



January 25, 2023

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 February 1, 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.kaweahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
Mike Olmos, Secretary/Treasurer

A handwritten signature in black ink that reads "Cindy Moccio". The signature is written in a cursive, flowing style.

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, February 1, 2023

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. SOCIAL MEDIA/MEDIA RELATIONS** – *Laura Florez-McCusker, Director of Media Relations*
 - 2.1.** Updates on media relations efforts
 - 2.2.** Updates on social media campaigns
 - 2.3.** Updates on reputation management
- 3. MARKETING & COMMUNICATIONS** – *Karen Tellalian, Director of Marketing & Communications*
 - 3.1.** Updates relative to current marketing materials, rebranding, ads, and commercials
- 4. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 4.1.** Update on events and community event participation.

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.



Media Relations Update



kaweahhealth.org



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

Yahoo! News
Editorial | US | Aug 23 · 9:30 PM

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



Positive ●

WFMZ-TV · Unitek Learning
Editorial | US | Jul 26 · 3:00 AM

Unitek 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



Positive ○

KFSN-TV - ABC30 · Corin Hoggard
Editorial | US | Nov 18 · 7:24 PM

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 Noeske

1.03M Reach



Positive ●

Becker's Hospital Review · Cailey Glees
Editorial | US | Sep 15 · 4:30 PM

4 schools launching nursing programs

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

Positive ●

Becker's Hospital Review · Cailey Glees
Editorial | US | Sep 22 · 10:15 AM

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

Positive ●

Visalia Times-Delta
Editorial | US | Nov 18 · 6:43 PM

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 Noeske

131k Reach

Positive ●



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

Becker's Hospital Review · Noah Schwa
Editorial | US | Nov 17 · 9:38 AM

California hospital CEO writes open letter to governor following \$127M loss

... Gary Herbst, the CEO at Visalia, Cali.-based Kaweah Delta Health Care District, wrote an open letter to Gov. Gavin Newsom describing a "dire ...

hospital, Gary Herbst, CEO, Kaweah D... Show more

691k Reach Negative ○

Becker's Hospital Review · Molly Gambli
Editorial | US | Nov 11 · 7:43 AM

California hospital CEO asks Newsom for financial aid

... ," Gary Herbst, CEO of Kaweah Health, wrote in his open letter to the governor published Nov. 10 in the Visalia Times Delta . Kaweah Health ...

hospitals, Kaweah Health, Gary Herbst,... Show more

691k Reach 1 Engagement Negative ○

Visalia Times-Delta
Editorial | US | Nov 10 · 4:30 PM

Kaweah Health CEO writes open letter to Newsom seeking financial help for struggling hospital



... of California. My name is Gary Herbst, and I am the Chief Executive Officer of the Kaweah Delta Health Care District ("Kaweah Health"), a ...

hospitals, hospital, Gar... Show more

131k Reach Negative ○

The Fresno Business Journal
Editorial | US | Nov 29 · 8:20 AM

Local hospitals raise dire alarm



... to Gov. Gavin Newsom (see opinion page), CEO of Kaweah Health District Gary Herbst asks for financial assistance in light of layoffs and the ...

hospital, Kaweah Healt... Show more

41.8k Reach Negative ○

KSEE24 News @KSEE24
Twitter | US | Nov 16 · 10:47 PM

Visalia hospital wrote to Governor Gavin Newsom and described the dire situation district hospitals like Kaweah Health are currently facing.

Governor, Kaweah Health

68.2k Reach 3 Social Engagement Negative ○

CBS47 @CBS47
Twitter | US | Nov 16 · 10:46 PM

Visalia hospital wrote to Governor Gavin Newsom and described the dire situation district hospitals like Kaweah Health are currently facing.

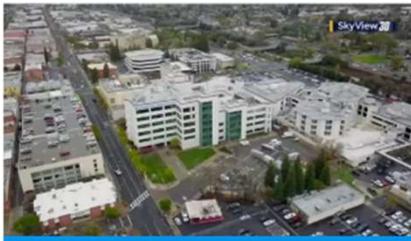
Governor, Kaweah Health

29.4k Reach 1 Social Engagement Negative ○

Top Performing News Content – Dec. 4, 2022 to Jan. 23, 2023

What is the top performing news content?

Top Article by Reach ⓘ



65.2M Reach Social Echo Positive 🟢



Yahoo! News

Editorial | US | Dec 5, 2022



Kaweah Health reports increase in patients, longer wait times

... **Kaweah Health** Medical Center says they're seeing an increase in patients with respiratory illnesses coming into their emergency departme...

Top Article by Reach and Volume ⓘ



4.92M Reach Social Echo Neutral ⚪



Benzinga · PRNewswire

Editorial | US | Dec 8, 2022 · 12

Unitek Learning Invests in New Partnerships to Grow the Nursing Workforce

... educational offerings and meet the workforce needs of organizations like **Kaweah Health** and Sierra View Medical Center. Through School in...

Top Article by Social Echo ⓘ



462k Reach Social Echo Negative 🔴



KMPH-TV · by FOX26 N...

Editorial | US | Jan 2 · 7:06 PM

Kaweah Health ER 'significantly impacted' with RSV, cold, flu patients

VISALIA, Calif. (FOX26) — **Kaweah Health** is not allowing any visitors to its emergency room right now. The hospital made the announcement

Top Performing News Content – Dec. 4, 2022 to Jan. 23, 2023

 **Becker's Hospital Review** · Mariah Ta
 Editorial | US | Jan 6 · 12:03 PM

135 nursing programs launched in 2022

... practitioner program in the fall. Visalia, Calif.-based **Kaweah Health** is creating a nursing program through Unitek Learning set to launch in ...

Kaweah Health

549k Reach Positive ●

 **KSEE-TV** · Marcela Chavez
 Editorial | US | Jan 18 · 3:20 PM

Kaweah Health among America's 100 best hospitals

VISALIA, Calif. (KSEE/KGPE) – For the first time **Kaweah Health** earned a spot in the list of the 100 Best Hospitals in the United States, a ...



Kaweah Health

191k Reach Positive ○

 **Visalia Times-Delta** · Manuel Hernand
 Editorial | US | Dec 30, 2022 · 10:39 AM

Kaweah Health builds county's first mental health hospital for youth



... **Kaweah Health's** Mental Health Hospital will add a fourth wing to provide psychiatric services for children and adolescents 18 years and ...

