.89%
MORE virtual visits   Cardiac S...	2,768	893	32.26%	2	58.93%	40.85%	35.36%	32.17%
Miracle Man	1,421	348	24.49%	1	60.13%	36.11%	28.93%	24.52%
MORE Doctors   Nurses   Space	436	119	27.29%	1	62.50%	38.89%	30.32%	26.85%
<b>Total</b>	<b>316,449</b>	<b>98,858</b>	<b>31.24%</b>	<b>250</b>	<b>80.41%</b>	<b>49.87%</b>	<b>36.22%</b>	<b>29.61%</b>



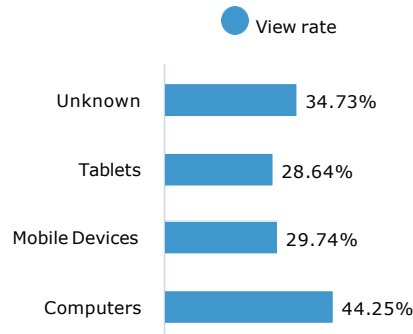
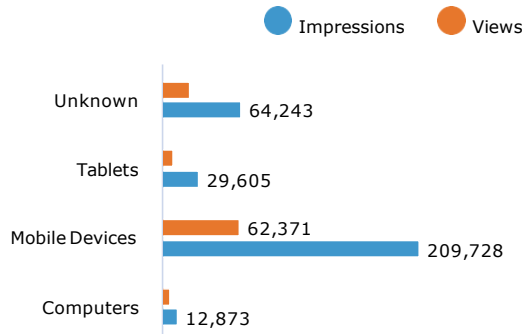
# General YouTube Demographics Performance



Age Range	25%	50%	75%	100%
18-24	79.81%	46.48%	33.34%	27.03%
25-34	79.22%	48.22%	35.02%	28.60%
35-44	79.67%	49.38%	35.69%	29.24%
45-54	81.45%	53.28%	39.13%	32.02%
55-64	82.80%	53.96%	39.53%	32.58%



Gender	25%	50%	75%	100%
Female	80.68%	50.04%	36.24%	29.66%
Male	79.89%	49.53%	36.15%	29.49%
Undetermined	82.70%	53.33%	41.26%	35.32%



Device Type	25%	50%	75%	100%
Computers	82.63%	59.46%	49.03%	42.94%
Mobile Devices	81.63%	49.63%	35.17%	28.17%
Tablets	79.37%	48.64%	33.98%	27.00%
Unknown	75.45%	48.76%	37.76%	32.56%

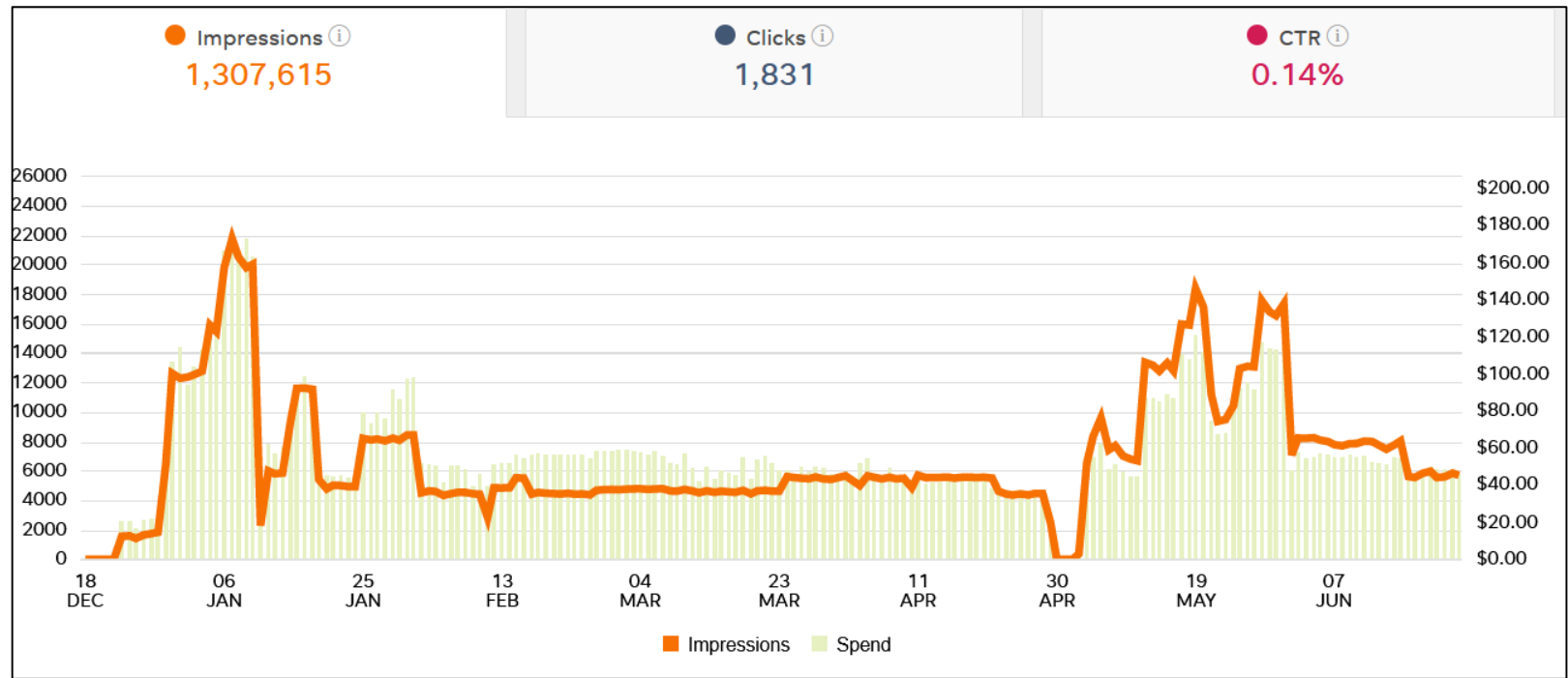
# Display Main Location



# Main Location Display Performance

## Key Metrics:

**Impressions:** 1,307,615  
**Clicks:** 1,831  
**CPM:** \$8.48  
**Video Views:** 58,789  
**Video Views 100% Watched:** 54,903  
**CPV:** \$0.22  
**Video Completion Rate:** 93.17%  
**Geofence Walk-ins:** 3,470





# Main Location Display Performance

## All Tactic Performance:

Targeted Tactics	Impressions	Clicks
Geofence	467,549	736
General Search Keyword Retargeting	313,053	286
Spanish Targeting	168,581	250
General Website Remarketing	122,366	232
Telehealth Search Keyword Retargeting	81,265	141
Telehealth Website Remarketing	65,631	130
Telehealth Keyword Search OTT Large-Screen	49,568	1
General Keyword Search OTT Large-Screen	20,502	4
Spanish OTT Large Screen	7,766	7
Spanish OTT Small Small Screen	5,419	18
Cardio Search Keyword Retargeting	2,121	18
Neurology Keyword Search OTT Large-Screen	1,925	1
General Keyword Search OTT Small-Screen	772	4
Telehealth Keyword Search OTT Small-Screen	707	1
Neurology Keyword Search OTT Small-Screen	389	2
Cardio Keyword Search OTT Small-Screen	1	0
	<b>1,307,615</b>	<b>1,831</b>



