

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, April 2, 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

Kaweah Delta Health Care District Board of Directors Committee Meeting

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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

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

Wednesday, February 5, 2025
Executive Office Conference Room
305 W. Acequia Avenue – Kaweah Health Medical Center

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

CALLED TO ORDER – 4:00PM

PUBLIC / MEDICAL STAFF PARTICIPATION – None.

MINUTES – The open meeting minutes from October 2, 2024 were reviewed.

COMMUNITY EXPERIENCE – *Deborah Volosin provided a verbal update on community events and meetings for 2024.*

MARKETING & MEDIA RELATIONS – *Karen Cocagne and Gary Rogers provided a Marketing update with current ads. Ameer Longbottom reviewed the Winter Vital Signs that are attached to item 5.1 in the agenda. Samantha Torres and Jaclyn Bunting presented the latest content related to Social Media/Media Relations for January 2025.*

ADJOURN – 5:00PM

*Mike Olmos – Zone I
President*

*Lynn Havard Mirviss – Zone II
Vice President*

*Dean Levitan, MD – Zone III
Board Member*

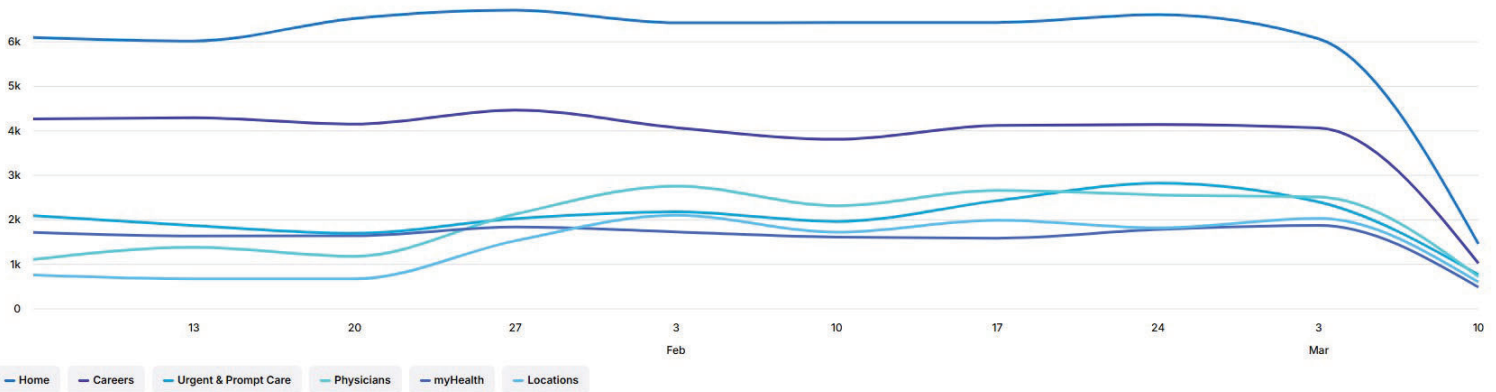
*David Francis – Zone IV
Secretary/Treasurer*

*Armando Murrieta – Zone V
Board Member*

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

Exhibit A:

Top Pages Visited by Week



Top 25 Visited Pages

	A	D	E	F	G
1	Page Name	Visits	Sessions	Avg. Time on Page	Bounce Rate
2	Home	61,733	53,552	28s	38.30%
3	Careers	40,327	30,732	1m 21s	9.80%
4	Urgent & Prompt Care	21,671	17,590	1m 48s	23.10%
5	Physicians	19,928	17,713	53s	55.40%
6	myHealth	16,660	14,784	1m 20s	17.80%
7	Locations	14,188	13,222	27s	66.30%
8	Contact Us	8,914	7,558	1m 5s	15.90%
9	Site Search	7,153	5,798	50s	5.10%
10	Request Medical Records	5,370	4,724	2m 17s	23.30%
11	Clinics	5,231	4,441	45s	32.30%
12	Patients & Visitors	5,172	4,340	49s	18.20%
13	404	4,639	4,089	20s	71.70%
14	Laboratory Services	3,925	3,459	1m 3s	39.60%
15	Explore Areas of Interest	3,679	2,907	41s	3.90%
16	KD*HUB Portal	3,556	2,885	1m 21s	24.40%
17	Our Services	3,421	2,875	42s	8.40%
18	Current Opportunities	3,354	2,590	42s	14.20%
19	Imaging Center	3,031	2,741	1m 4s	39.30%
20	Dr. Harleen Chahil	3,021	2,902	7s	86.50%
21	Nursing	2,931	2,445	30s	17.80%
22	Kaweah Health Exeter Clinic	2,866	2,531	1m 3s	32.80%
23	Theory of Human Caring	2,846	2,549	1m 38s	45.50%
24	For Patients	2,713	2,366	38s	12.50%
25	Holly R. Quinn M.D.	2,551	2,241	1m 13s	39.70%

