Kaweah Health
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Kaweah Delta Health Care District

Board Of Directors Committee Meeting

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

NOTICE

The Marketing and Community Relations Board Committee of the Kaweah Delta Health Care District will meet at the Executive Office Conference Room {305 W Acequia Avenue, Visalia, CA} on Wednesday, February 5, 2025:

- 4:00PM Open meeting.

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.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings (special meetings are posted 24 hours prior to meetings) in the Kaweah Health Medical Center, Mineral King Wing near the Mineral King entrance.

The disclosable public records related to agendas can be obtained by contacting the Board Clerk at Kaweah Health Medical Center – Acequia Wing, Executive Offices (Administration Department/Executive Offices) {1st floor}, 400 West Mineral King Avenue, Visalia, CA via phone 559-624-2330 or email: kedavis@kaweahhealth.org, or on the Kaweah Delta Health Care District web page http://www.kaweahhealth.org.

KAWEAH DELTA HEALTH CARE DISTRICT

David Francis, Secretary/Treasurer

Kelsie Davis

Board Clerk / Executive Assistant to CEO

DISTRIBUTION:

Governing Board, Legal Counsel, Executive Team, Chief of Staff, www.kaweahhealth.org

Mike Olmos • Zone 1
President

Lynn Havard Mirviss • Zone 2
Vice President

Dean Levitan, MD • Zone 3
Board Member

David Francis • Zone 4
Secretary/Treasurer

Amando Murrieta • Zone 5
Board Member

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

Wednesday, February 5, 202
Kaweah Health Medical Center
305 W. Acequia Avenue – Executive Office Conference Room
ATTENDING: Directors: Ambar Rodriguez (Chair) and Mike Olmos; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; María Rodríguez Ornelas, Sr. Communications Specialist; Gary Rogers, Sr. Communications Specialist; Patrick Moorman, Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; and Lisette Mariscal, Recording

OPEN MEETING – 4:00 PM

1. **CALL TO ORDER –** *Ambar Rodriguez, Chair*
2. **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 (Kelsie Davis 559-624-2330) or kedavis@kaweahhealth.org to make arrangements to address the Board.
3. **MINUTES –** Review of minutes from October 2024.
4. **COMMUNITY EXPERIENCE –** *Deborah Volosin, Director of Patient & Community Experience*
   4.1. Update on community experience and events.
5. **MARKETING & MEDIA RELATIONS –** *Karen Cocagne, Director of Marketing & Media Relations*
   5.1. Marketing Update
   5.2. Social Media/Media Relations Update

ADJOURN – *David Francis, Chair*

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Mike Olmos • Zone 1	Lynn Havard Mirviss • Zone 2	Dean Levitan, MD • Zone 3	David Francis • Zone 4	Amando Murrieta • Zone 5
President	Vice President	Board Member	Secretary/Treasurer	Board Member

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

Wednesday, October 2, 2024
Sequoia Regional Cancer Center Conference Room
4945 W. Cypress Avenue – Kaweah Health Sequoia Regional Cancer Center

PRESENT: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Deborah Volosin, Director of Community Engagement; Karen Cocagne, Director of Marketing & Media Relations; Gary Rogers, Sr. Communications Specialist; Samantha Torres, Social Media Specialist; Jaclyn Bunting, Sr. Communications Specialist; and Lisette Mariscal, Recording

CALLED TO ORDER – *4:02PM*

PUBLIC / MEDICAL STAFF PARTICIPATION – None.

MINUTES – The open meeting minutes from August 21, 2024 were approved with a motion from *Ambar Rodriguez (Chair)* and seconded by *Dave Francis (Board Member)*. Motion Carried.

COMMUNITY ENGAGEMENT – *Deborah Volosin provided a verbal update on community engagement events and meetings.*

MARKETING & MEDIA RELATIONS – *Karen Cocagne gave a Marketing update that covered items 5.1.1 – 5.1.3, which are attached to the agenda. Samantha Torres and Jaclyn Bunting presented the latest content related to Social Media/Media Relations.*

ADJOURN – *5:00PM*

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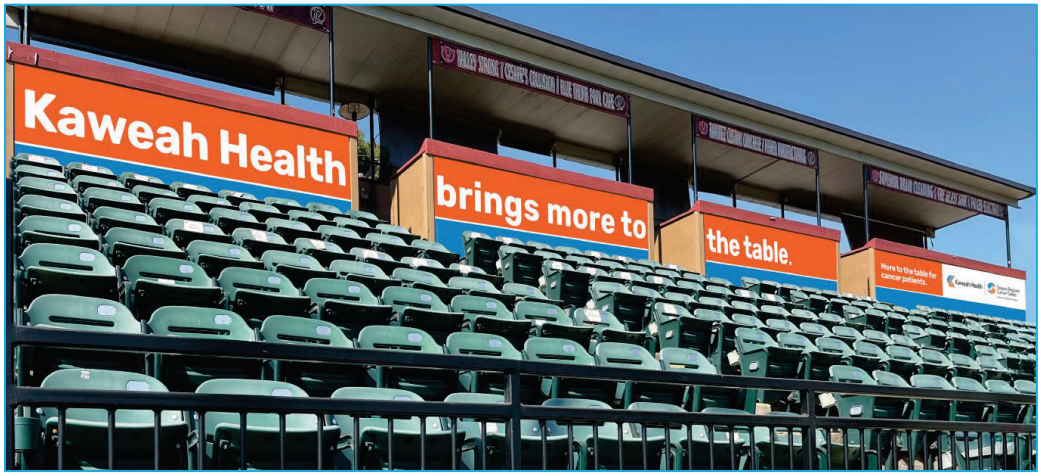
Marketing Update