## Top OTT Domain Performance:

Targeted Tactics	Domain Name	Impressions
General Keyword Search OTT Large-Screen	vizio.watchfree	1,690
Telehealth Keyword Search OTT Large-Screen	vizio.watchfree	1,587
Spanish OTT Small Small Screen	com.aws.android	1,143
General Keyword Search OTT Large-Screen	tv.pluto.chromecast	943
General Keyword Search OTT Large-Screen	vizio.pluto	881
Spanish OTT Small Small Screen	vizio.pluto	836
Telehealth Keyword Search OTT Large-Screen	tv.pluto.chromecast	830
Spanish OTT Small Small Screen	com.cnn.mobile.android.phone	791
Telehealth Keyword Search OTT Large-Screen	samsung.tv.plus.733	773
Telehealth Keyword Search OTT Large-Screen	vizio.pluto	670

# Main Location Display Performance

## Top OTT Video Interaction by Impressions:

Targeted Tactics	Impressions	Video Events Start	Video Events Complete	Video Events Complete Rate
Telehealth Keyword Search OTT Large-Screen	20,851	20,997	20,378	97.05%
General Keyword Search OTT Large-Screen	20,502	20,690	20,132	97.30%
Spanish OTT Large Screen	7,766	7,794	7,579	97.24%
Spanish OTT Small Small Screen	5,419	5,427	3,426	63.13%
Cardio Search Keyword Retargeting	2,121	0	0	0.00%
Neurology Keyword Search OTT Large-Screen	1,925	1,949	1,863	95.59%
General Keyword Search OTT Small-Screen	772	793	607	76.54%
Telehealth Keyword Search OTT Small-Screen	707	732	550	75.14%
Neurology Keyword Search OTT Small-Screen	389	404	366	90.59%
Cardio Keyword Search OTT Small-Screen	1	3	2	66.67%
	<b>1,307,615</b>	<b>58,789</b>	<b>54,903</b>	<b>93.39%</b>

## Top OTT Keyword Performance by Impressions:

Targeted Tactics	Keyword Name	Impressions
General Keyword Search OTT Large-Screen	ear+doctor	7,791
Telehealth Keyword Search OTT Large-Screen	ear+doctor	7,387
Telehealth Keyword Search OTT Large-Screen	find+doctor	2,557
Telehealth Keyword Search OTT Large-Screen	doctors+in	2,189
General Keyword Search OTT Large-Screen	physician+search	1,914
General Keyword Search OTT Large-Screen	find+doctor	1,835
General Keyword Search OTT Large-Screen	family+doctors	1,264
Telehealth Keyword Search OTT Large-Screen	physician+search	1,255
General Keyword Search OTT Large-Screen	doctors+in	1,204
Telehealth Keyword Search OTT Large-Screen	family+doctors	1,069
Telehealth Keyword Search OTT Large-Screen	best+doctors	1,033
General Keyword Search OTT Large-Screen	family+doctor	1,019



# Main Location Display Performance

## Top OTT Video Ad Performance by Impressions:

Targeted Tactics	Ad Name	Impressions	Video Events Start	Video Events Complete	Video Events Complete Rate
Telehealth Keyword Search OTT Large-Screen	MORE Telehealth.mp4	14,069	14,129	13,710	97.03%
Spanish OTT Large Screen	10761 - KD - Heart Month_Sp_30_v01_r01_proof.mp4	7,766	7,794	7,579	97.24%
Spanish OTT Small Small Screen	10761 - KD - Heart Month_Sp_30_v01_r01_proof.mp4	5,419	5,427	3,426	63.13%
General Keyword Search OTT Large-Screen	MORE HealthyHappy 15sec.mp4	4,824	4,856	4,769	98.21%
General Keyword Search OTT Large-Screen	MORE doc nurse space 30sec.mp4	4,149	4,185	4,069	97.23%
General Keyword Search OTT Large-Screen	MORE Suite Life.mp4	4,129	4,167	4,042	97.00%
General Keyword Search OTT Large-Screen	MORE Telehealth.mp4	3,927	3,958	3,825	96.64%
Telehealth Keyword Search OTT Large-Screen	10761 - KD - Heart Month_Eng_30_v01_r07_proof.mp4	3,378	3,417	3,325	97.31%
Telehealth Keyword Search OTT Large-Screen	Miracle Man.mp4	2,524	2,566	2,477	96.53%
General Keyword Search OTT Large-Screen	10761 - KD - Heart Month_Eng_30_v01_r07_proof.mp4	1,779	1,794	1,753	97.71%
General Keyword Search OTT Large-Screen	Miracle Man.mp4	1,449	1,479	1,424	96.28%
Neurology Keyword Search OTT Large-Screen	10819 - KD - Kaweah Health Launch_30_ENG_v002_r02_proof.mp4	1,402	1,423	1,352	95.01%
Telehealth Keyword Search OTT Large-Screen	10819 - KD - Kaweah Health Launch_30_ENG_v002_r02_proof.mp4	880	885	866	97.85%





# Main Location Display Performance

## Top Display Ad Performance by Impressions:

Targeted Tactics	Ad Name	Impressions	Clicks
Geofence	KaweahHealth_RisingAd_320x50.jpg	129,430	192
Geofence	MORE 320x50.jpg	128,096	189
General Search Keyword Retargeting	MORE 320x50.jpg	107,884	85
General Website Remarketing	KaweahHealth_RisingAd_320x50.jpg	67,055	103
Geofence	MORE 300x250.jpg	45,951	41
General Search Keyword Retargeting	MORE 300x250.jpg	42,915	19
Spanish Targeting	HAPPY-HEART_320x50-Digital_V2.jpg	37,171	48
Spanish Targeting	Essential_goodlife_SP-320x50.jpg	29,951	33
Spanish Targeting	Essential_goodlife_SP-320x50.gif	29,762	37
Geofence	KaweahHealth_RisingAd_300x250.jpg	25,664	31
Telehealth Search Keyword Retargeting	KaweahHealth_RisingAd_320x50.jpg	23,845	22
Spanish Targeting	KaweahHealth_SP_RisingAd_320x50.jpg	23,340	30

## Top Display Keyword Performance:

Targeted Tactics	Keyword Name	Impressions	Clicks
General Search Keyword Retargeting	ear+doctor	92,924	106
General Search Keyword Retargeting	find+doctor	67,054	52
Telehealth Search Keyword Retargeting	ear+doctor	30,268	58
General Search Keyword Retargeting	doctors+in	29,636	18
General Search Keyword Retargeting	physician+search	13,985	19
General Search Keyword Retargeting	best+hospitals	13,663	19
General Search Keyword Retargeting	family+doctor	13,574	7
General Search Keyword Retargeting	best+doctors	10,604	10
General Search Keyword Retargeting	flu+shot	8,291	7
General Keyword Search OTT Large-Screen	ear+doctor	7,791	3