Kaweah Health

120k Reach Positive ●

 **The Fresno Business Journal** · Janko
 Editorial | US | Dec 8, 2022 · 5:11 AM

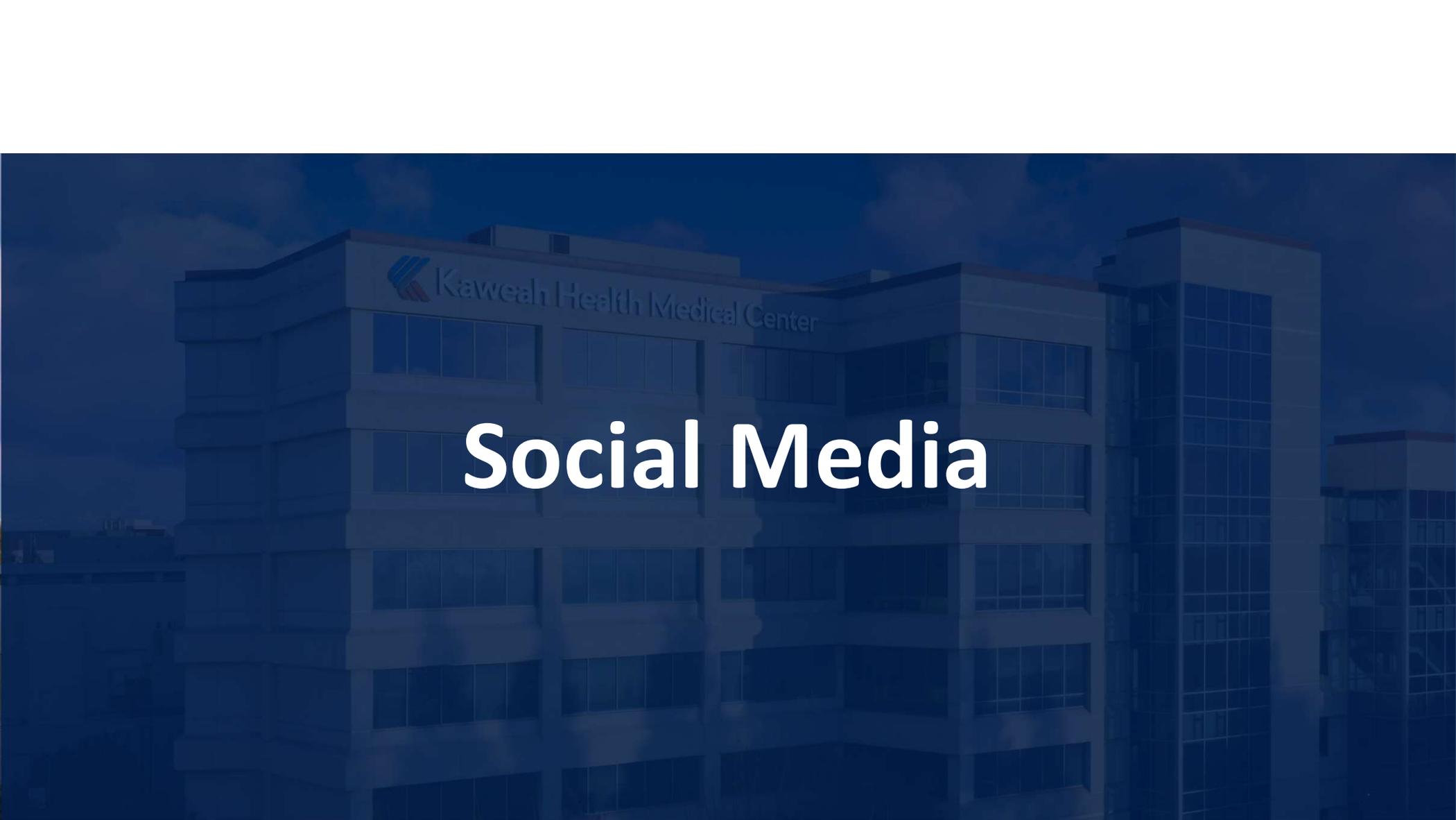
U.S. News & World Report ranks area hospital tops for maternity care



... senior health data scientist at U.S. News. **Kaweah Health** Medical Center (**Kaweah Health**) received a High Performing designation. Kaweah was ...

Kaweah Health

34.8k Reach Positive ●



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	5,551.71	81.71	91.57	5,781.57	63.14	1.49%	28.5	23.71	54.71	4.60	2.40	5,151.71	424.43	287.60
Competitor Profiles Average	12,472.54	77.31	49.15	1,956.31	39.80	0.62%	10	7.62	34.00	5.75	0.25	1,788.23	75.23	150.88
1 Valley Children's	60,220	300	49	3,294	67.22	0.50%	N/A	7	42	0	0	2,560	182	552
2 Kaweah Health	23,446	295	260	22,163	85.24	1.27%	N/A	70	178	11	1	18,550	2,310	1,303
3 valleychildrens	21,281	240	24	8,054	335.58	1.14%	7	6	11	N/A	N/A	7,956	98	N/A
4 @CareForKids	19,548	-101	52	394	7.58	-0.51%	N/A	3	40	9	0	321	9	64
5 Community Region...	14,472	43	10	321	32.10	0.30%	N/A	4	5	1	0	129	10	182
6 adventisthealth	14,086	298	92	3,838	41.72	2.16%	12	36	44	N/A	N/A	3,711	127	N/A
7 Saint Agnes Medica...	12,539	83	46	1,377	29.93	0.67%	N/A	3	42	1	0	1,051	146	180
8 Adventist Health in ...	6,853	42	73	2,190	30.00	0.62%	N/A	12	39	22	0	1,964	118	108
9 kaweahhealth	6,405	112	204	16,288	79.84	1.78%	51	53	100	N/A	N/A	15,837	451	N/A
10 Sierra View Medical...	4,318	0	69	898	13.01	0.00%	N/A	4	55	10	0	643	140	115
11 Kaweah Health Lif...	3,506	22	32	426	13.31	0.63%	N/A	7	23	0	2	384	29	13
12 saintagnesmedicalc...	2,559	55	52	1,578	30.35	2.20%	4	6	42	N/A	N/A	1,555	23	N/A
13 dignityhealthbakere...	2,507	29	27	1,156	42.81	1.17%	11	9	7	N/A	N/A	1,131	25	N/A

Top Posts Nov. 1 - Jan. 23, 2023 – Post Engagements

Kaweah Health
Sun 1/1/2023 2:51 pm PST

The first babies of #2023 have been born at Kaweah Health. Elias Perez, born to Ana Perez Arreola, of Visalia, was first at 1:0...



Total Engagements	18,674
Reactions	2,651
Comments	254
Shares	38
Post Link Clicks	362
Other Post Clicks	15,369

Kaweah Health
Sun 12/4/2022 3:46 pm PST

Please SHARE with LOVED ones. Our Emergency Department is significantly impacted this afternoon as we work to c...



Total Engagements	9,634
Reactions	642
Comments	270
Shares	421
Post Link Clicks	45
Other Post Clicks	8,256

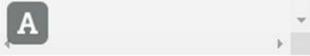
Kaweah Health
Mon 1/2/2023 5:17 pm PST

Our ER is significantly impacted. Due to space limits, we are currently unable to accommodate visitors. Check back for updates.