Orthopedics Campaign Updates

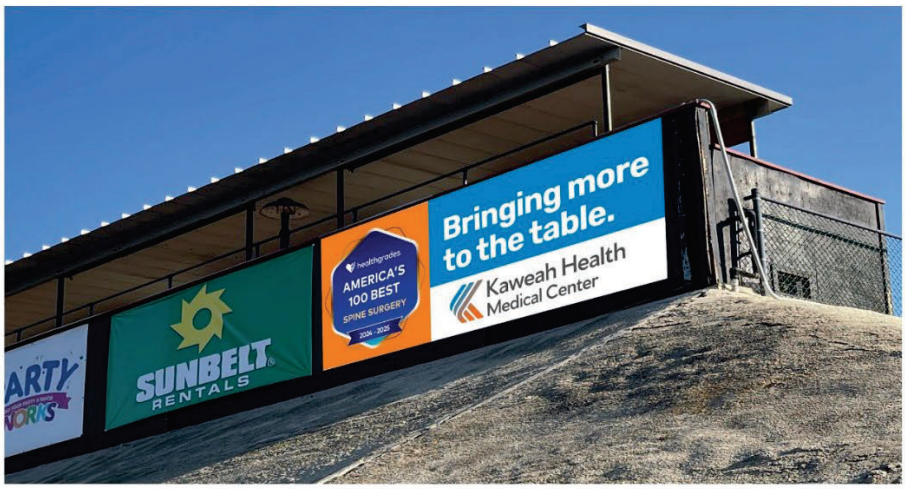
- **<u>Visalia Rawhide:</u> 2025-27**
  - Home game booth/table:

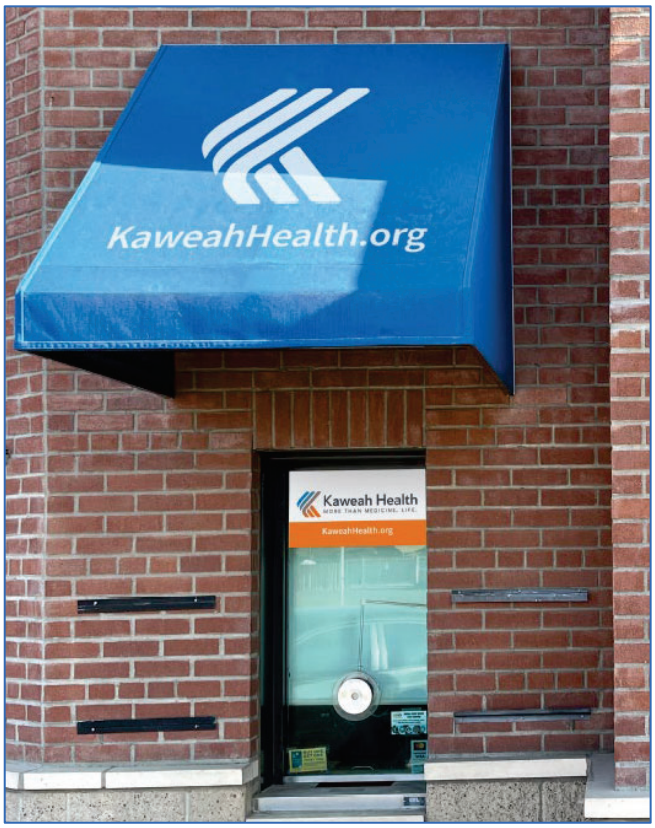


healthgrades.
AMERICA'S 100 BEST
SPINE SURGERY
2024 - 2025

Bringing more to the table.

Kaweah Health Medical Center





- **Print:** (Tulare County Farm Bureau, the Good Life and Hanford Sentinel, Times Delta, Tulare Chamber and the Business Journal)

For spine surgery patients

Kaweah Health brings more to the table.

Kaweah Health Medical Center has been named one of America's 100 Best Spine Surgery™ hospitals by Healthgrades.®

healthgrades. AMERICA'S 100 BEST SPINE SURGERY 2024 - 2025

Nationally-recognized spine care in Visalia

Talented: Because of dedicated spinal surgeons like Dr. Mathias Daniels, Dr. Frank Feng, and neurosurgeons from Center Neurorestoration Associates, patients in our area can receive world-class spinal care here, close to home.

Experienced: Each year, Kaweah Health performs more than 500 spinal surgeries and is honored to be recognized by Healthgrades as one of America's 100 Best Spine Surgery™ hospitals.

Advanced: Utilizing technology like the ExcelsiusGPS™ makes spinal surgery less invasive, leading to shorter hospital stays and patients returning sooner to the things they love.

World-class care

Talented, Experienced, Advanced — when it comes to spine surgery, Kaweah Health brings more to the table.

