

Kaweah Delta Health Care District Board of Directors Committee Meeting

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

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

Meeting held: Wednesday, April 2, 2025 • Kaweah Health Medical Center
305 W. Acequia Avenue - Executive Office Conference Room

Attending: Directors: Dave Francis (Chair) & Armando Murrieta; Gary Herbst, Chief Executive Officer; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Patient & Community Experience; Gary Rogers, Sr. Communications Specialist; Greg Bitney, Sr. Graphic Designer; Samantha Torres, Social Media Specialist; Ameer Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Communications Specialist; and Lisette Mariscal, Recording

OPEN MEETING – 4:00 PM

CALL TO ORDER – David Francis, Chair

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.

1. [MINUTES – Review of minutes from February 2025.](#)

2. COMMUNITY EXPERIENCE – *Deborah Volosin, Director of Patient & Community Experience*

2.1. Update on community experience and events.

3. MARKETING & MEDIA RELATIONS – *Karen Cocagne, Director of Marketing & Media Relations*

3.1. Marketing Update

3.1.1. WebMD Ignite

3.1.2. [Q2 Scorpion Report](#)

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3.1.3. Vital Signs

3.1.4. [Medical Minute](#)

3.1.5. Latest Commercials

3.2. [Social Media/Media Relations Update](#)

ADJOURN – David Francis, 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.