# Main Location Display Performance

**Top Performing Geofence Locations by Conversions:** 3,470 Walk-ins into main geofence address.

Targeted Tactic	Geography Geofence Name	Impressions	Clicks	Conversions Weighted Actions
Geofence	Visalia Family Health ( Fariba Akhavan, MD)316 W. Acequia Ave #1. VisaliaCA93291	41,919	97	1,147
Geofence	VIP specialists119 S Locust St suite bVisaliaCA93291	26,811	32	724
Geofence	Golden State Cardiac & Thoracic Surgery, Inc.505 W. Main St. VisaliaCA93291	8,023	7	169
Geofence	Riverway Medical Care 1827 S Court St. Suite A Visalia CA 93277	20,332	25	156
Geofence	Premier Walk In Clinic 4045 W. Caldwell Ave AVisaliaCA93277	33,178	47	142
Geofence	Maj Medical Clinic5109 W Goshen Ave VisaliaCA93291	17,621	26	101
Geofence	Visalia Medical Clinic 5400 W Hillisdale VisaliaCA93291	20,035	35	94
Geofence	Visalia Family Practice 107 N Hall St. C VisaliaCA92391	13,663	24	81
Geofence	Visalia Walk -In Medical Clinic 2431 W. Caldwell Ave VisaliaCA93277	10,032	12	80
Geofence	Orthopaedic Associates Medical Clinic, Inc.820 S Akers St STE 220VisaliaCA93277	10,131	13	75
Geofence	Compassionate Family Care306 N Conyer Street, Suite AVisaliaCA93291	5,761	7	55
Geofence	Raman Verma, MD5128 W Cypress Ave.VisaliaCA93277	5,829	5	48
Geofence	Sarmad Said 938 N Cherry St Tulare CA 93274	8,134	8	47
Geofence	Target 2195 E Prosperity Ave	28,390	52	43
Geofence	Costco 1405 W Cameron Ave	15,719	26	43
Geofence	Chawki Gerges, MD 131 Tamarack St. Suite AVisaliaCA93291	8,272	11	39
Geofence	Frank Feng DO 1337 S Lovers Ln Visalia CA 93292	2,074	4	39
Geofence	Tulare Family Practice Med Group 1070 N Cherry StTulare CA93274	17,727	24	37
Geofence	Immediate Care Center231 E Caldwell AveVisaliaCA93277	5,472	7	35
Geofence	Rajinderpal Chahal, MD3632 W Packwood AvenueVisaliaCA93277	5,026	6	34
Geofence	Advanced Medical Care Clinic 3130 W Caldwell AveVisaliaCA93277	5,470	6	32
Geofence	Target 4247 S Mooney Blvd	8,177	14	29
Geofence	Target 3308 N Dinuba Blvd	17,041	24	25
Geofence	Central Valley Endocrinology 1124 N Chinowth St Suite 102VisaliaCA93291	4,880	8	22
Geofence	Holvik Family Health Center 221 E Caldwell Ave VisaliaCA93277	5,288	6	21
Geofence	Vallarta Supermarkets 3112 N Dinuba Blvd	13,863	21	19
Geofence	Miyakawa Medical Group901 N Blackstone St. Tulare CA93274	9,330	12	19
Geofence	Said Medical Group 3632 W Packwood Ave Visalia CA 93277	5,252	16	19
Geofence	South Valley Vascular Associates 820 S Akers St STE 120 Visalia CA 93277	868	1	14
Geofence	Central Valley Endocrinology 515 W Grangeville BlvdHanford CA93230	24,901	49	13
Geofence	Costco 2395 Lacey Blvd	10,562	14	13
Geofence	Vallarta Supermarkets 1111 N Cherry St	10,301	20	13
Geofence	Adventist Health Hanford 115 Mall Dr	15,912	28	12
Geofence	Best Buy 4145 S Mooney Blvd	2,999	6	11
Geofence	Tulare Outlets 1407 Retherford St	4,628	6	9
Geofence	Target 140 12th Ave	14,681	21	7
Geofence	Adventist Health Tulare 869 N Cherry St	5,256	8	3
		<b>Total Walk-in Conversions</b>		<b>3,470</b>

# Main Location Display Performance

## Top Performing Addresses by Impressions:

Targeted Tactics	Geography Geofence Name	Impressions	Clicks
Geofence	Visalia Family Health ( Fariba Akhavan, MD)316 W. Acequia Ave #1. VisaliaCA93277	41,919	97
Geofence	Premier Walk In Clinic 4045 W. Caldwell Ave AVisaliaCA93277	33,178	47
Geofence	Target 2195 E Prosperity Ave	28,390	52
Geofence	VIP specialists119 S Locust St suite bVisaliaCA93291	26,811	32
Geofence	Central Valley Endocrinology 515 W Grangeville BlvdHanford CA93230	24,901	49
Geofence	Riverway Medical Care 1827 S Court St. Suite A Visalia CA 93277	20,332	25
Geofence	Visalia Medical Clinic 5400 W Hillsdale VisaliaCA93291	20,035	35
Geofence	Tulare Family Practice Med Group 1070 N Cherry StTulare CA93274	17,727	24
Geofence	Maj Medical Clinic5109 W Goshen Ave VisaliaCA93291	17,621	26
Geofence	Target 3308 N Dinuba Blvd	17,041	24
Geofence	Adventist Health Hanford 115 Mall Dr	15,912	28
Geofence	Costco 1405 W Cameron Ave	15,719	26
Geofence	Target 140 12th Ave	14,681	21
Geofence	Vallarta Supermarkets 3112 N Dinuba Blvd	13,863	21
Geofence	Visalia Family Practice 107 N Hall St. C VisaliaCA92391	13,663	24
Geofence	Costco 2395 Lacey Blvd	10,562	14
Geofence	Vallarta Supermarkets 1111 N Cherry St	10,301	20
Geofence	Orthopaedic Associates Medical Clinic, Inc.820 S Akers St STE 220VisaliaCA93277	10,131	13
Geofence	Visalia Walk -In Medical Clinic 2431 W. Caldwell Ave VisaliaCA93277	10,032	12
Geofence	Miyakawa Medical Group901 N Blackstone St. Tulare CA93274	9,330	12

