



June 16, 2023

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 3:30PM on Tuesday June 20, 2023, 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 Health 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.kawahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT

Michael Olmos, 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.kawahhealth.org>



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

Tuesday, June 20, 2023

Kaweah Health Sequoia Regional Cancer Center
4945 W Cypress Avenue – Pauline & Maynard Fought Conference Room

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

OPEN MEETING – 3:30 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. MARKETING & MEDIA RELATIONS** – *Karen Tellalian, Director of Marketing & Communications*
 - 2.1. Department Structure Update
 - 2.2. Review storyboard for proposed new TV commercial
 - 2.3. [Review preliminary results from a new digital marketing campaign](#)
 - 2.4. [Update on social media strategy and efforts](#)
 - 2.5. Update on Marketing engagements
- 3. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 3.1. Update on community engagement and events

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.

*Mike Olmos – Zone I
Secretary/Treasurer*

*Lynn Havard Mirviss – Zone II
Vice President*

*Garth Gipson – Zone III
Board Member*

*David Francis – Zone IV
President*

*Ambar Rodriguez – Zone V
Board Member*

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



Kaweah Health Edge - Program to Date

Launch Date: 2/27/2023

Data Through Date: 5/31/2023

IMPRESSIONS

Program to Date

1,184,232

CLICKS

Program to Date

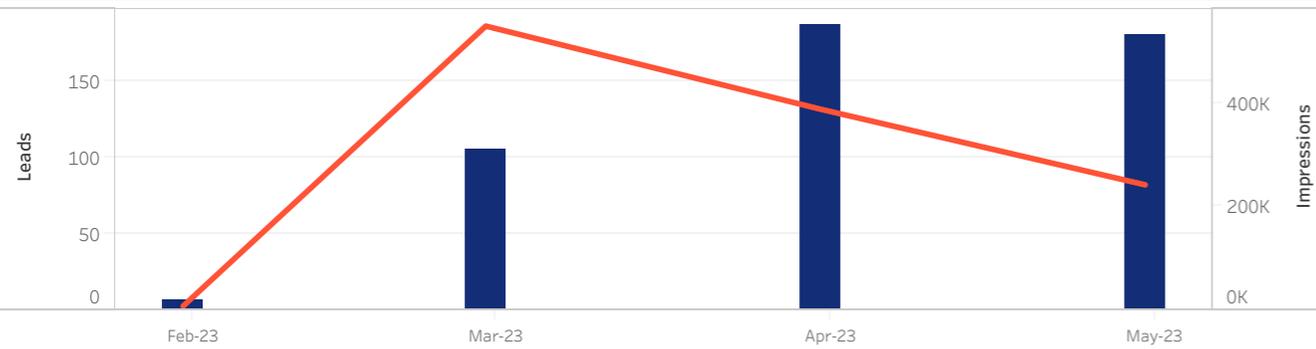
17,493

LEADS

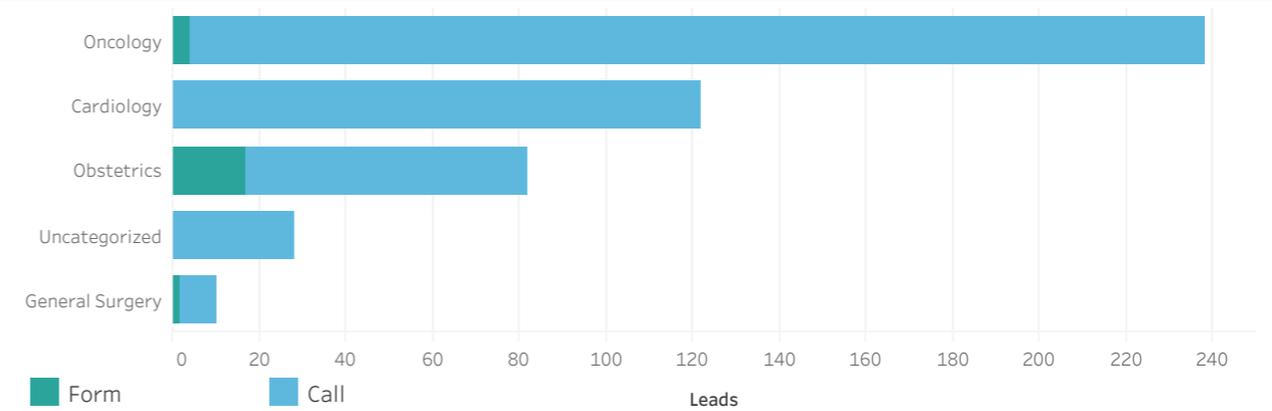
Program to Date

480

Monthly Trending



Leads by Service Line



Month	Year	Impressions	Leads
February	2023	8,311	6
March	2023	547,172	105
April	2023	387,061	188
May	2023	241,688	181

Service Line	Call	Form	Grand Total
Cardiology	122	0	122
General Surgery	8	2	10
Obstetrics	65	17	82
Oncology	234	4	238
Uncategorized	28	0	28
Grand Total	457	23	480