Total Engagements	7,978
Reactions	502
Comments	178
Shares	173
Post Link Clicks	—
Other Post Clicks	7,125

Top Posts Nov. 1, 2022- Jan. 23, 2023 – SHARES

<p>Kaweah Health Sun 12/4/2022 3:46 pm PST</p> <p>Please SHARE with LOVED ones. Our Emergency Department is significantly impacted this afternoon as we work to...</p>  <p>Shares 421</p>	<p>Kaweah Health Mon 1/2/2023 5:17 pm PST</p> <p>Our ER is significantly impacted. Due to space limits, we are currently unable to accommodate visitors. Check back for updates.</p>  <p>Shares 173</p>	<p>Kaweah Health Wed 12/28/2022 3:50 pm PST</p> <p>Help is on the way for children and adolescents who need inpatient psychiatric services close to home thanks...</p>  <p>Shares 56</p>	<p>Kaweah Health Mon 12/5/2022 11:11 am PST</p> <p>UPDATE: We're still very busy in our Emergency Department and throughout the hospital where occupancy is 98...</p>  <p>Shares 56</p>	<p>Kaweah Health Fri 12/2/2022 2:58 pm PST</p> <p>Visit KaweahHealth.org/TakeAction and urge California Governor to support #CADistricthospitals, which are vital to...</p>  <p>Shares 49</p>
---	---	---	---	---

Top Posts Nov. 1, 2022- Jan. 23, 2023 – Comments

<p>Kaweah Health Sun 12/4/2022 3:46 pm PST</p> <p>Please SHARE with LOVED ones. Our Emergency Department is significantly impacted this afternoon as we work to...</p>  <p>Comments 270</p>	<p>Kaweah Health Sun 1/1/2023 2:51 pm PST</p> <p>The first babies of #2023 have been born at Kaweah Health. Elias Perez, born to Ana Perez Arreola, of Visalia, was first at 1:01...</p>  <p>Comments 254</p>	<p>Kaweah Health Mon 1/2/2023 5:17 pm PST</p> <p>Our ER is significantly impacted. Due to space limits, we are currently unable to accommodate visitors. Check back for updates.</p> <p>A</p> <p>Comments 178</p>	<p>Kaweah Health Sun 1/22/2023 10:30 am PST</p> <p>Help us celebrate Stephanie Genetti, a Registered Nurse, and one of our Good Catch Award Winners. After noticing her...</p>  <p>Comments 129</p>	<p>Kaweah Health Mon 1/23/2023 6:42 pm PST</p> <p>"I brought my dad into the ER for his high blood pressure. He hasn't seen a doctor in ages, and it took a long time to get him t..."</p>  <p>Comments 110</p>
---	---	--	---	---

@kaweahhealthspanol | Est. May 10, 2020: 945 LIKES, 1,017 FOLLOWERS

Kaweah Health en Español

Profiles

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

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Nov 1, 2022 – Jan 23, 2023	945 ↗ 8.2%	73 ↗ 160.7%	51 ↗ 4.1%	29,514 ↗ 135.5%	13,777 ↗ 685%	46.7% ↗ 233.4%	7,355 ↗ 388.4%
Compare to Aug 9, 2022 – Oct 31, 2022	873	28	49	12,534	1,755	14%	1,506
 Kaweah Health en Espa...	945	73	51	29,514	13,777	46.7%	7,355

Top Posts Nov. 1 - Jan. 23, 2023

 **Kaweah Health en Español**
Thu 1/12/2023 2:20 pm PST

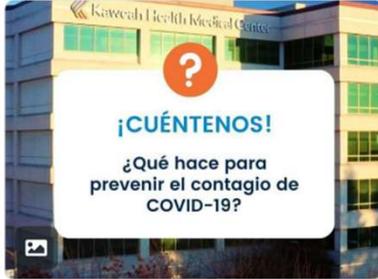
EJEMPLO DE SUPERACIÓN 🏆 | Conozca a la Dra. Daniela Rangel Orozco, Doctora en Medicina Familiar de Kaweah Health...



Total Engagements	229
Reactions	58
Comments	13
Shares	6
Post Link Clicks	—
Other Post Clicks	152

 **Kaweah Health en Español**
Thu 11/17/2022 8:00 am PST

PREGUNTA DEL DÍA | Cuéntenos, ¿qué hace para prevenir el contagio de #COVID19? Deje su respuesta debajo, e...



Total Engagements	192
Reactions	10
Comments	70
Shares	0
Post Link Clicks	—
Other Post Clicks	112

 **Kaweah Health en Español**
Thu 11/17/2022 8:51 am PST

EN VIVO | Estamos en en VIVO desde la Conferencia de Mujeres Trabajadores en los Campos Agrícolas en centro de...



Total Engagements	159
Reactions	22
Comments	11
Shares	2
Post Link Clicks	—
Other Post Clicks	124

Spanish Healthcare Channels



Montefiore Health System
119K followers • 112 following

Posts About Mentions Reviews Reels Photos More ▾



Keck Medicine USC_Espanol
77 likes • 104 followers

Posts About Mentions Reviews Reels Photos More ▾



Clinica Mayo ✓
@ClinicaMayo

Cuenta oficial de @MayoClinic en español. Especializada en el tratamiento de pacientes, la educación y la investigación.
[Translate bio](#)

📍 Los Estados Unidos [mayoclinic.org/spanish](https://www.mayoclinic.org/spanish) 📅 Joined November 2010

3,623 Following 23.2K Followers

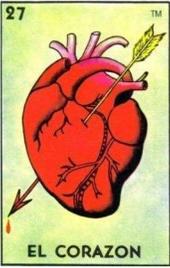
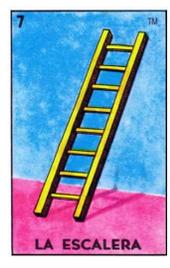
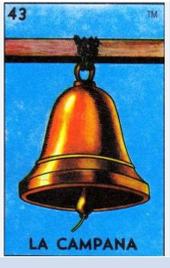


keckmedicineuscespanol Following ▾

238 posts 2,709 followers 127 following

keck Med of USC en Español
Medical & health
Somos el Centro de Medicina y salud de la Universidad del mejores centros de salud de USA. CITAS bit.ly/3qUiPaG

Lotería Cards

Front	Back	Translation	Front	Back	Translation	Front	Back	Translation
<p>Cardiac (The Heart)</p> 	<p><i>Si su corazón late con gran rapidez Y siente presión en el pecho que suele doler Síntomas de un ataque al corazón pueden ser. Visite a su cardiólogo para saber qué hacer.</i></p> <p>El Centro de Cardiología de Kaweah Health puede cuidar de su corazón. Llame para una consulta médica: (559) 624-6520 .</p> <p>(Kaweah Health Cardiology Center: 820 South Akers Street, Suite 130, Visalia, CA 93277)</p>	<p>Do you feel like your heart beats too fast and you have chest pain? These could be symptoms of a heart attack. Visit your cardiologist so you can know what to do next. The Kaweah Health Cardiology Center can help care for your heart. Call to schedule a visit: (559) 624-6520</p> <p>(Kaweah Health Cardiology Center: 820 South Akers Street, Suite 130, Visalia, CA 93277)</p>	<p>Ortho (The Stairs)</p> 	<p><i>Si usted se cae de la escalera y se fractura la cadera, Un cirujano ortopédico Le restaura el movimiento Y lo deja como nuevo.</i></p> <p>Kaweah Health cuenta con varios cirujanos ortopédicos de primera clase para resolver su problema. Llame para una consulta médica: (Number?) (Location?)</p>	<p>If you fall off the stairs and hurt your hip, an orthopedic surgeon will restore your movement and leave you feeling like new.</p> <p>Kaweah Health has several world-class orthopedic surgeons that can solve your problem. Call to schedule a visit: (Number?) (Location?)</p>	<p>Cancer (The Bell)</p> 	<p><i>Suena la campana de esperanza Para los que luchan sin cesar, En el Centro de Cáncer Anunciando su victoria contra el mal. Timbra... Uno, dos, tres Celebrando el bienestar, Rodeados de los héroes Aliados en las luchas</i></p> <p>Kaweah Health tiene uno de los centros de cáncer (Sequoia Regional Cancer Center) más avanzados en California, con alta tecnología y doctores especializados para brindar el mejor cuidado contra el cáncer. Llame para una consulta médica: (559) 624-3000</p> <p>(Sequoia Regional Cancer Center: 4945 W Cypress Ave, Visalia, CA 93277)</p>	<p>The bell of hope rings for those who never ceased fighting at the Cancer Center. It announces their victory against the illness. It rings... one, two, three- celebrating wellness, surrounded by the heroes who were allies in the fight.</p> <p>Kaweah Health has the Sequoia Regional Cancer Center, which is one of California's most advanced cancer centers, with high end technology and specialized doctors to provide the best cancer care. Call to schedule your visit: (559) 624-3000</p> <p>(Sequoia Regional Cancer Center: 4945 W Cypress Ave, Visalia, CA 93277)</p>