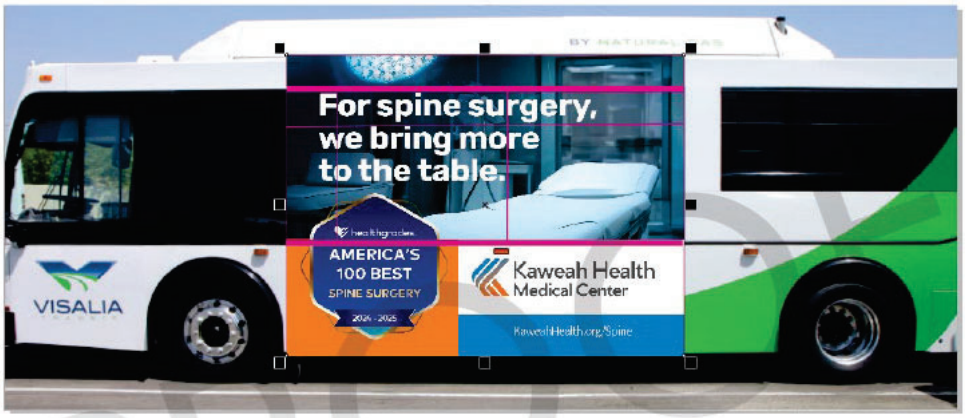
Kaweah Health Medical Center

400 West Mineral King Avenue • Visalia, CA 93291

To learn more, visit KaweahHealth.org/Spine

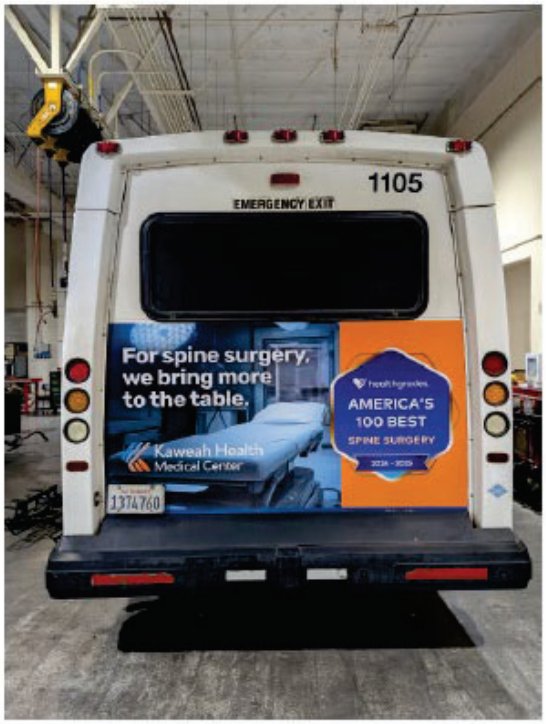
- **<u>Radio:</u>** Top 100, February Heart Month, US News Maternity Award **:60**