Month Start Date: 5/1/2023

Data Through Date: 5/31/2023

IMPRESSIONS

May 2023

241,688

CLICKS

May 2023

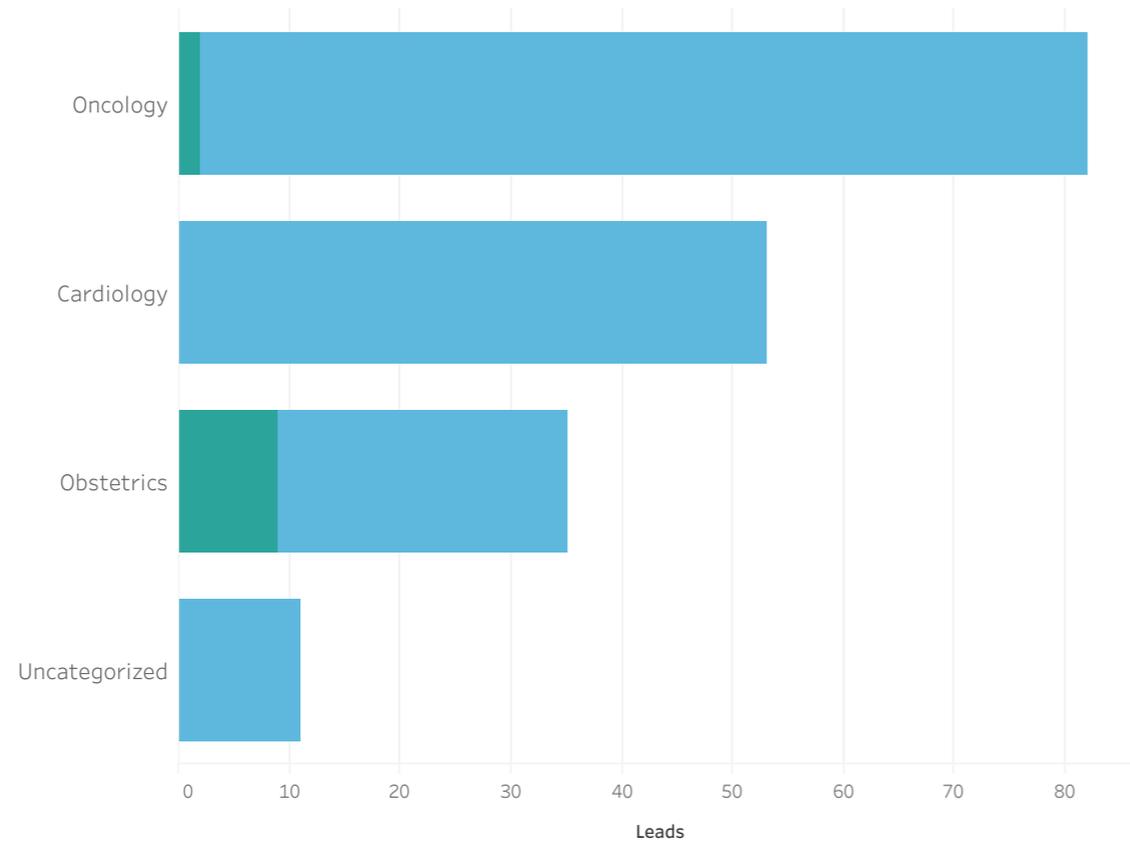
2,518

LEADS

May 2023

181

Leads by Service Line



	Call	Form	Grand Total
Cardiology	53	0	53
Obstetrics	26	9	35
Oncology	80	2	82
Uncategorized	11	0	11
Grand Total	170	11	181

■ Form ■ Call

 Kaweah Health Medical Center

Media Relations Update



kaweahhealth.org



Top Performing News Content – Mar. 1, 2023- June 12, 2023

 HealthGrades Editorial US Apr 8 - 12:35 PM	   	 Yahoo! News Editorial US Jun 7 - 9:47 AM	   
<h2>Kaweah Health Medical Center</h2> <p>... Kaweah Health Medical Center is a medical facility located in Visalia, CA. This hospital has been recognized for America's 100 Best ...</p> <p>Kaweah Health Medical Center</p> <p>12.2M Reach</p> <p>Positive </p>	<h2>Kaweah Health named 1 of America's 100 best hospitals for 2023</h2> <p>... Kaweah Health named 1 of America's 100 best hospitals for 2023 ...</p> <p>Kaweah Health</p> <p>60.2M Reach 1 Duplicates</p> <p>Positive </p>		
 KSEE-TV Editorial US Jun 7 - 10:07 AM	   	   	
<h2>Visalia hospital named among nation's best</h2> <p>. "Kaweah Health has been taking care of our community now for over 60 years," said Kaweah Health CEO Gary Herbst. "And for the first time ...</p> <p>Kaweah Health</p> <p>253k Reach 29 Social Echo</p> <p>Positive </p>	 <h2>Kaweah Health named 1 of America's 100 best hospitals for 2023</h2> <p>VISALIA, Calif. (KFSN) -- Kaweah Health celebrated a major accomplishment. Healthgrades representatives were in town Tuesday recognizing ...</p> <p>Kaweah Health</p> <p>1.07M Reach 20 Social Echo 1 Duplicates</p> <p>Positive </p>		