Visits – number of times your page was visited during the specified time frame

Sessions – a group of interactions on your website from a single user within the given time frame. It starts when the user lands on your site and ends when there is no activity from that user for 30 minutes

Avg. Time on Page – how long the average user was on your page

Bounce Rate – the percentage of users who exited your website without interaction

Exhibit B:

Desktop Users

Traffic filtered to sessions from desktop users. These are visitors who access your website using desktop computers.

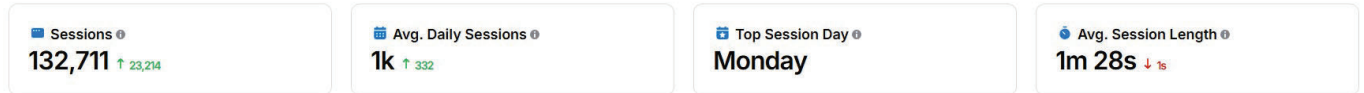
Date: Jan 1 2025 – Mar 11 2025



Mobile Users

Traffic filtered to sessions from mobile users. These are visitors who access your website using mobile devices, including cell phones and tablets.

Date: Jan 1 2025 – Mar 11 2025



Direct Users

Traffic filtered to sessions from direct users. These are visitors who access your website by typing the URL directly into their browser.

Date: Jan 1 2025 – Mar 11 2025



Referral Users

Traffic filtered to sessions from referral users. These are visitors who access your site from external sources like a directory.

Date: Jan 1 2025 – Mar 11 2025



Social Users

Traffic filtered to sessions from social users. These are visitors who access your website via social media platforms, such as Facebook.

Date: Jan 1 2025 – Mar 11 2025



Website Sessions

Website sessions are individual visits to your website. A single user could have multiple sessions or "visits" to your website.

Date: Jan 1 2025 – Mar 11 2025



Exhibit C:

The Hanford Sentinel
News | US | Feb 4 · 7:00 PM

Sequoia Regional Cancer Center is one of California's most advanced cancer treatment facilities



... about Sequoia Regional Cancer Center and Oncology Services at **Kaweah Health** by going online, [www.kaweahhealth.org/our-services/cancer- ...](http://www.kaweahhealth.org/our-services/cancer-...)

Kaweah Health

29.3k Reach 49 Views Positive ○

Mid Valley Times · John Lindt
News | US | Feb 5 · 9:09 AM

Kaweah Health sets sites for expansion

... Surgical Associates- private surgery practice affiliated with **Kaweah Health's** surgery residency program and our surgical services **Kaweah** ...

Kaweah Health

The Foothills Sun Gazette · John Lindt
Top Reach: 17.3k | News | US | Feb 5 · 9:00 AM

3.55k Reach 1 Duplicates Neutral ○

Mid Valley Times
News | US | Feb 19 · 9:54 AM

Kaweah Health named in top 100 for spinal surgery

... good hands at **Kaweah Health** Medical Center. On Feb. 4, **Kaweah Health** celebrated their placement in America's 100 Best Hospitals for Spine ...

Kaweah Health

The Foothills Sun Gazette
Top Reach: 16.6k | News | US | Feb 19 · 9:30 AM

3.91k Reach 1 Duplicates Neutral ○

The Hanford Sentinel · John Lindt
News | US | Mar 4 · 6:30 PM

Medi-Cal cuts could close hospitals | John Lindt



... on the Obamacare population at 90% is also reduced. CEO at **Kaweah Health** Gary Herbst says the impact on the hospital could amount to \$...

Kaweah Health

Mountain Democrat · John Lindt
Top Reach: 61.5k | News | US | Mar 4 · 6:30 PM

36.9k Reach 65 Views 2 Duplicates Neutral ○

Exhibit D



Familiar surroundings.
Your own bed.

 **Kaweah Health**
Private Home Care

KaweahHealth.org/PrivateHomeCare



Let's fill them with dignity,
comfort, and hope.