**Clickthrough Conversion** - Someone who clicked the ad, and then later walked into a conversion zone.

**View through Conversion** - Someone who saw an ad, did not click, and then walked into a conversion zone.

**Weighted Actions** - The sum of the two above





# Display Tulare Clinic



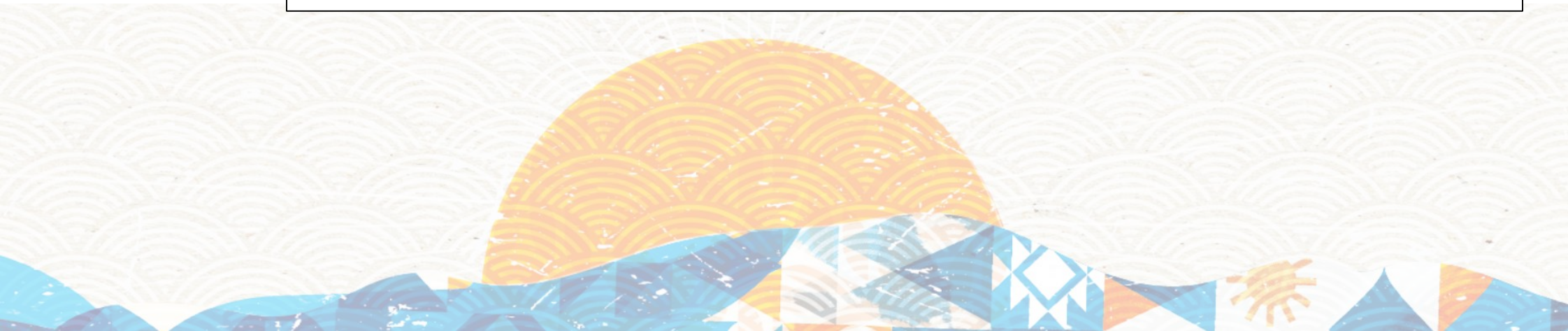
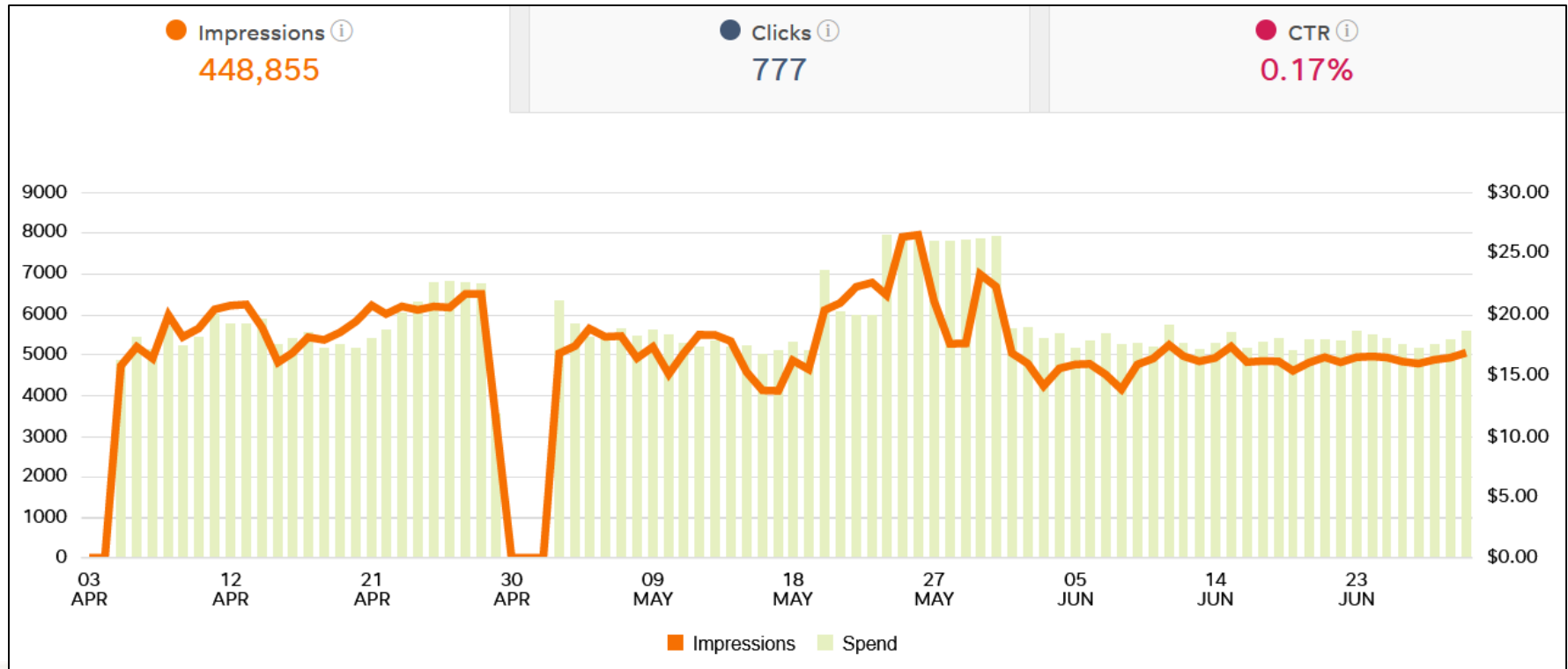
# Tulare Clinic Display Performance

## Key Metrics:

**Impressions:** 448,855

**Clicks:** 777

**CPM:** \$3.58



# Tulare Clinic Display Performance

## All Tactic Performance:

Targeted Tactics	Impressions	Clicks
Run of Network (RON)	386,776	663
Search Keyword Retargeting	42,549	77
Website Remarketing	19,530	37
	<b>448,855</b>	<b>777</b>

## Top App Domain Performance:

Targeted Tactic	Domain Name	Impressions	Clicks
Run of Network (RON)	com.pixel.art.coloring.color.number	19,803	21
Run of Network (RON)	jp.ne.ibis.ibispaintx.app	8,177	5
Run of Network (RON)	com.americasbestpics	4,682	2
Run of Network (RON)	https://quizlet.com	3,786	2
Run of Network (RON)	com.tripledot.solitaire	3,694	4
Run of Network (RON)	com.easybrain.jigsaw.puzzles	3,262	7
Run of Network (RON)	com.enflick.android.TextNow	2,901	17
Run of Network (RON)	com.loop.match3d	2,432	6
Run of Network (RON)	com.europosit.pixelcoloring	2,267	2
Run of Network (RON)	com.cricketwireless.thescoop	2,157	3

## Top Keyword Performance:

Targeted Tactic	Keyword Name	Impressions	Clicks
Search Keyword Retargeting	ear+doctor	13,347	16
Search Keyword Retargeting	primary+care	1,579	0
Search Keyword Retargeting	doctors+in	1,285	0
Search Keyword Retargeting	physician+search	1,087	0
Search Keyword Retargeting	family+doctor	1,058	5
Search Keyword Retargeting	find+doctor	830	0
Search Keyword Retargeting	search+doctors	553	0
Search Keyword Retargeting	best+doctors	487	2
Search Keyword Retargeting	best+hospitals	446	0
Search Keyword Retargeting	flu+vaccine	362	0
Search Keyword Retargeting	family+practice	318	0





# Tulare Clinic Display Performance

## Top Performing Ads:

Targeted Tactics	Ad Name	Impressions	Clicks
Run of Network (RON)	KaweahHealth_RisingAd_320x50.jpg	146,435	227
Run of Network (RON)	C4001039_23664663_320x50.jpg	74,835	123
Run of Network (RON)	KaweahHealth_RisingAd_728x90.jpg	65,816	149
Run of Network (RON)	KD_Tulare_NoPhone_Digital-Ad_728x90.jpg	28,307	47
Run of Network (RON)	KaweahHealth_RisingAd_300x250.jpg	22,265	53
Run of Network (RON)	KaweahHealth_RisingAd_300x50.jpg	19,616	28
Run of Network (RON)	KD_Tulare_NoPhone_Digital-Ad_300x250.jpg	13,059	12
Search Keyword Retargeting	C4001039_23664663_320x50.jpg	6,774	8
Run of Network (RON)	C4001039_23664638_300x50.jpg	6,389	7
Search Keyword Retargeting	KaweahHealth_RisingAd_320x50.jpg	5,908	10
Run of Network (RON)	KaweahHealth_RisingAd_160x600.jpg	4,952	6
Website Remarketing	KaweahHealth_RisingAd_320x50.jpg	4,079	10