- **Bus Top 100**

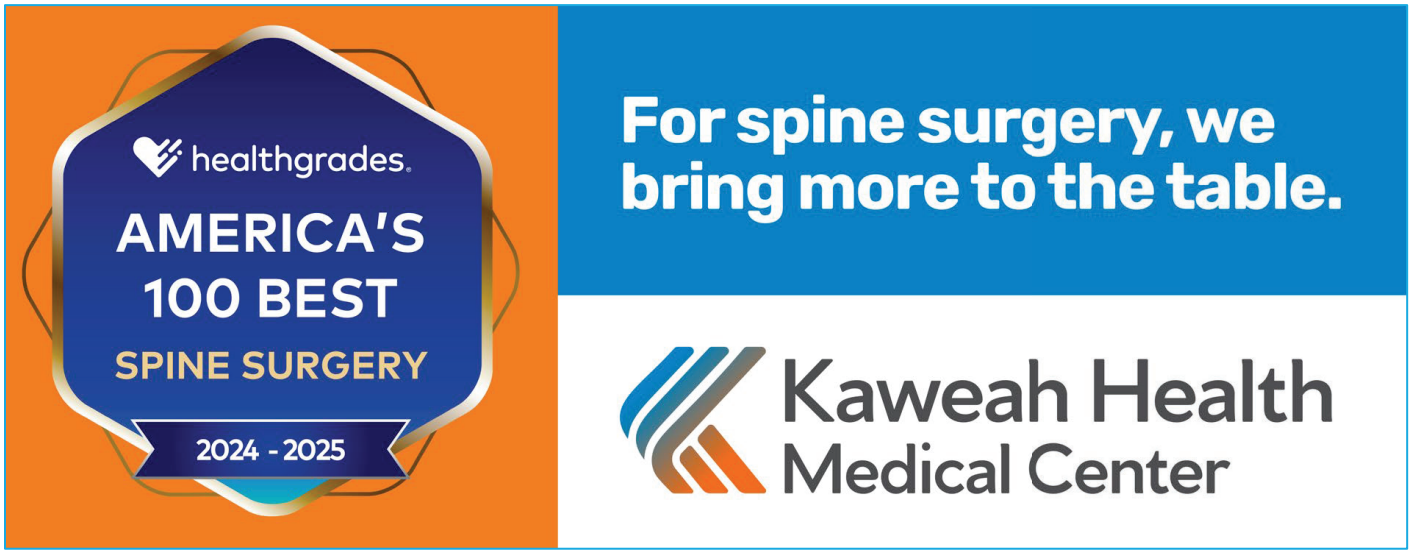


KING KONG + TOPPER

DIAL-A-RIDE TAIL



- **Billboards:**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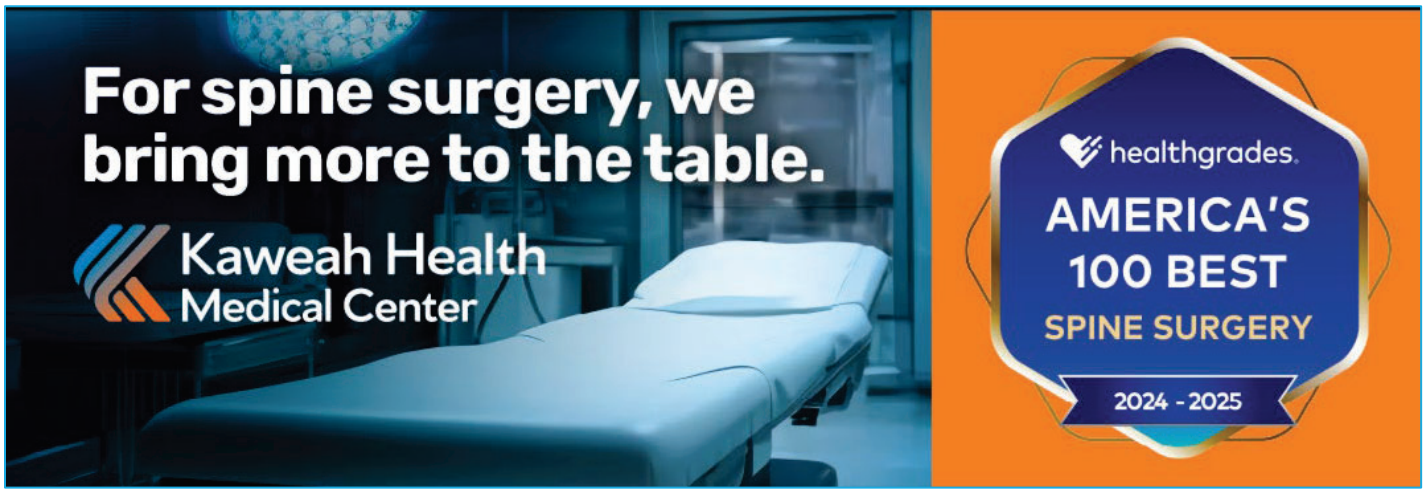
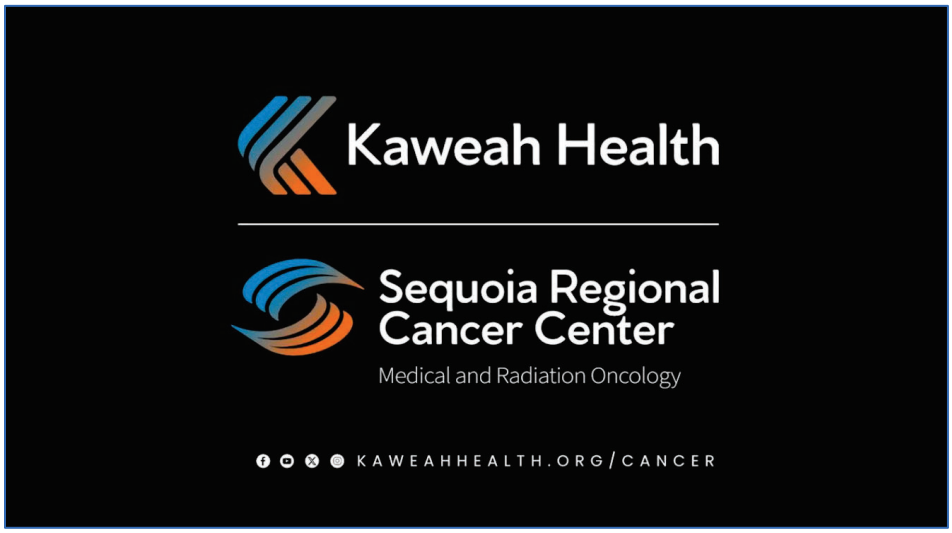
AMERICA'S
100 BEST
SPINE SURGERY
2024 - 2025
For spine surgery, we
bring more to the table.
Kaweah Health
Medical Center


For spine surgery, we
bring more to the table.
Kaweah Health
Medical Center
healthgrades.
AMERICA'S
100 BEST
SPINE SURGERY
2024 - 2025

- **<u>TV KSEE24 and CBS47</u>: (15's)** evening news, Top 100 and Heart Month

- **<u>TV</u>: (30's)** SRCC, Gary and Karel **(ABC30, KMPH, CBS47, KSEE24)**
    - **<u>SuperBowl</u>**