Reputation Management



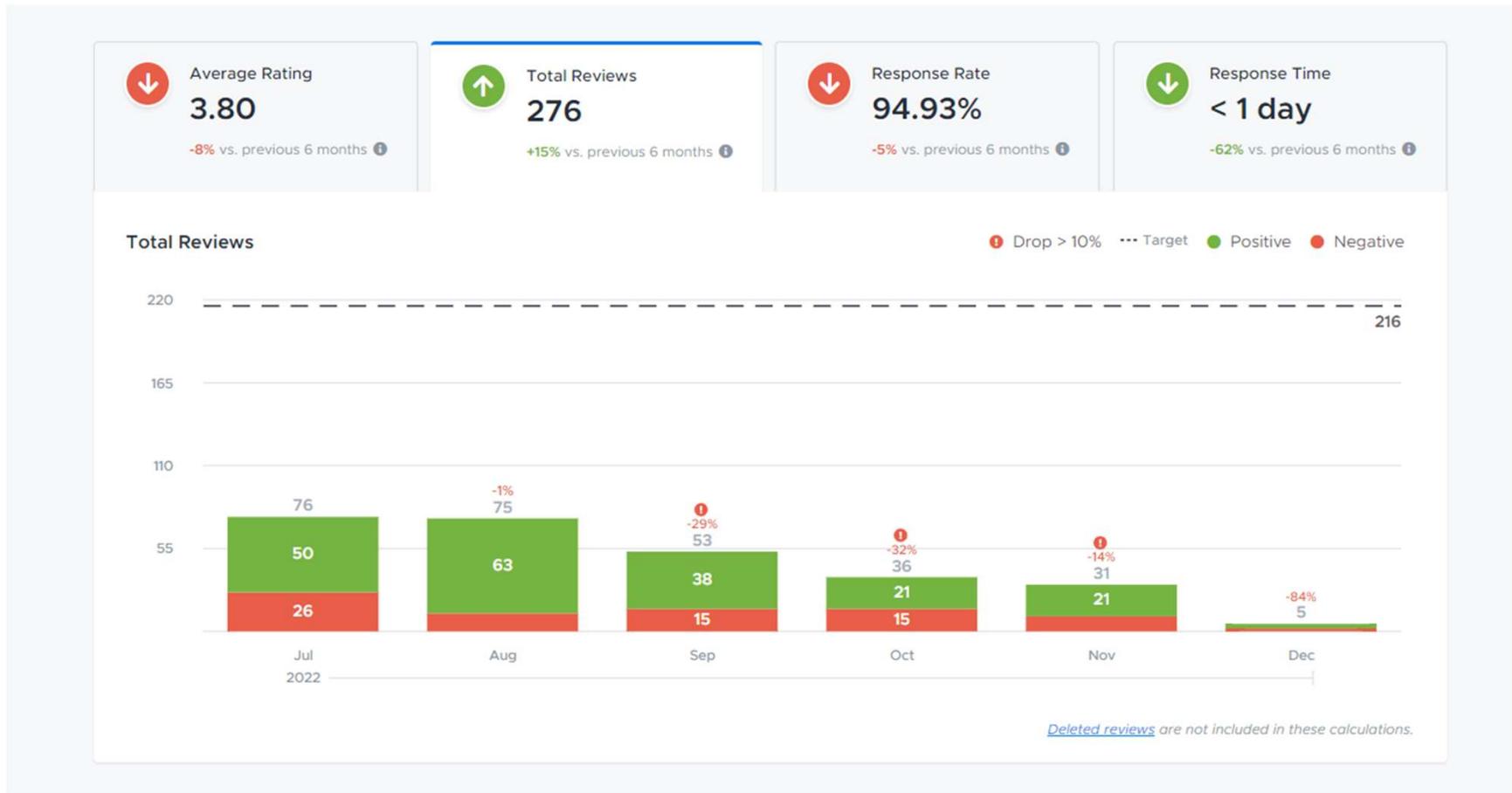
[kaweahhealth.org](https://www.kaweahhealth.org)



Average Rating - July 1, 2022-Dec. 5, 2022



Total Reviews - July 1, 2022-Dec. 5, 2022

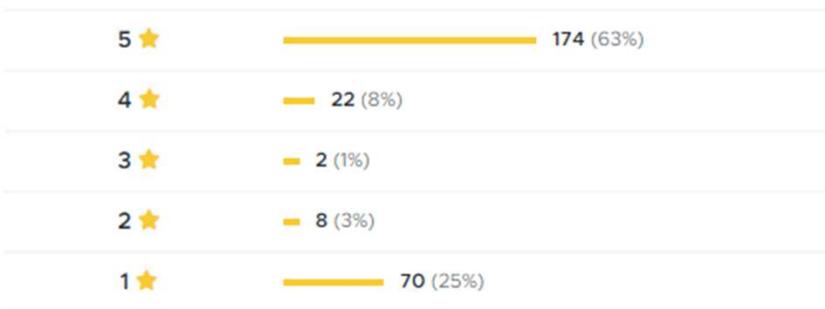


Rating Info - July 1, 2022-Dec. 5, 2022

📍 DISTRIBUTIONS

Breakdown of ratings and review sources during the last 6 months

Ratings Distribution



Review Sites Distribution



☰ POPULAR KEYWORDS

[View all keywords](#)

Keywords that frequently appeared in reviews during the last 6 months

POSITIVE

- staff 64
- care 52
- friendly 32
- doctor 24
- professional 21
- nurse 15
- appointment 13
- wait 6

[View more](#)

NEGATIVE

- wait 23
- nurse 15
- appointment 12
- care 8
- staff 7
- service 7
- doctor 4
- professional 1

[View more](#)

MARKETING UPDATES, January 31st, 2023

Top 100 Campaign

- Electronic Billboard Ads: Hanford and Exeter

TOP 100
in the nation.



KaweahHealth.org/Awards



Entre los 100
mejores de la nación.



KaweahHealth.org/Awards



- Mooney Billboard Ads: (Time-lapse)



- Display Ads:

- Website and Kaweah Compass

View our COVID-19 information and visitor guidelines here.