## Top Performing Devices:

Targeted Tactic	Device Name	Impressions	Clicks
Run of Network (RON)	Mobile	283,531	474
Run of Network (RON)	Tablets	62,401	161
Run of Network (RON)	Desktops and Laptops	39,981	28
Search Keyword Retargeting	Mobile	14,663	21
Website Remarketing	Mobile	7,436	30

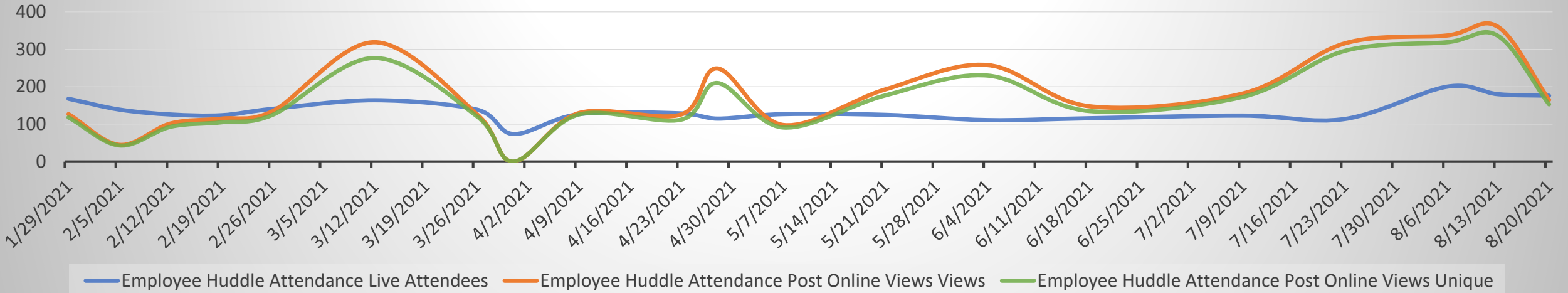
# Community Engaement 8.2021



# Community Engagement

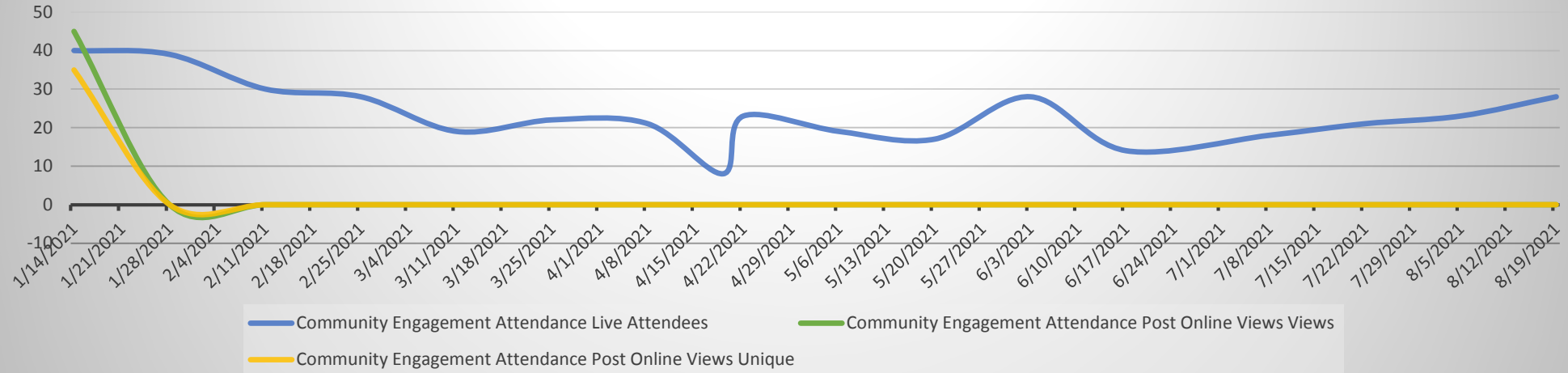


# Employee Huddle



Date	Live Attendees	K Compass	YouTube	Post Online Views	
				Views	Unique
8/20/2021	176			165	153
8/13/2021	180			360	336
8/6/2021	200			337	319
7/23/2021	114			316	296
7/9/2021	123			182	173
6/18/2021	116			148	135
6/4/2021	111			258	230
21-May	125			193	177
7-May	127			98	91
28-Apr	115	Rebranding		249	210
4/23/2021	129			126	112
4/9/2021	127			130	126
3/31/2021	74	Leadership			
3/26/2021	139			127	121
3/12/2021	164			319	277
2/26/2021	141			135	125
2/19/2021	124			115	105
2/12/2021	126			102	93
2/5/2021	139			45	43
1/29/2021	168			127	118

# Community Engagement



Date	Live Attendees	Post Online Views	
		Views	Unique
8/19/2021	28		
8/5/2021	23		
7/22/2021	21		
7/8/2021	18		
6/17/2021	14		
6/3/2021	28		
5/20/2021	17		
5/6/2021	19		
4/22/2021	23		
4/19/2021	8		
4/8/2021	21		
3/25/2021	22		
3/11/2021	19		
2/25/2021	28		
2/11/2021	30		
1/28/2021	39		
1/14/2021	40	45	35

# Community Engagement Plan for Master Facility Plan/GO Bond

June/July  
2021

- Probolsky Online Focus Groups (5)
- Employee Survey
- Physician Survey
- Community Engagement Participant Survey

August / September  
2021

- Present Results of survey/focus groups to Board of Directors.
- Review, brainstorm, and develop communication strategy based on Board direction.
- Hold in-person focus groups with community groups. (Realtors, farmers, young professionals, physicians, etc.)
- Create web content on the Community Engagement page and open community survey. Page will include elevation plan photos with information for each option. (Can RBB make these 3D?) Include Community Engagement timeline, since 2017, with drop-downs that show accomplishments of each group.

October 2021

- Board of Directors to decide on plan and whether or not to move forward with a General Obligation Bond (GO Bond).
- Build GO Bond Community Advisory Committee. (advisory group through 2022)
- Take 2020 Economic Impact Report and use the information for messaging KH's support of the city & downtown.
- Hold Community Engagement Gathering and invite Gary Hicks to educate our groups on why we need a GO Bond and the legalities around it. *(If COVID allows - might have to be virtual)* Add Latino Community Ambassador Group.

November 2021

- Put article in VTD and The Sun Gazette that shows plans and details of the work that has taken place over the last couple of years. (Hospital of the Future)
- Form GO Bond Employee/Physician Committee. (advisory group through 2022)
- Hold Community Town Hall and present plan.
- Prepare presentation for community organizations and schedule speaking engagements.