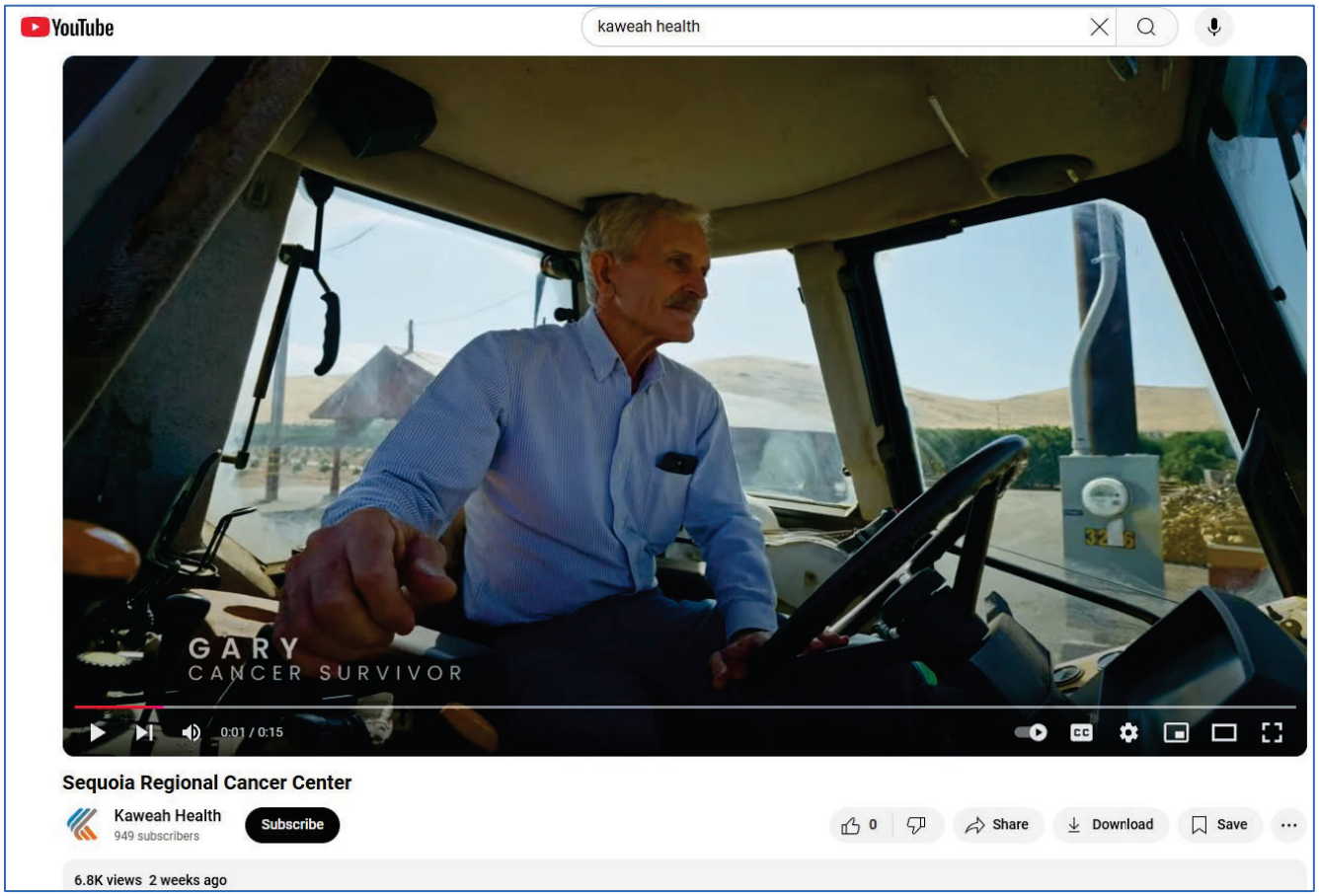


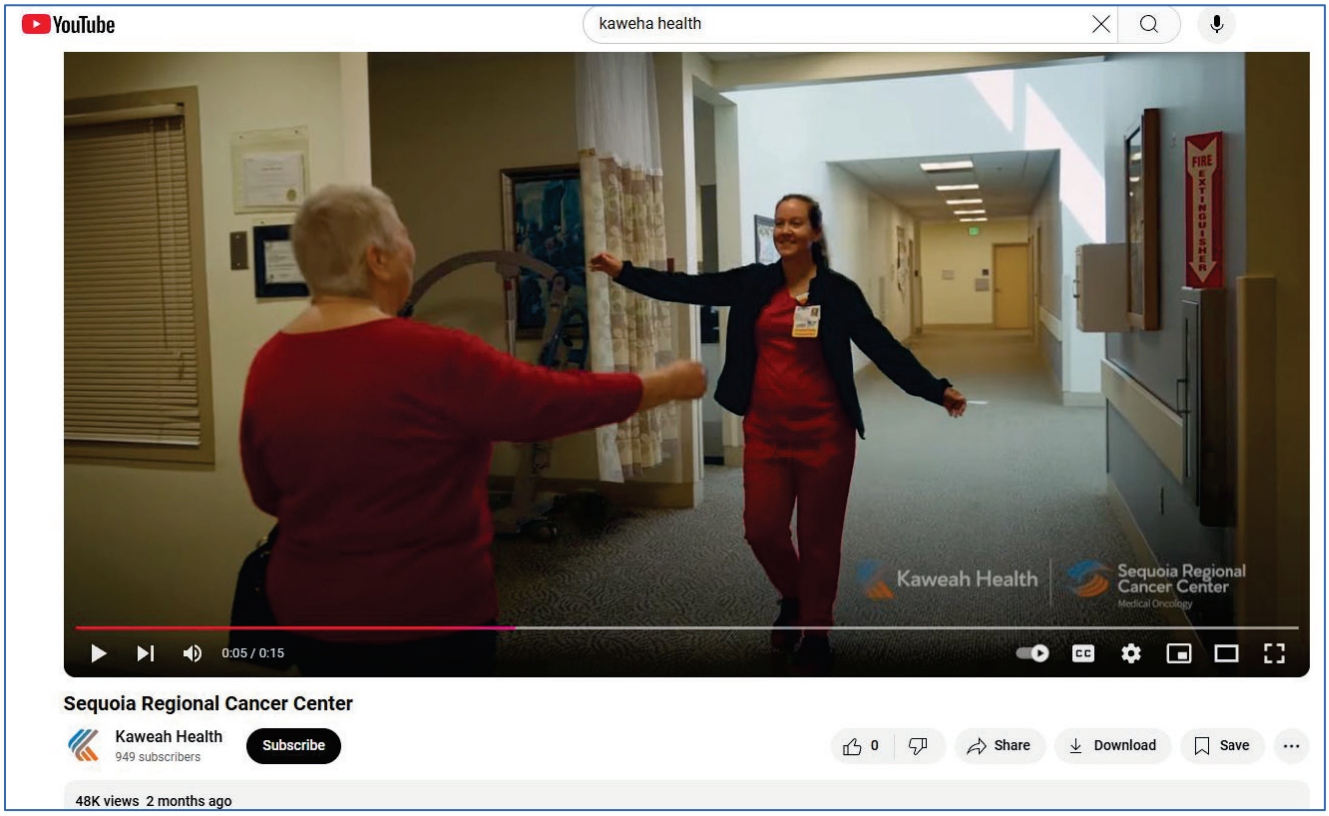
- **<u>CBS47 Round Table</u>: Prime time :30 minutes,** 7:30pm on Wednesday, February 26th

- **West Wing Waiting Room**

- **Top Maternity Care marketing:** banner, press release

- **<u>YouTube</u>** (over 54,800 views)
    - :15 SRCC, Gary and Karel





- **Dr. Chahil Digital** (PPC and Display)

- New website, design and migration
- SRCC cancer patient Spanish commercial
- Vital Signs Heart Month edition in February
- Proposed Vital Signs stories for Summer 2025
- Top 100 Healthgrades reception: February 4th 5:30p – 6:30p