Para leer el mensaje de Novel Coronavirus (COVID-19) en Espanol haga clic AQUI.

Kaweah Health
MORE THAN MEDICINE. LIFE.

Healthgrades Announces Kaweah Health is Among America's 100 Best Hospitals

The pursuit of healthiness

AMERICA'S 100 Best HOSPITALS™ 2023

healthgrades.

Learn More

Pay My Bill | myHealth Patient Records | Find A Provider | Schedule a COVID-19 Test or Vaccination

Kaweah Compass

Top 100 in the nation.

Kaweah Health Medical Center

KaweahHealth.org/Awards

AMERICA'S 100 Best HOSPITALS™ 2023

healthgrades.

Unitek COLLEGE Learn More

Enter COVID-19 Test Results

CLICK HERE for all COVID-19 info

CLICK HERE to watch Employee Huddle videos

Compass NOW

- Yogurt Bowls at the Siren Grill
- Kaweah Health Tulare Blood Drive - Friday, February 3, 2023 (1:00 PM - 3:00 PM)
- January Sim Center Newsletter

Employee Huddles

health is our passion. excellence is our goal.

- **Email Blast:** 69,752 emails



Kaweah Health Medical Center
Named One of America's **100 Best Hospitals**

Kaweah Health is excited to announce being named one of America's **100 Best Hospitals™** for 2023 by Healthgrades, one of the most trusted sources for evaluating hospital quality. This recognition by Healthgrades builds upon two consecutive years as one of America's 250 Best Hospitals and is a reflection of the talented, dedicated people working throughout Kaweah Health's ranks, all of whom are committed to growth and serving the community.

While it is a great honor to be recognized at all, it is an even greater honor considering that Kaweah Health Medical Center was the only hospital in the San Joaquin Valley from Kern to Madera counties to make the top 100 list. This achievement puts Kaweah Health in the **top two percent** of hospitals nationwide for overall clinical performance across the most common conditions and procedures.

To learn more about all of Kaweah Health's awards and accreditations, visit

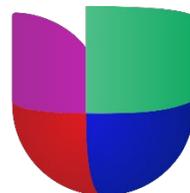
KaweahHealth.org/awards

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

- Radio Spots, TV & Newspaper Ads: (Thank you Deborah!)



TELEMUNDO



UNIVISION

The pursuit of healthiness.



Sometimes it's a walk in the park.

Sometimes it's a marathon.

For four years in a row, we have been ranked by Healthgrades™ as one of America's 250 Best Hospitals. This year, Kaweah Health Medical Center bested itself, crossing the finish line as one of **America's 100 Best Hospitals**.

America's 100 Best Hospitals™ are in the top 2% in the nation for overall clinical excellence for the current year.

How did we do it? Our caregivers go the extra mile, then go another twenty to get the best outcomes for our patients. More than technology, more than buildings, it's their expertise, hard work, and passion for healing that makes us the most awarded hospital in the Central Valley. Every day, they're running marathons so the rest of us can have our walk in the park.



What is Healthgrades?*

Healthgrades evaluates hospital quality for conditions and procedures based solely on clinical outcomes. Their aim is to help consumers understand and compare hospital performance so they can make informed decisions about their care.

Healthgrades America's Best Hospitals™ consistently exhibit exceptional, comprehensive quality care based on clinical quality outcomes for 31 conditions and procedures.



f | y | t | @ MSIH: KaweahHealth.org/Awards

*www.healthgrades.com/quality/hospitals-awards

KaweahHealth.org/Awards

- **Buses:** (Visalia, Tulare and TCat)



Congratulations!



**Kaweah Health recognizes
the COS Nursing Program
as a community champion in
the pursuit of healthiness.**

We congratulate the graduating class of fall 2022.



f |  |  |  | [KaweahHealth.org](https://www.KaweahHealth.org)

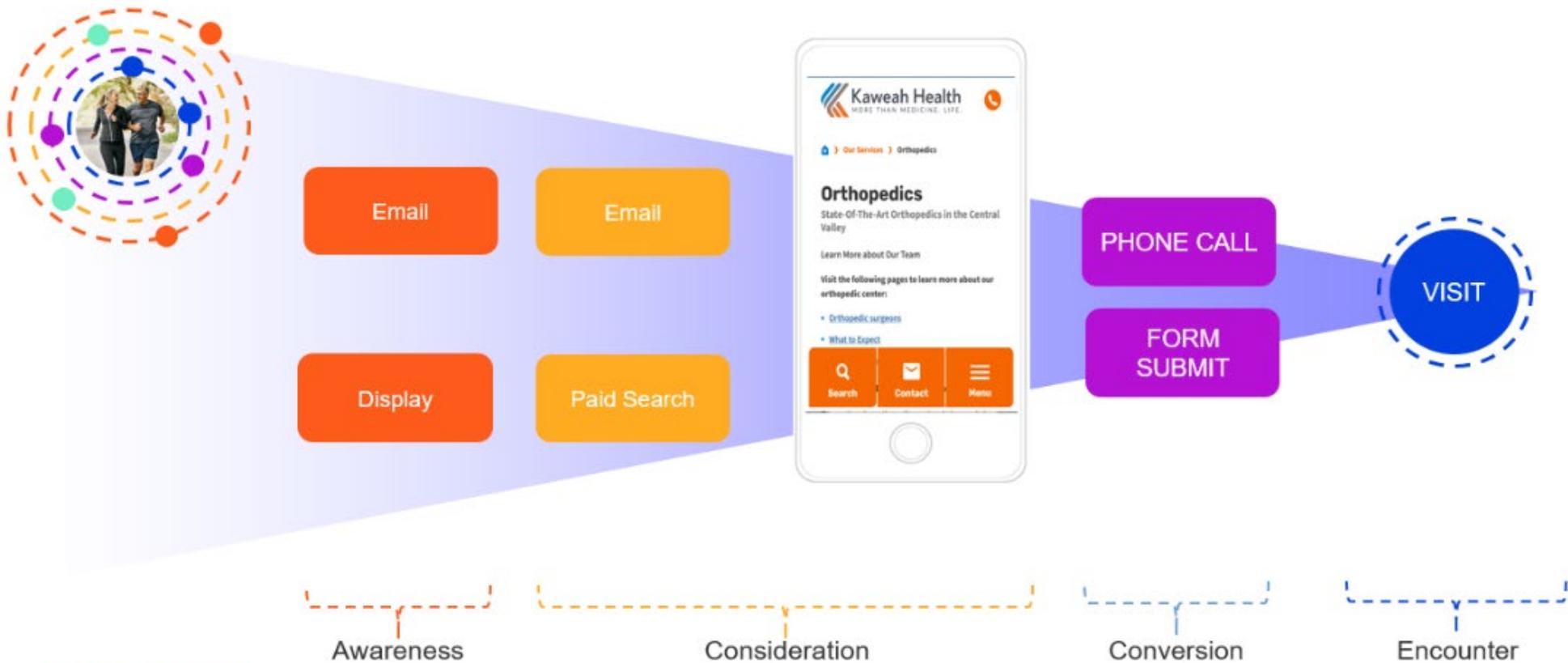
The pursuit of healthiness is more than hospital care. It's about sustaining a thriving community, and to achieve that, we need nurses.