December 2021-  
February 2022

- Hire GO Bond consulting firm.
- Form an employee committee to give design feedback.
- Get representative on speaking circuit for all service organizations, City Council, Board of Sup., VUSD, VEDC, etc.
- Begin social media campaign.
- Hold Town Hall.
- Raise funds for GO Bond effort. *(revive Friends of Kaweah fund)*

March - November  
2022

- GO Bond Campaign (determined with assistance of GO Bond consultant).
- Increase community engagement efforts. (service clubs, town halls, polling, surveys, etc.)
- Coordinate with other neighboring health care districts.
- Ballot application deadline is 7/1-8/15. (County will post actual date on website around Feb. or March of 2022)

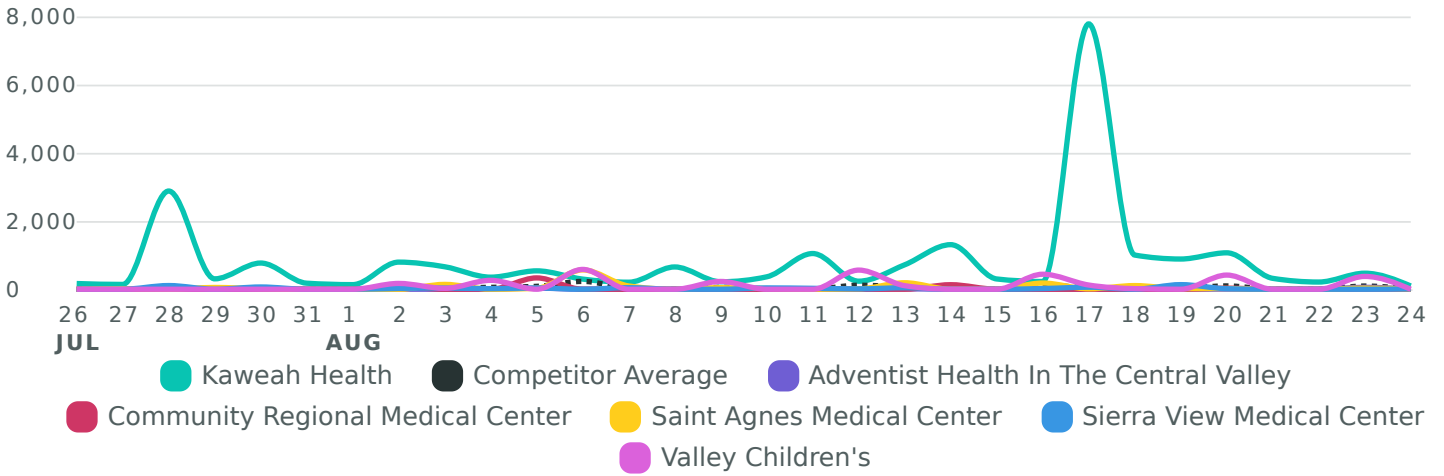


# Media Relations 9.1.2021

## Engagement

Evaluate how people are engaging with posts based on published date.

Lifetime Post Public Engagements, by Day



Lifetime Post Public Engagements, by Page

Totals

Rank	Entity	Engagements
<b>Your Average</b>		<b>24,326.00</b>
<b>Competitor Average</b>		<b>1,251.40</b>
1	<b>Kaweah Health</b>	<b>24,326</b>
2	Valley Children's	3,302
3	Saint Agnes Med...	1,562
4	Sierra View Medi...	691
5	Community Regi...	579
6	Adventist Health...	123

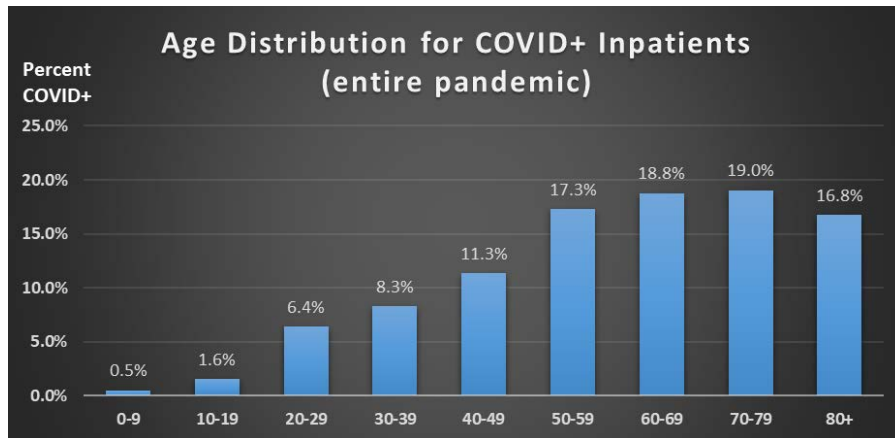
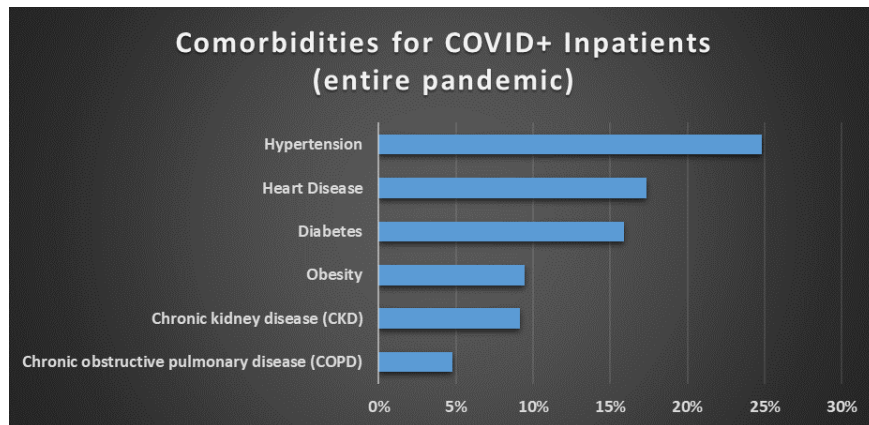
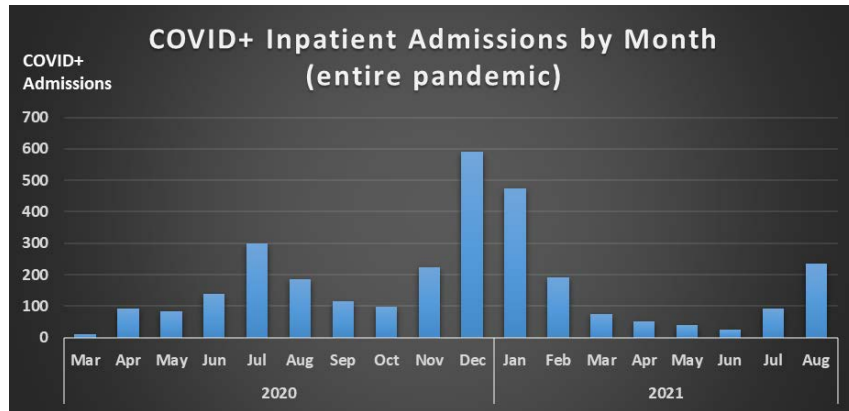
■ Reactions   
 ■ Comments   
 ■ Shares