Top Performing News Content – July 1, 2022 – Dec. 4, 2022

MSN.com
Editorial | US | May 4 · 11:19 PM

California lawmakers approve emergency loan program for hospitals

... the state. Two of the hospitals are in the Central Valley: **Kaweah Health** and the shuttered Madera Community. The loan program ...

Kaweah Health

178M Reach 1 Duplicates

Visalia Times-Delta
Editorial | US | May 4 · 5:35 PM

California lawmakers OK emergency loans to failing hospitals such as Kaweah Health

... won't be enough to fix the problem. Herbst, CEO of **Kaweah Health Medical Center** in Visalia, said his hospital needs \$50 million – one- ...

Kaweah Health, Kaweah Health Medical Center

130k Reach 53 Social Echo

Patch.com
Editorial | US | May 17 · 1:47 PM



Newsom Signs Emergency Bill Issuing Loans To Financially Distressed Hospitals

... Other hospitals in financial trouble include **Kaweah Health Medical Center** in Visalia, El Centro Regional Medical Center in ...

Kaweah Health Medical Center

Neutral ○ 11.2M Reach 4 Social Echo 1 Duplicates

The Fresno Business Journal
Editorial | US | May 16 · 8:29 AM



\$150M loan program for struggling hospitals gets Newsom's OK

... a statement. "While this funding will give much-needed help to **Kaweah Delta** Health and Ridgecrest Community Hospital, there are other ...