For decades, the College of the Sequoias Nursing Program has been instrumental in bringing quality care to our patients.

To the leaders and instructors, our sincerest thanks.

To this semester's graduating class, congratulations! You have chosen to make a career of caring. If you stay in the area, we hope you'll consider Kaweah Health. Wherever your journey takes you, we wish you every success.

Patient Journey: Oncology, Obstetrics(Mother Baby), Cardiac and General Surgery



Welcome!

Whether it's an emergency, surgery, or specialty care, trust your health to the most awarded health care organization in the Central Valley.



400 W. Mineral King Ave.
Visalia, CA 93291-9857
KaweahHealth.org/Welcome

Remove this magnet and keep it handy for quick access to a list of our services and providers.

KaweahHealth.org/Welcome



400 W. Mineral King Ave.
Visalia, CA 93291-9857

PRSR STD
US Postage
PAID
Visalia, CA
Permit #331

Just moved?

Kaweah Health checks all the boxes.



- ✓ Medical Center ranked in 2023 as one of **America's 100 Best Hospitals™** by Healthgrades*
- ✓ Cardiac surgery program ranked six years in a row as one of **America's 50 Best Cardiac Surgery™** programs by Healthgrades*
- ✓ Pediatrics and NICU staffed by doctors from Valley Children's Hospital
- ✓ Urology program in alliance with Keck Medicine of USC
- ✓ Rural health care clinics serving Dinuba, Exeter, Lindsay, Tulare, and Woodlake
- ✓ Two conveniently located urgent care facilities and a Level III Trauma Center

Looking for a job?

It takes a special person to work for Kaweah Health. If you really want to make a difference, visit KaweahHealth.org/Careers.

*www.healthgrades.com/quality/hospital-ratings-awards



Sequoia Health & Wellness Centers

We will be moving on March 1, 2023.



We're moving!

PROVIDERS AS OF MARCH 1, 2023

- Adediji, Anu, MD
- Amezcuca, Eduardo, MD
- Bassali, Mariam, MD
- Bonilla, Roberto, MD
- Caballes, Jared, MD
- Calderon, Yesenia, MD
- Cervantes, Armando, MD
- Chabok, Rosa, DO
- Chahil, Jasmeen, MD
- Choudhury, Ivana, DO
- Gaccione, Charles, DO
- Guadalupe, Grace, MD
- Hanalla, Andrew, DO
- Kawagoe, Rebecca, DO
- Kuehne, Eric, MD
- Ludin, Sahar, MD
- Martinez, Mario, MD
- Ramirez, Magda, MD
- Rangel Orozco, Daniela, MD
- Roach, William, MD
- Said, Mark, MD
- Shiwadin, Reshma, DO
- Smith, Dorathea, MD
- Talamayan-Pascua, Roxanne, MD
- Tariq, Asma, MD
- Tran, Quan, DO
- Whitlach, Cate, MD

Your providers will now see you at Kaweah Health Tulare Clinic

1000 North Mooney Boulevard • Tulare, CA 93274

Time brings unexpected changes, but Kaweah Health will always work to make those changes for the better. Sequoia Health & Wellness Centers will be moving on March 1, 2023, and all existing patients can be seen by their regular providers at the Kaweah Health Tulare Clinic. Transportation assistance is available.

Our patients see the same doctor at each visit. From newborns to seniors, our goal is to get to know you and your family so we can meet your specific health care needs.

SAME QUALITY CARE. NEW LOCATION.

- Virtual Visits
- Transportation Assistance
- Same-Day Appointments
- Discount Programs Available
- Courtesy Lab Draws For Clinic Patients

SERVICES OFFERED:

- Family Medicine
- Adult Specialties
- Behavioral Health
- Obstetrics/Gynecology
- Clinical Psychologist
- Clinical Pharmacist
- Pediatrics

Accepting new patients

Same day walk-in appointments

To schedule a visit, please call (559) 685-7100



Kaweah Health Tulare Clinic

1000 North Mooney Boulevard
Tulare, CA 93274

(559) 685-7100

[KaweahHealth.org/Clinics](https://www.KaweahHealth.org/Clinics)

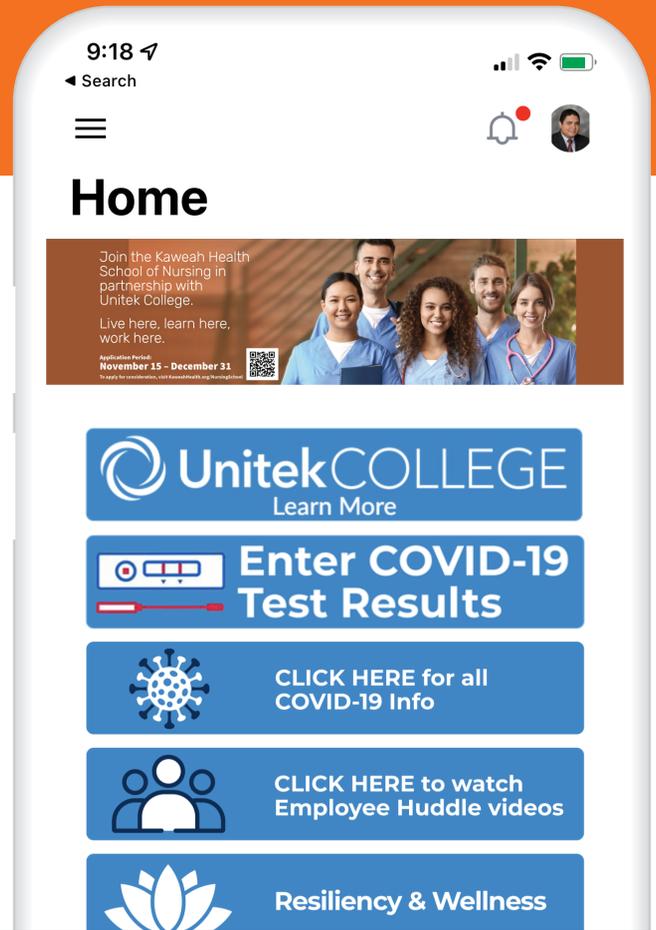
COMING SOON!

Launch Date: February 1, 2023



ALWAYS CONNECTED

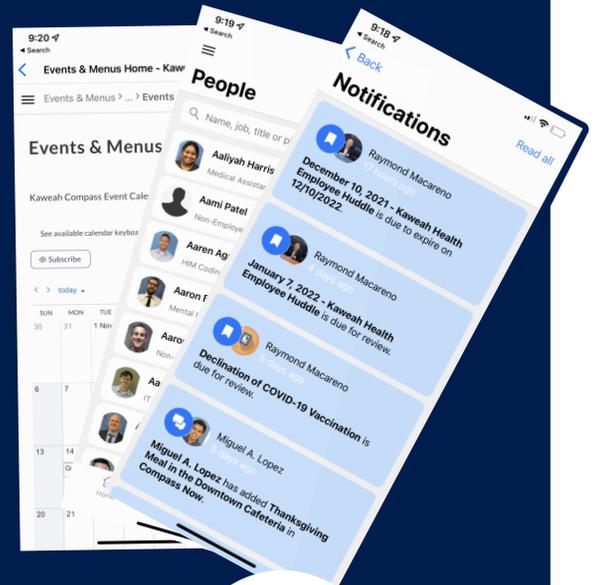
Connectivity is one of the most beneficial results you'll see when downloading the Kaweah Compass App.