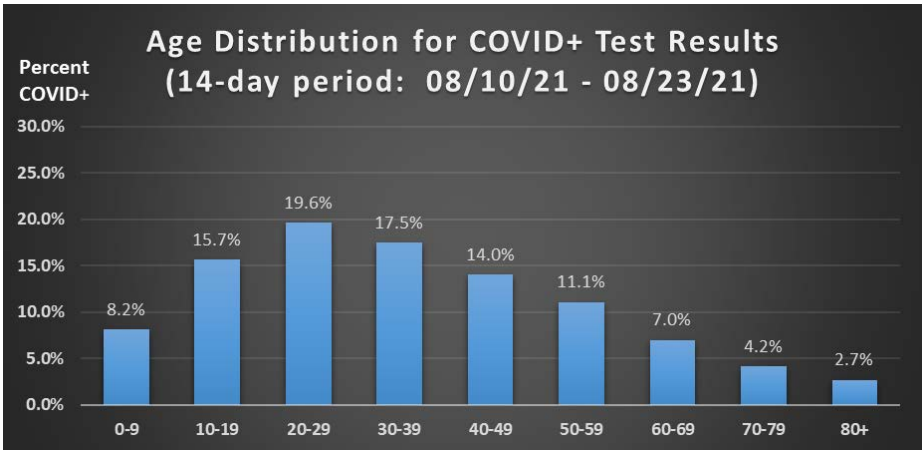
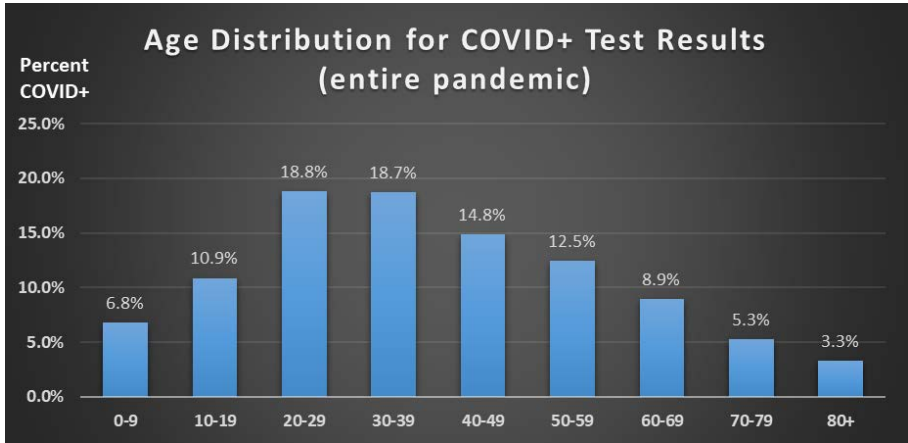
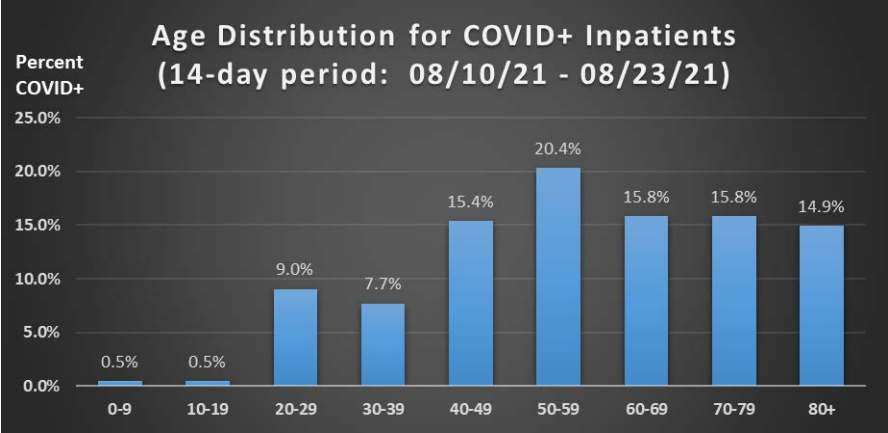
## Pages

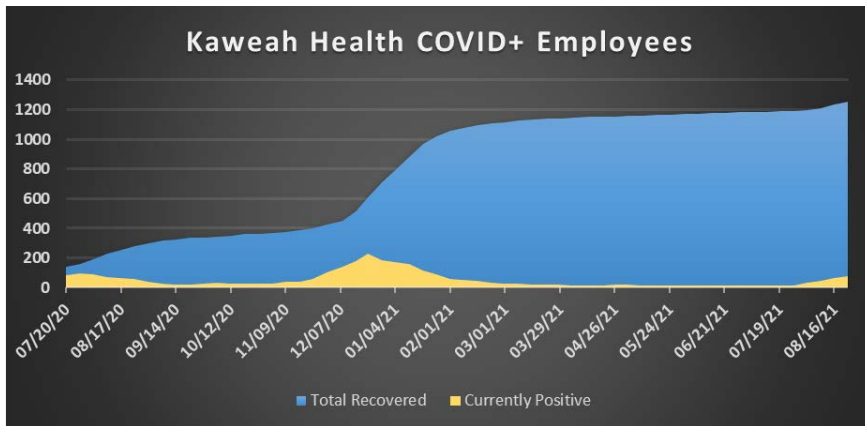
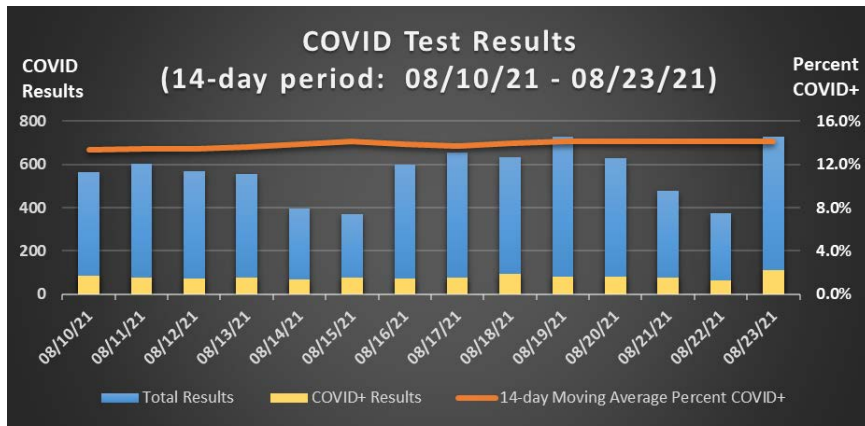
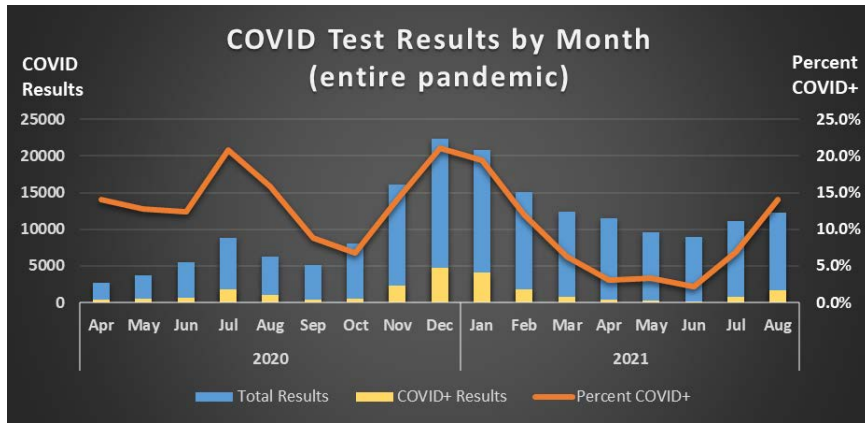
Review aggregate activity for pages and the posts published during the selected time period.