Social Media

Competitor Performance - 2024

Profile	Audience	Net Audience Growth	Published Posts	Public Engagements	Public Engagements per Post	% Audience Growth
Your Profiles Average	**7,272.20**	**286.20**	**282.60**	**21,733.20**	**76.90**	**4.10%**
Competitor Profiles Average	**13,633.54**	**625.92**	**197.23**	**13,291.77**	**67.39**	**4.81%**
1 valleychildrens	25,329	2,107	103	75,301	731.08	9.07%
2 **Kaweah Health**	25,808	720	505	55,949	110.79	2.87%
3 **kaweahhealth**	7,500	611	506	51,057	100.90	8.87%
4 adventisthealth	18,193	2,391	355	18,979	53.46	15.13%
5 sierraviewmedical	1,998	174	384	15,214	39.62	9.54%
6 Valley Children's	62,835	1,309	134	12,936	96.54	2.13%
7 dignityhealthbak...	3,571	700	270	11,571	42.86	24.38%
8 Sierra View Medi...	5,345	258	364	10,647	29.25	5.07%
9 Adventist Health...	7,432	174	315	9,711	30.83	2.40%
10 saintagnesmedic...	3,132	316	200	8,589	42.95	11.22%
11 Saint Agnes Med...	13,286	280	185	5,422	29.31	2.15%
12 Community Regi...	15,421	657	108	4,179	38.69	4.45%
13 **Kaweah Health...**	1,144	74	90	1,053	11.70	6.92%
14 **kaweahhealthe...**	110	38	87	533	6.13	52.78%
15 @CareForKids	19,121	-214	45	209	4.64	-1.11%
16 **@kaweahhealth**	1,799	-12	225	74	0.33	-0.66%
17 @SaintAgnesNews	1,573	-15	101	35	0.35	-0.94%
18 @sierra_view	0	0	0	0	0.00	—

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Competitor Performance - January 1, 2025- January 27, 2025

Profile	Audience	Net Audience Growth	Published Posts	Public Engagements	Public Engagements per Post	% Audience Growth
Your Profiles Average	**7,283.80**	**11.60**	**15.00**	**938.00**	**62.53**	**0.16%**
Competitor Profiles Average	**14,791.50**	**21.83**	**11.92**	**709.00**	**59.46**	**0.15%**
1 valleychildrens	25,346	17	7	3,050	435.71	0.07%
2 **Kaweah Health**	25,833	25	22	2,874	130.64	0.10%
3 adventisthealth	18,322	129	30	2,178	72.60	0.71%
4 **kaweahhealth**	7,538	38	21	1,762	83.90	0.51%
5 sierraviewmedical	1,998	0	25	929	37.16	0.00%
6 Sierra View Medi...	5,354	9	25	901	36.04	0.17%
7 dignityhealthbak...	3,584	13	16	645	40.31	0.36%
8 Valley Children's	62,867	32	8	473	59.13	0.05%
9 Community Regi...	15,433	12	8	427	53.38	0.08%
10 saintagnesmedic...	3,166	34	7	331	47.29	1.09%
11 Saint Agnes Med...	13,303	17	7	148	21.14	0.13%
12 Adventist Health...	7,449	17	17	134	7.88	0.23%
13 **kaweahhealthe...**	110	0	6	26	4.33	0.00%
14 **Kaweah Health...**	1,142	-2	6	25	4.17	-0.17%
15 **@kaweahhealth**	1,796	-3	20	3	0.15	-0.17%

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Top Posts 2024 – Post Engagements

New Years Baby

Kaweah Health
Mon 1/1/2024 12:32 pm PST

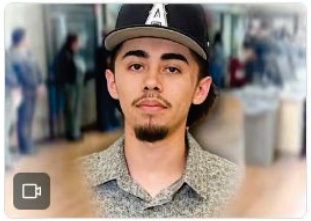
New Year New Baby | Baby Maya was born at 2:40 a.m. weighing 8 pounds and 2 ounces. She received diapers, a beanie, and a blanke...

Total Engagements	33,859
Reactions	2,786
Comments	189
Shares	31
Post Link Clicks	1
Other Post Clicks	30,852

Honor Walk

Kaweah Health
Fri 2/2/2024 6:47 pm PST

#HonorWalk for a 20-year-old patient who donated his organs and helped six patients awaiting organ transplants. Patient, Ernesto...



Total Engagements	16,989
Reactions	6,165
Comments	496
Shares	296
Post Link Clicks	1
Other Post Clicks	10,031

Christmas Baby

Kaweah Health
Wed 12/25/2024 3:30 pm PST

We're excited to announce the arrival of the first babies of Christmas 2024 at Kaweah Health. 🎄 ✨ Nathan Rocky Hernandez, bo...

Total Engagements	13,881
Reactions	1,389
Comments	83
Shares	14
Post Link Clicks	2
Other Post Clicks	12,393

Top Posts January 1 – January 27, 2025 – Post Engagements

New Years Baby

Kaweah Health
Wed 1/1/2025 12:52 pm PST

Introducing the first babies of 2025 at Kaweah Health. ✨ Baby Noah Carmona made his debut at 12:47 a.m., weighing 8...

Total Engagements	16,475
Reactions	1,231
Comments	128
Shares	20
Post Link Clicks	3
Other Post Clicks	15,093

Daisy Award

Kaweah Health
Sat 1/11/2025 11:24 am PST

Help us celebrate Jacquelyn Pruneda, a Registered Nurse who works in Kaweah Health's Neonatal Intensive Care Unit (NICU...

Total Engagements	2,296
Reactions	248
Comments	28
Shares	1
Post Link Clicks	1
Other Post Clicks	2,018

CRNA Team

Kaweah Health
Fri 1/24/2025 5:42 pm PST

It's National Certified Registered Nurse Anesthetist (CRNA) Week! 🎉 Let's take a moment to celebrate the incredible CRNAs...

Total Engagements	2,041
Reactions	263
Comments	23
Shares	5
Post Link Clicks	—
Other Post Clicks	1,750

@kaweahhealthespanol | 1K LIKES, 1,146 Followers | 110 Followers

Kaweah Health en Español

Leap Year Baby	Honor Walk	Ringing of the Bell

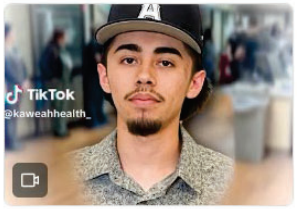
Kaweah Health en Español
Thu 2/29/2024 7:54 pm PST

OCHO bebés nacieron HOY, durante el año bisiesto (Leap Year) en Kaweah Health. El año bisiesto ocurre cada cuatro años, que es...