Stay informed about the latest content, updates, and company news.

View on your mobile device:

- Employee Huddle Videos
- Photo Galleries
- Daily Food Menus
- Event Calendar
- Forms and Guides



Receive News Alerts



Submit Kaweah Care Nominations



Submit Service Requests

All the latest news and information easily available to you at your fingertips!

Instruction on downloading the mobile app will be communicated district-wide on Wednesday, February 1, 2023.



**Kaweah Health's
“just because I’m in
a hospital it doesn’t
have to be boring”
activity booklet.**

The pursuit of healthiness



Test your medical knowledge

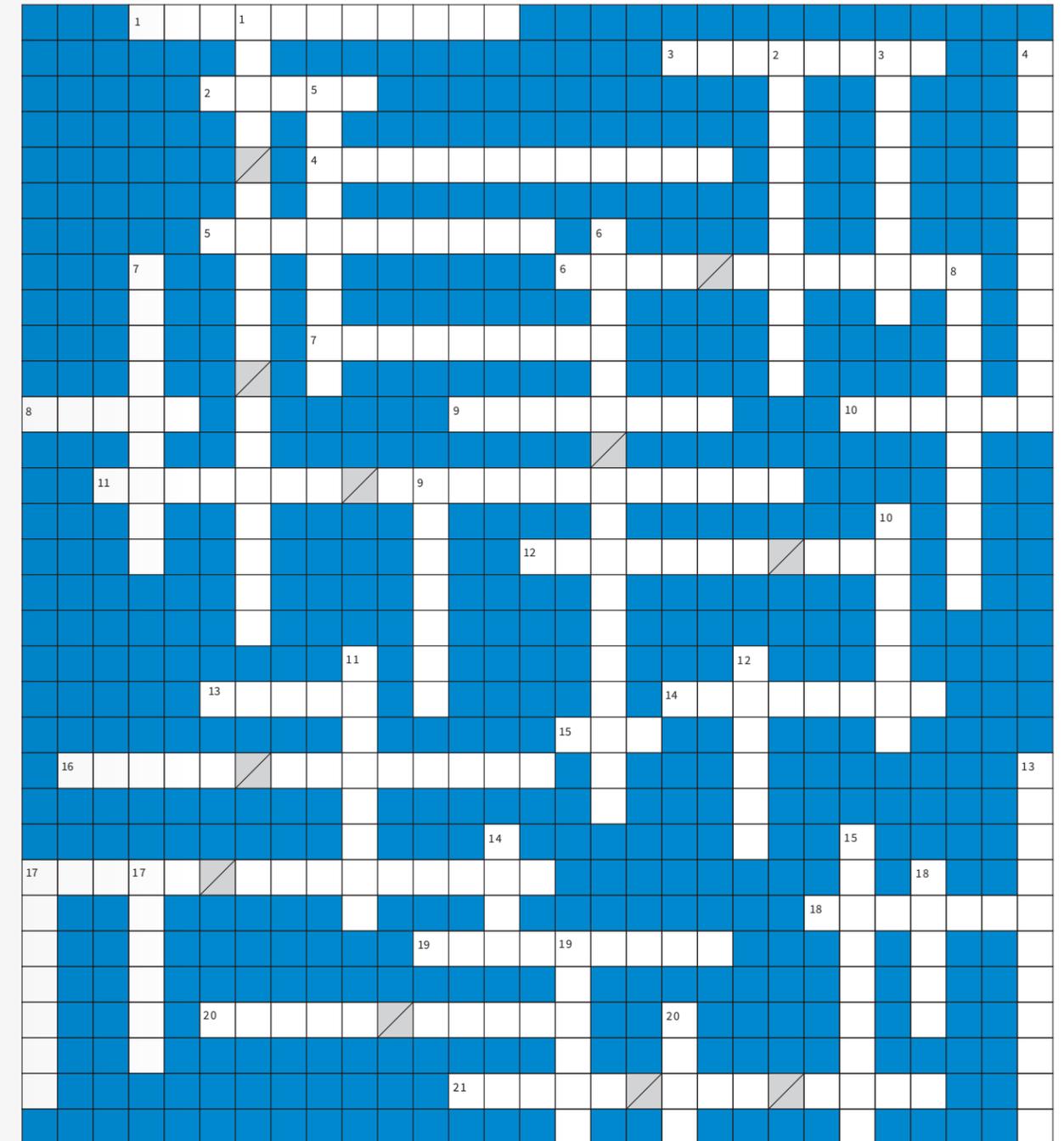
ACROSS

- The recommended age for both men and women to have this procedure is 45.
- Which of your organs has stopped if you are experiencing a cardiac arrest?
- The blockage of an artery often caused by a blood clot
- The procedure using electric shocks to restore normal heartbeat
- Which medical specialty is concerned with diseases of the blood?
- Your spleen, gall bladder, and appendix are all organs you can _____.
- Common term for a surgical procedure.
- Term for a condition that begins abruptly and is sometimes severe, but usually short
- The process of removing excess water, solutes and toxins from the blood in kidney patients
- A serious condition caused by the body's response to severe infection
- What do the initials G.P. stand for in the medical profession?
- The pandemic that started in 1918 and killed an estimated 50 million people worldwide
- What women experience during childbirth
- What type of patient does a pediatrician care for?
- Which muscle of the human body can exert the most pressure?
- A sphygmomanometer measures what?
- Which of your organs is approximately 23 feet in length?
- The scientific name for the bone in the upper arm sometimes referred to as the funny bone
- In fiscal year 2021-2022, Kaweah Health cared for 81,555 patients in this department.
- A potentially serious sleep disorder in which breathing repeatedly stops and starts
- More than half of your bones are located in these two parts of the body.

DOWN

- In fiscal year 2021-2022, Kaweah Health performed 393 of these procedures.
- A patient who receives care without being admitted to a hospital
- Edward Jenner, sometimes referred to as *the father of immunization*, created this vaccine.
- Doctors take an oath named for this ancient Greek physician.
- Marie Curie was instrumental in developing this as a therapeutic tool.
- Which type of operation did Joseph Murray perform the first of in 1954?
- A patient who requires hospitalization is sometimes referred to as an _____.
- The surgical procedure of removing of an organ from one person's body and placing it in another's
- The return of a disease or symptoms after a patient has recovered
- The human body has about 600 of these.
- The tubes that carry oxygenated blood from the heart
- A small tissue sample that is taken for testing
- A medical term that means "to revive"
- In what part of the human body would you find the patella?
- Brufen, Advil, Motrin and Nurofen are different brand names for which drug?
- Stitches used to join tissues together as they heal are also called _____.
- This term refers to the lower part of the spine.
- The tubes that return blood to the heart
- Pituitary, thyroid, and prostate are all types of what?
- This innovation was accidentally discovered in 1895 and takes a photo of the inside of the body.