Kaweah Delta

Negative ○ 47.8k Reach 2 Social Echo 1 Duplicates

TIMES
of SAN DIEGO

Becker's Hospital Review · Nick Thomas
Editorial | US | May 3 · 3:47 PM

Kaweah Health could receive \$50M in relief by end of week

... meeting new seismic regulations. **Kaweah Health** would likely have to pay \$700 million to meet such changes, something it cannot afford to ...

Kaweah Health

Neutral ○ 643k Reach 2 Social Echo Neutral ○

GV Wire · Edward Smith
Editorial | US | May 4 · 3:33 PM



Will CA's \$150M Life Raft Keep Distressed Hospitals From Sinking?

... said Madera County Health Officer Dr. Simon Paul. In Visalia, **Kaweah Health** also faces financial problems. In 2022, the hospital operated ...

Kaweah Health

Neutra 69.9k Reach 15 Social Echo Neutral ○

 Kaweah Health Medical Center

Social Media



kaweahhealth.org

Competitor Performance, Nov. 1, 2022 – Jan. 23, 2023

Profile	Audience	Net Audience Growth	Published Posts	Public Engagements	Public Engagements per Post	% Audience Growth	Published Carousels	Published Videos	Published Photos	Published Links	Published Text	Reactions	Comments	Shares
Your Profiles Average	5,394.57	59.14	102.29	5,955.14	58.22	1.11%	26.33	24.57	61.57	3.50	5.00	5,419.14	406.57	226.50
Competitor Profiles Average	12,622.08	118.92	62.08	2,633.00	42.42	0.95%	23.2	9.00	38.31	8.13	1.38	2,480.15	77.08	123.13
1 Valley Children's	60,487	266	52	3,623	69.67	0.44%	N/A	6	37	9	0	3,052	155	416
2 Kaweah Health	23,637	130	292	23,494	80.46	0.55%	N/A	79	194	9	10	20,302	2,382	810
3 valleychildrens	21,774	427	24	9,711	404.63	2.00%	7	7	10	N/A	N/A	9,567	144	N/A
4 @CareForKids	19,405	-128	57	390	6.84	-0.66%	N/A	2	29	18	8	311	12	67
5 adventisthealth	14,772	516	102	5,749	56.36	3.62%	17	34	51	N/A	N/A	5,559	190	N/A
6 Community Region...	14,530	51	17	264	15.53	0.35%	N/A	8	4	5	0	198	20	46
7 Saint Agnes Medica...	12,699	95	36	813	22.58	0.75%	N/A	4	31	1	0	622	54	137
8 Adventist Health in ...	6,920	47	111	3,059	27.56	0.68%	N/A	16	74	21	0	2,823	65	171
9 kaweahhealth	6,579	137	198	16,072	81.17	2.13%	61	60	77	N/A	N/A	15,701	371	N/A
10 Sierra View Medical...	4,409	72	76	1,338	17.61	1.66%	N/A	3	63	10	0	1,056	138	144
11 Kaweah Health Lif...	3,537	17	50	448	8.96	0.48%	N/A	5	45	0	0	418	12	18
12 saintagnesmedicalc...	2,638	53	57	2,698	47.33	2.05%	15	11	31	N/A	N/A	2,629	69	N/A
13 dignityhealthbakers...	2,626	96	53	2,086	39.36	3.79%	23	16	14	N/A	N/A	2,037	49	N/A
14 @kaweahhealth	1,812	6	27	16	0.59	0.33%	N/A	3	12	2	10	13	3	0

Top Posts Mar. 1, 2023- June 12, 2023 – Post Engagements

Video analysis



Data since post time: Apr 12, 2023 12:26 PM ⓘ

30K	3,005	213	95	47

Kaweah Health
Mon 5/8/2023 2:18 pm PDT

On Mondays we BAKE. 🍰👩🍳👨🍳 We're continuing our Nurses Week celebration with our Annual Nurses' Week BAKE wars. Our...