Page	Fans ▼	Net Fan Growth	Published Posts	Public Engagements	Public Engagements per Post	% Fan Growth
<b>Your Pages Average</b>	<b>22,593.00</b>	<b>557.00</b>	<b>75.00</b>	<b>24,326.00</b>	<b>324.35</b>	<b>2.53%</b>
<b>Competitor Pages Average</b>	<b>18,600.20</b>	<b>116.40</b>	<b>17.40</b>	<b>1,251.40</b>	<b>71.92</b>	<b>0.63%</b>
1 Valley Children's	57,995	314	16	3,302	206.38	0.54%
2 <b>Kaweah Health</b>	22,593	557	75	24,326	324.35	2.53%
3 Community Regi...	13,179	87	6	579	96.50	0.66%
4 Saint Agnes Med...	11,953	109	30	1,562	52.07	0.92%
5 Adventist Health...	6,463	-5	9	123	13.67	-0.08%
6 Sierra View Medi...	3,411	77	26	691	26.58	2.31%

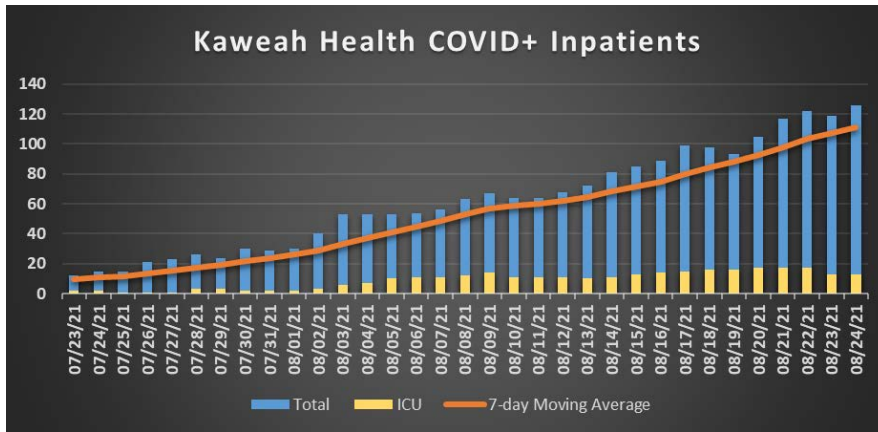
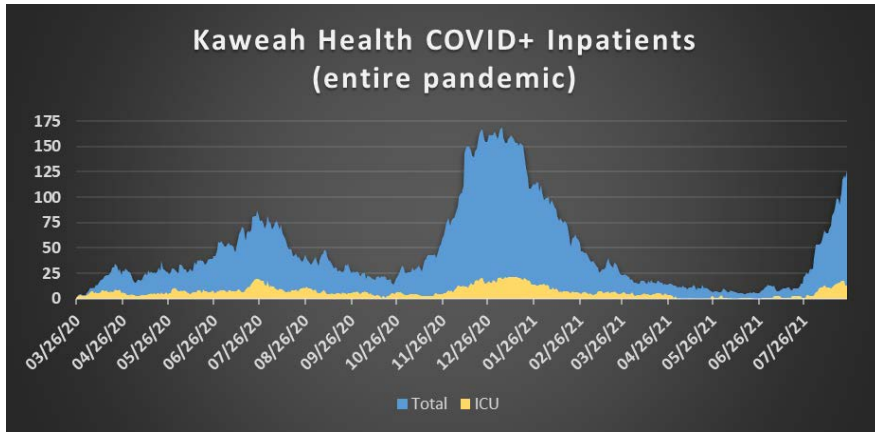












# KAWEAH HEALTH COVID-19 UPDATE

AUGUST 24, 2021

## TODAY

COVID-19+  
PATIENTS IN  
HOSPITAL

126

COVID-19+  
PATIENTS  
IN ICU

13

### COVID-19 TEST RESULTS

LAST 14 DAYS (08/10-08/23)

7,878

TOTAL RESULTS

1,114

COVID-19+

14.1%

POSITIVITY  
PERCENTAGE

### AGE RANGE, HOSPITALIZED COVID-19+ PATIENTS

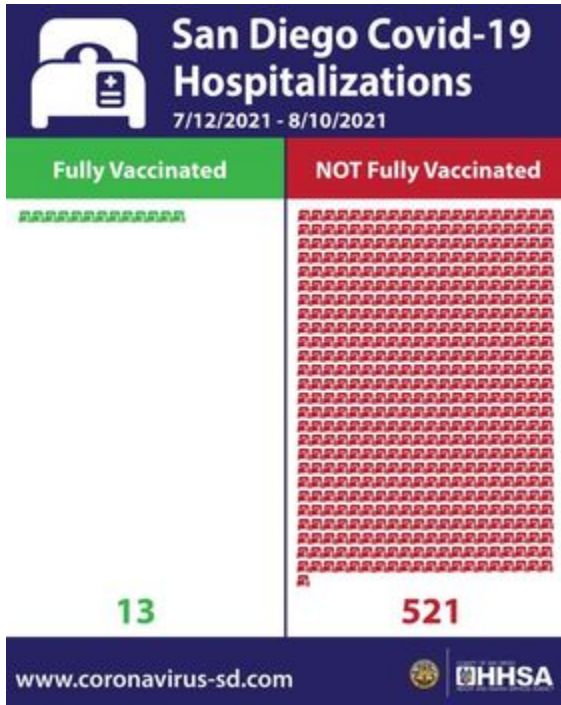
LAST 14 DAYS (08/10-08/23)

0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
0.5%	0.5%	9%	7.7%	15.4%	20.4%	15.8%	15.8%	14.9%

### AGE RANGE, COVID-19+ TEST RESULTS

LAST 14 DAYS (08/10-08/23)

0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80+
8.2%	15.7%	19.6%	17.5%	14%	11.1%	7%	4.2%	2.7%



8:48 3 of 3

11:31

Asante

Home Posts Events Videos Reviews

Asante is sharing a COVID-19 Update. 2h

COVID-19 hospitalizations at Asante are still rising. Please take all precautions to slow the spread. COVID-19 vaccines help pre... See More

#### Asante COVID-19 Hospitalizations

Published 2021-08-23 05:59

COVID Cases	ICU and IMCU	On Vents
172	45	17
91% UNVACCINATED	92% UNVACCINATED	88% UNVACCINATED
9% VACCINATED	7% VACCINATED	12% VACCINATED

Visit the COVID-19 Information

Contact Us www.asante.org

News Feed Groups News Notifications Menu