Total Engagements	1,674
Reactions	131
Comments	11
Shares	5
Post Link Clicks	1
Other Post Clicks	1,526

Kaweah Health en Español
Mon 2/5/2024 5:29 pm PST

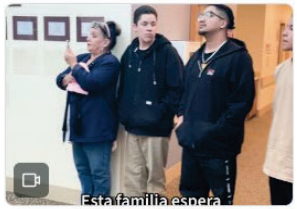
Paciente de 20 años de edad donó sus órganos y ayudó a seis pacientes que esperaban un donante. El paciente, Ernesto...



Total Engagements	458
Reactions	412
Comments	27
Shares	19

Kaweah Health en Español
Tue 2/27/2024 5:38 pm PST

Felicidades a nuestro paciente, Rafael Gómez, por terminar su tratamiento de radiación de cáncer en nuestro centro, Sequoia Regional...



Total Engagements	276
Reactions	131
Comments	8
Shares	3
Post Link Clicks	—
Other Post Clicks	134

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Kaweah Health en Español - January 1 – January 27, 2025

Daisy Award	Team Award	Cervical Cancer Prevention

Kaweah Health en Español
Tue 1/21/2025 3:12 pm PST

Ayúdenos a celebrar a Jacquelyn Pruneda, una enfermera que trabaja en la unidad de cuidados intensivos neonatales (NICU) de...

Total Engagements	47
Reactions	7
Comments	2
Shares	1
Post Link Clicks	—
Other Post Clicks	37

Kaweah Health en Español
Sat 1/25/2025 9:08 am PST

Felicidades a nuestro equipo de terapeutas conductuales ambulatorios por ganar el premio equipo del mes de enero. 🎉 El...

Total Engagements	13
Reactions	3
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	10

Kaweah Health en Español
Mon 1/20/2025 11:10 am PST

¿Sabía que el cáncer cervical es uno de los más prevenibles mediante la detección temprana y el tratamiento de los cambios...

Total Engagements	9
Reactions	1
Comments	2
Shares	1
Post Link Clicks	—
Other Post Clicks	5

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Media Relations Update

Top Performing News Content – 2024

KMPH-TV
News | US | Feb 9, 2024 · 3:17 PM

Honor Walk for organ donner at Kaweah Health in Visalia

— An Honor Walk was held at Kaweah Health in Visalia for Gilbert "Gibby" Maldonado who recently died following a stroke. The Honor Walk is

Honor Walk, Kaweah Health

345k Reach 1 Social Echo 443 Views Neutral

Yahoo! News · Cristina Lombardo
News | US | Jun 4, 2024 · 4:09 PM

Kaweah Health hosts free CPR training event in Visalia

VISALIA, Calif. (KSEE/KGPE) – Kaweah Health hosted a free Hands-Only CPR training event on Tuesday at a park in Visalia to teach community

Kaweah Health, free CPR training

Yahoo! News · Cristina Lombardo
Top Reach: **24.2M** | News | US | Jun 4, 2024 · 4:09 PM

24.2M Reach 459 Views 1 Duplicates Neutral

The Fresno Business Journal · Ben Hensley
News | US | Jul 16, 2024 · 10:56 PM

U.S. News and World Report releases hospital rankings; locals make the list

Valley hospitals, Saint Agnes Medical Center in Fresno and Kaweah Health Medical Center in Visalia, were evaluated and named top hospitals,

Kaweah Health Medical Center, Kaweah, Stanford

65.3k Reach 9 Social Echo 881 Views Positive

The Fresno Business Journal · Gabriel Dillard
News | US | Aug 13, 2024 · 2:53 PM

Kaweah Health, Stanford part ways in latest change to cardiothoracic surgery program

care providers. In a message from Kaweah Health Chief Nursing Officer Keri Noeske, Kaweah Health and Stanford Medicine mutually agreed to

Kaweah, Kaweah Health, Stanford

26.9k Reach 17 Social Echo 881 Views Neutral

Yahoo! News · Miranda Adams
News | US | Sep 16, 2024 · 11:01 PM

New mobility course in Visalia first of its kind in the state

through various types of terrain. The new practice area at Kaweah Health Rehabilitation Hospital features river rock, gravel, brick

New mobility course, Kaweah Health

27.8M Reach 210 Views Neutral

The Foothills Sun Gazette • Darren Fraser
Editorial | **US** | Nov 12 · 05:30 PM

Visalia-based hospital recognized for spinal surgery ops

Kaweah Health Medical Center recognized by *Healthgrades* as one of the country's top spinal surgery hospitals VISALIA – *Kaweah Health*

Kaweah Health,Kaweah Health Medical Center,Healthgrades,Kaweah

18.8k Reach Neutral

KMPH-TV
News | US | Dec 26, 2024 · 5:06 PM

Kaweah Health welcomes 8 Christmas babies

FOX26) — It was a busy Christmas at Kaweah Health Medical Center in Visalia as many babies were delivered. The hospital announced the first

babies, Kaweah Health Medical Center, Kaweah Health

349k Reach 3 Social Echo 451 Views Neutral

Top Performing News Content – January 1, 2025 - January 27, 2025

Becker's Hospital Review • Anna Falvey
Editorial | **US** | Jan 24 · 04:37 PM

64 simulation and education programs to know | 2024

models and enhance member and community outcomes. *Kaweah Health* (Visalia, Calif.). The *Kaweah Health* Simulation Center has been open since

Kaweah Health

458k Reach **Neutral**

The Foothills Sun Gazette • The Sun-Gazette Staff
Editorial | **US** | Jan 01 · 05:00 PM

Kaweah Health gets $48M in FEMA funds

Kaweah Health accepts $48 million grant in COVID relief funds from FEMA VISALIA – *Kaweah Health* is reporting the receipt of $48 million in

Kaweah Health

16.3k Reach **Neutral**

The Foothills Sun Gazette • The Sun-Gazette Staff
Editorial | **US** | Jan 07 · 04:30 PM