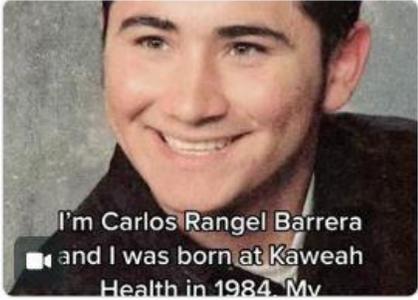
Total Engagements	5,621
Reactions	423
Comments	47
Shares	15
Post Link Clicks	2
Other Post Clicks	5,134

Kaweah Health
Tue 3/14/2023 3:03 pm PDT

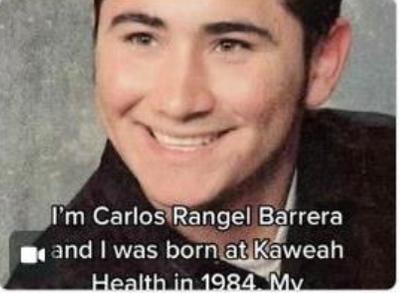
We hope you LIKE that today, we started training the next generation of RNs, as we welcomed our first class of 25 employees to...

Total Engagements	3,668
Reactions	486
Comments	67
Shares	7
Post Link Clicks	—
Other Post Clicks	3,108

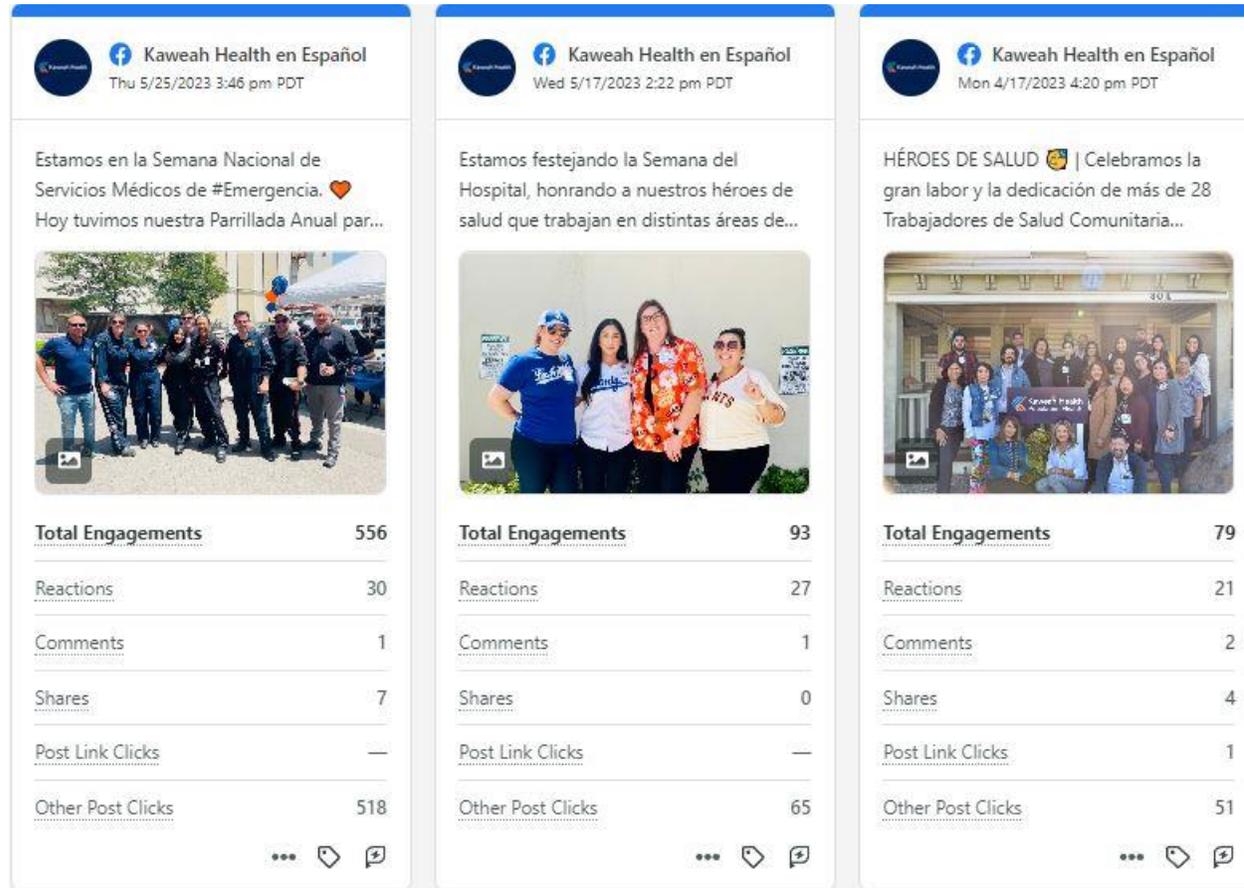
Top Posts Mar. 1, 2023- June 12, 2023– SHARES