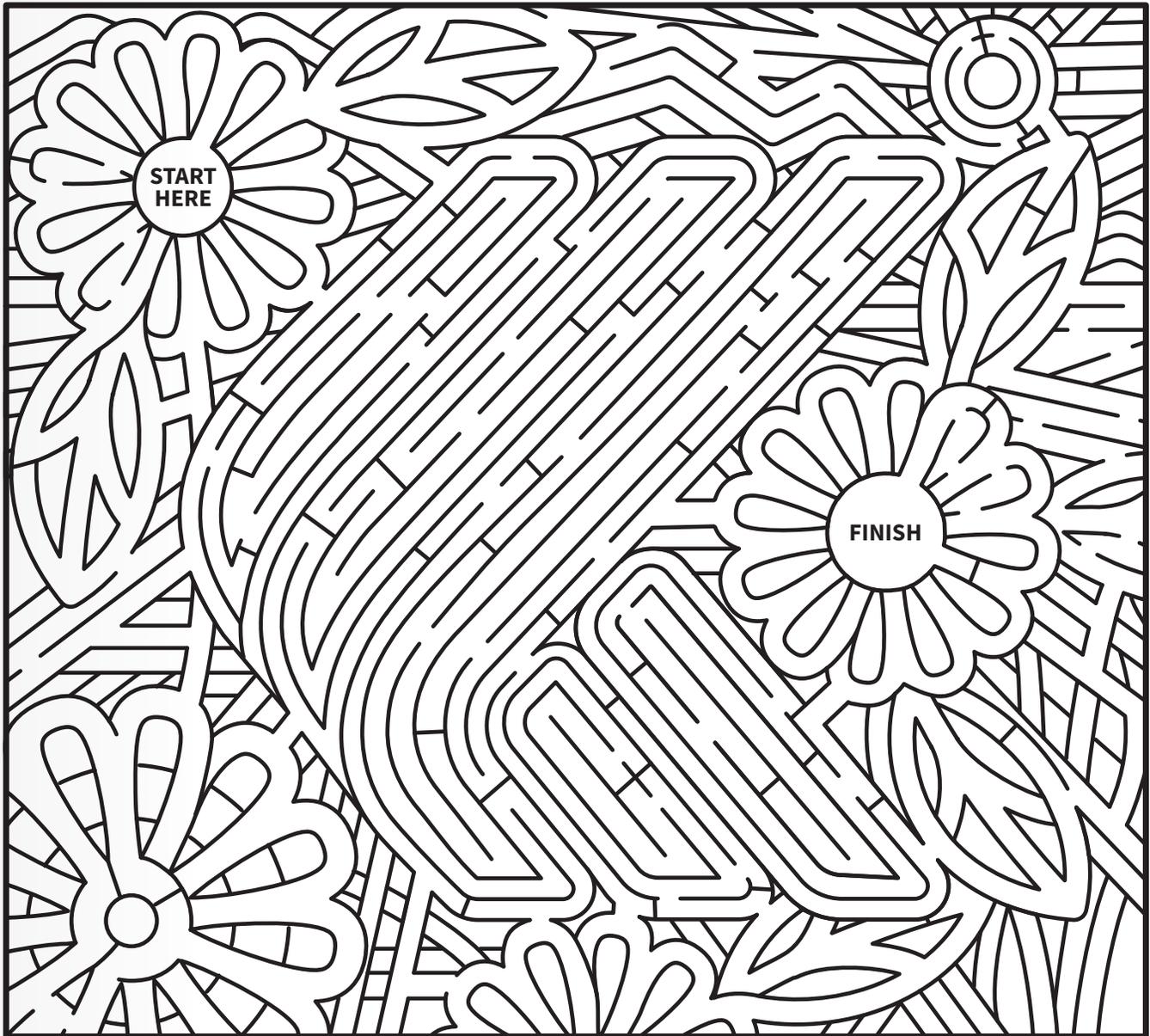
NOTE: Squares with slashes indicate a break between words.



ANSWERS:

- | | | | |
|-----------------|-----------------------|---------------------|-----------------|
| 11. ARTERIES | 10. MUSCLES | 21. HANDS AND FEET | 10. SEPSIS |
| 12. BIOPSY | 9. RELAPSE | 20. SLEEP APNEA | 9. DIALYSIS |
| 13. RESUSCITATE | 8. TRANSPLANT | 19. EMERGENCY | 8. ACUTE |
| 14. KNEE | 7. INPATIENT | 18. HUMERUS | 7. OPERATION |
| 15. IBUPROFEN | 6. KIDNEY TRANSPLANT | 17. SMALL INTESTINE | 6. LIVE WITHOUT |
| 16. SUTURES | 5. RADIATION | 16. BLOOD PRESSURE | 5. HEMATOLOGY |
| 17. LUMBAR | 4. HIPPOCRATES | 15. JAW | 4. DEFIBRILLATE |
| 18. VEINS | 3. SMALLPOX | 14. CHILDREN | 3. EMBOLISM |
| 19. GLANDS | 2. OUTPATIENT | 13. LABOR | 2. HEART |
| 20. XRAY | 1. OPEN-HEART SURGERY | 12. SPANISH FLU | 1. COLONOSCOPY |

Honored to be part of your journey



Did you know? In fiscal year 2021-2022:

Kaweah Health contributed which of the following to our local economy?

- A. It provided over \$513 million in household earnings.
- B. It supported over 8,000 jobs.
- C. It contributed over \$69 million by recruiting new physicians.
- D. All the above

Much of the money paid to Kaweah Health employees and vendors goes back into our local economy through home, vehicle, restaurant, grocery, and other retail purchases. This local spending during fiscal year 2021/22 totaled how much?

- A. More than \$125 million
- B. More than \$275 million
- C. More than \$420 million

Answers: D. All the above. C. More than \$420 million.

Vital Signs Articles for Next Issue

- America's 100 Best Hospitals 2 pages
- Stanford Cardiac agreement - 2 pages
- Urology Program - 3 pages
- Community Engagement - Community Advisory Committees - 1 page
- Ortho Success Stories - 3 pages
- TAVR - Cardiac - 2 pages
- Research paper on farmworker health 1 page
- GME new class of residents - 2 pages
- Dr. Mack and Vascular Services 2-3 pages
- Heart Healthy Tips and Recipes - 1 page
- Lifestyles Fitness Center 2 pages
- Comfort Carts 1 page
- Foundation 1 page
- Social Media promo 1 page
- Pediatric nursing + koala bears 1 page

HOLD FOR NEXT TIME

- My Health Patient Portal - hold for future**
 - Photos
 - Draft to service line
 - Revised
- Cancer Center - HOLD FOR NEXT TIME**

Breast Center patient success promoting regular checkups

 - ~~Contacted~~
 - ~~Research draft~~
 - Photos - video stills, Shirley Rackard
 - Revised
 - Draft to service line
- Emergency Department - 1 page**
 - ~~Overview of ED vs. UG~~
 - ~~Research draft~~
 - Draft to service line
 - Revised
- TV Commercial Recognition from Aha Media (1/3 or 1/2 page, sidebar)**
 - Details
 - [Top Hospital Commercials of 2022 Show Healthcare Industry Trends in Action](#)
 - Research draft
 - Use video stills from commercial
-