Report gives Kaweah Health maternity ward high marks

Kaweah Health Maternity Ward recognized in the 2025 U.S. News & World Reports "best of" list VISALIA – U.S. News & World Reports have

Kaweah Health

16.3k Reach **Neutral**

KMPH-TV • by Liam CavalettoThu, January 2nd 2025 at 6:08 PM
Editorial | **US** | Jan 02 · 02:23 AM

Central California hospitals welcome 2025 with 5 New Year's babies at 4 locations

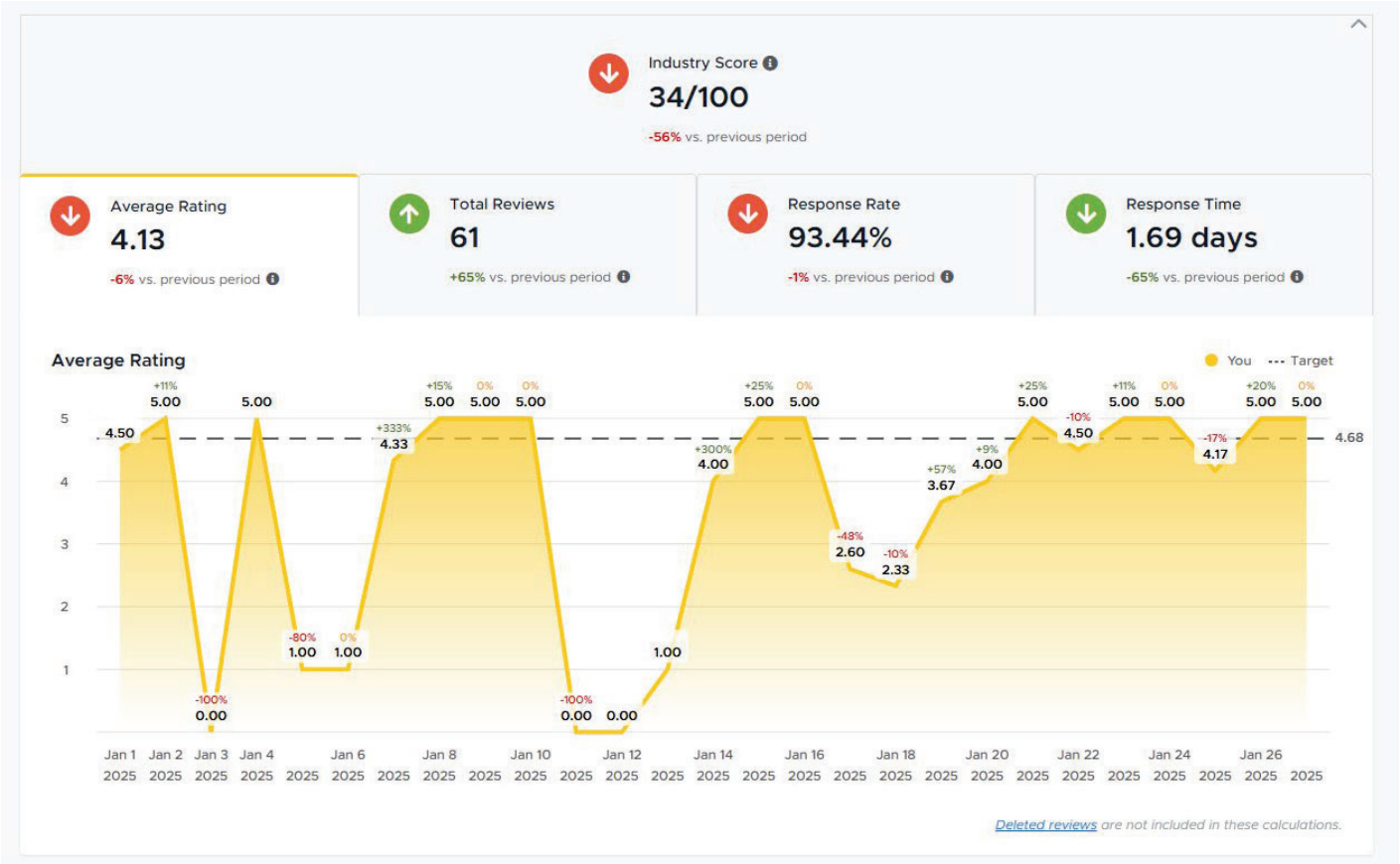
Year's Baby gift basket for the special occasion. Just up the road at *Kaweah Health*, baby Noah Carmona was born at 12:47 AM. Noah weighed

Kaweah Health

349k Reach **Neutral**

Reputation Management

Average Rating – January 1, 2025 - January 27, 2025



Kaweah Health
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Rating Info – January 1, 2025- January 27, 2025

DISTRIBUTIONS

Breakdown of ratings and review sources during the selected period

Ratings Distribution

5 ★	44 (72%)
4 ★	5 (8%)
3 ★	0 (0%)
2 ★	0 (0%)
1 ★	12 (20%)

Review Sites Distribution

Google	4.31 ★	52 (85%)
yelp	2.57 ★	7 (11%)
Feedback	5.00 ★	2 (3%)

POPULAR KEYWORDS

View all keywords

Keywords that frequently appeared in reviews during the selected period

POSITIVE

- doctor 13
- staff 12
- comfortable 6
- care 5
- friendly 5
- knowledgeable 5
- helpful 4
- wait 1

View more

NEGATIVE

- wait 10
- care 8
- staff 6
- waiting 5
- forget 4
- heartless 4
- rude 4
- front desk 1

View more

Rank	Location	Industry Score
1	**Kaweah Health Therapy Specialists - Dinuba** 355 Monte Vista Dr Dinuba California	36 / 100
2	**Sequoia Regional Cancer Center - Radiation Oncology** 4945 W Cypress Ave Visalia CA	36 / 100
3	**Kaweah Health Cardiology Center** 820 S Akers St Visalia CA	36 / 100

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