<p> kaweahhealth Tue 3/14/2023 2:34 pm PDT</p> <p>And just like that, we're training the next generation of RNs as the Kaweah Health School of Nursing with Unitek. These Kaweah...</p>  <p>Shares 96</p> <p>... 🗑️ 🗣️</p>	<p> kaweahhealth_ Wed 4/12/2023 12:26 pm PDT</p> <p>HEY #MOM, I made it! From his humble beginnings to now an #obgyn doctor at Kaweah Health's Lindsay Clinic, Dr. Carlos...</p>  <p>Shares 95</p> <p>... 🗑️ 🗣️</p>	<p> kaweahhealth Fri 3/10/2023 11:02 am PST</p> <p>Hospitals across #California and throughout the nation are facing the WORST financial crisis since the beginning of the #pandemic...</p>  <p>Shares 55</p> <p>... 🗑️ 🗣️</p>	<p> kaweahhealth Thu 6/8/2023 8:44 am PDT</p> <p>You can't miss our short #Duckumentary showing the highlights of Kaweah Health's Rubber Ducky Derby. 🦆 What was your...</p>  <p>Shares 47</p> <p>... 🗑️ 🗣️</p>	<p> kaweahhealth Fri 5/12/2023 1:17 pm PDT</p> <p>#FunFriday How much does our Chief Operating Officer, Jag Batth, know about Laundry Services? Let's find out. 😂 #funny...</p>  <p>Shares 41</p> <p>... 🗑️ 🗣️</p>
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Top Posts Mar. 1, 2023- June 12, 2023– Comments

<p> kaweahhealth_ Wed 4/12/2023 12:26 pm PDT</p> <p>HEY #MOM, I made it! From his humble beginnings to now an #obgyn doctor at Kaweah Health's Lindsay Clinic, Dr. Carlos...</p>  <p>I'm Carlos Rangel Barrera and I was born at Kaweah Health in 1984. My</p> <p>Comments 213</p>	<p> Kaweah Health Fri 5/12/2023 8:32 pm PDT</p> <p>"In the ED, I know it's easy to become desensitized from everything you see and deal with on a daily basis, but Karen exceeded...</p>  <p>Comments 105</p>	<p> Kaweah Health Wed 3/22/2023 8:30 pm PDT</p> <p>Meet our newest World Class Employee of the Month - Mark Quesada, a 28-year employee, and member of the Marketing Department....</p>  <p>Comments 74</p>	<p> Kaweah Health Fri 3/3/2023 7:57 pm PST</p> <p>"Your son is dying," these are four words any parent fears hearing. May Hammoudeh's eldest son, Deeb, was born with a rare skin...</p>  <p>Comments 72</p>	<p> Kaweah Health Tue 3/14/2023 3:03 pm PDT</p> <p>We hope you LIKE that today, we started training the next generation of RNs, as we welcomed our first class of 25 employees to...</p>  <p>Comments 67</p>
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Kaweah Health en Español



New Strategy *(Kaweah Health en Español)*

Healthy Food Segment: *“Rico y Saludable”*



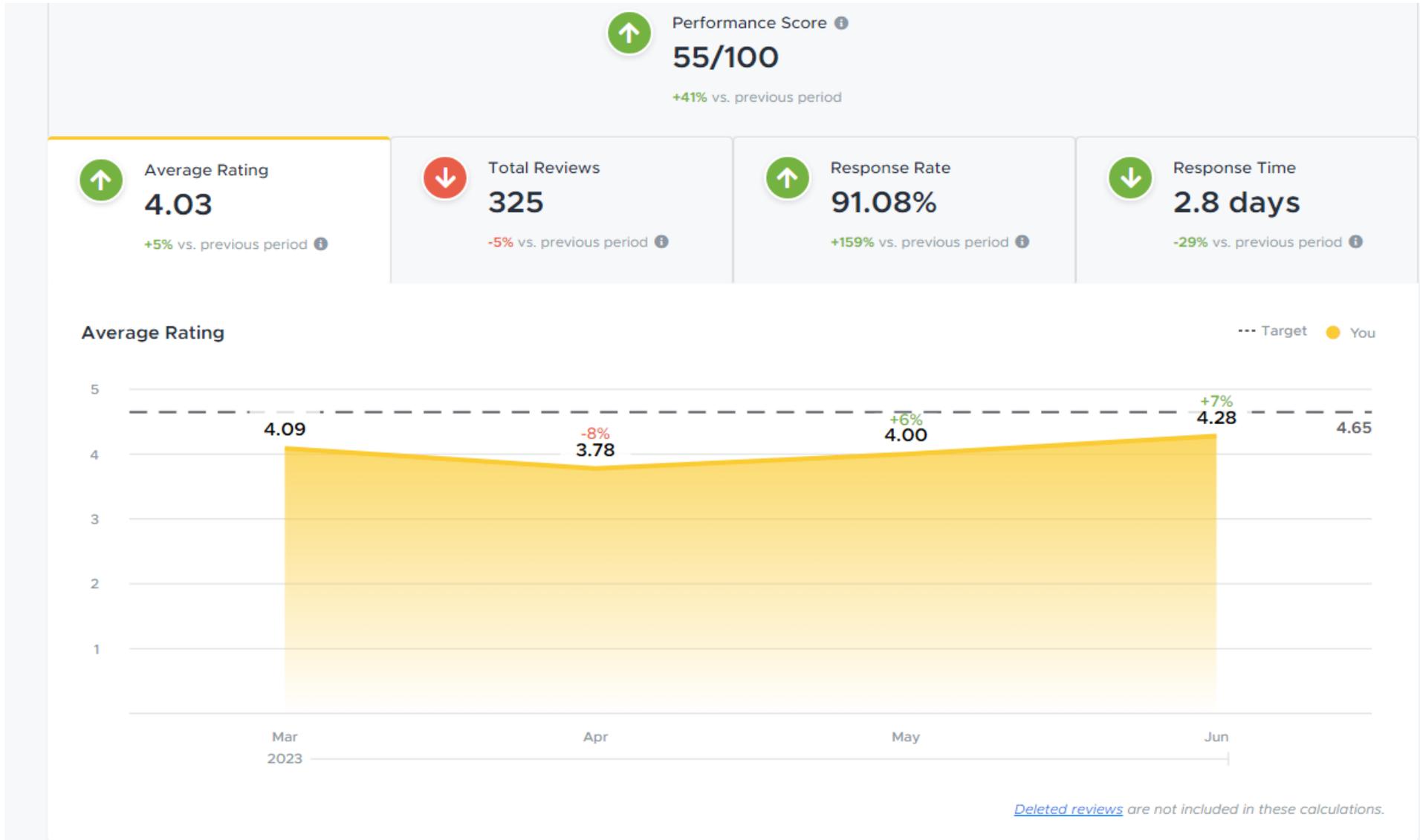
 Kaweah Health Medical Center

Reputation Management



[kawahhealth.org](https://www.kawahhealth.org)

Average Rating - Mar. 1, 2023- June 12, 2023



Total Reviews - Mar. 1, 2023- June 12, 2023

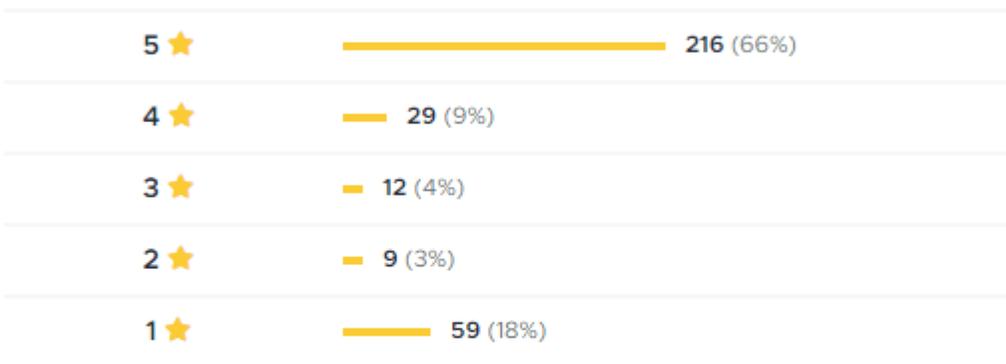


Rating Info - Mar. 1, 2023- June 12, 2023

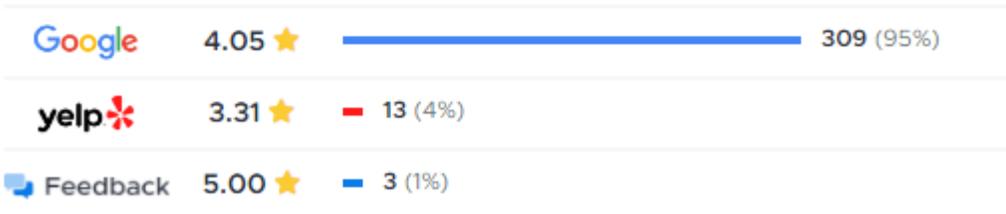
📍 DISTRIBUTIONS

Breakdown of ratings and review sources during the selected period

Ratings Distribution



Review Sites Distribution



☰ POPULAR KEYWORDS

[View all keywords](#)

Keywords that frequently appeared in reviews during the selected period

POSITIVE ● staff 67 ● care 39 ● doctor 38 ● kind 20
● caring 19 ● friendly 19 ● nurse 15 ● wait 2 [View more](#)

NEGATIVE ○ wait 22 ○ pain 15 ○ doctor 14 ○ staff 6 ○ nurse 5
○ care 4 ○ professional 1 ○ service 1 [View more](#)

(NEW) Nextdoor - Mar. 8, 2023 - June 12, 2023



- Home
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- For Sale & Free
- Notifications
- Messages
- + Post



Kaweah Health Medical Center
Downtown • 8 Mar • 🌐

Kaweah Health Medical Center just joined Downtown.

+1 🙄 ❤️ 29

Like 82 Comments Share

😱 ❤️ 🙄 8

Like 7 Comments Share

😱 ❤️ 🙄 90

Like 179 Comments Share

😱 🙄 ❤️ 79

Like 64 Comments Share