 **Kaweah Health**
Hospice

KaweahHealth.org/Hospice

 Kaweah Health

Medical

A Physician Bimonthly Publication

Minute

April • 2025









Social Media











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



Competitor Performance - February 1, 2025 - March 24, 2025

Profile	Audience	Net Audience Growth	Published Posts	Public Engagements	Public Engagements per Post	% Audience Growth
Your Profiles Average	7,291.00	16.80	26.20	1,338.80	51.10	0.23%
Competitor Profiles Average	14,879.17	85.92	26.46	1,525.85	57.66	0.58%
1  valleychildrens	25,550	200	13	6,170	474.62	0.79%
2  kaweahhealth	7,617	67	47	3,613	76.87	0.89%
3  Kaweah Health	25,795	17	44	3,063	69.61	0.07%
4  Valley Children's	63,098	243	19	2,577	135.63	0.39%
5  adventisthealth	18,635	284	52	2,190	42.12	1.55%
6  sierraviewmedical	2,038	39	45	1,771	39.36	1.95%
7  saintagnesmedic...	3,252	83	26	1,749	67.27	2.62%
8  dignityhealthbak...	3,707	126	40	1,672	41.80	3.52%

Competitor Performance - February 1, 2025 - March 24, 2025

9	 Sierra View Medi...	5,384	27	45	1,364	30.31	0.50%
10	 Saint Agnes Med...	13,329	27	26	1,073	41.27	0.20%
11	 Community Regi...	15,459	25	16	747	46.69	0.16%
12	 Adventist Health...	7,445	-2	47	519	11.04	-0.03%
13	 @kaweahhealth	1,792	-3	36	10	0.28	-0.17%
14	 kaweahhealthe...	114	4	2	6	3.00	3.64%
15	 @SaintAgnesNews	1,562	-5	15	4	0.27	-0.32%
16	 Kaweah Health...	1,137	-1	2	2	1.00	-0.09%

Top Posts February 1 – March 24, 2025 – Post Engagements


Wear Red Day

Team Award

New Technology

Kaweah Health
Fri 2/7/2025 8:04 pm PST


It's National Wear Red Day, and we're dedicated to promoting heart health and raising awareness about heart disease, a...



Total Engagements	4,461
Reactions	188
Comments	5
Shares	5
Post Link Clicks	—
Other Post Clicks	4,263

Kaweah Health
Tue 3/11/2025 4:10 pm PDT


Congratulations to our 4 South Med/Surg Ortho Neuro Team for earning the Team of the Month for March. 🏆 The 4 South...



Total Engagements	2,152
Reactions	279
Comments	25
Shares	15
Post Link Clicks	—
Other Post Clicks	1,833

Kaweah Health
Tue 3/18/2025 4:28 pm PDT

We're proud to announce the arrival of the ExcelsiusGPS system, a cutting-edge technology that will revolutionize spinal...



Total Engagements	1,840
Reactions	259
Comments	17
Shares	8
Post Link Clicks	13
Other Post Clicks	1,543

@kaweahhealthspanol |  1K LIKES, 1,146 Followers |  110 Followers
Kaweah Health en Español

Heart Month	Educational
<p> kaweahhealthspanol Mon. 2/10/2025 1:14 pm PST</p> <p>Este mes de febrero, celebra el American Heart Month añadiendo más frutas y verduras de colores a su plato. Cada color...</p>  <p>Total Engagements 4</p> <p>Likes 3</p> <p>Comments 0</p> <p>Shares 1</p> <p>Saves 0</p>	<p> kaweahhealthspanol Tue 3/18/2025 1:12 pm PDT</p> <p>¿Sabía que el cáncer colorrectal es la segunda causa principal de muertes por cáncer en los Estados Unidos? Sin embargo...</p>  <p>Total Engagements 3</p> <p>Likes 3</p> <p>Comments 0</p> <p>Saves 0</p>

Media Relations Update



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



Top Performing News Content – February 1, 2025 - March 24, 2025


The Hanford Sentinel
News | US | Feb 4 · 7:00 PM


Sequoia Regional Cancer Center is one of California's most advanced cancer treatment facilities

... about Sequoia Regional Cancer Center and Oncology Services at [Kaweath Health](http://www.kawealth.org/our-services/cancer-...) by going online, www.kawealth.org/our-services/cancer-...

[Kaweath Health](#)

29.3k Reach 49 Views

Positive 



Mid Valley Times
News | US | Feb 19 · 9:54 AM


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[Kaweath Health](#)

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[Kaweath Health](#)

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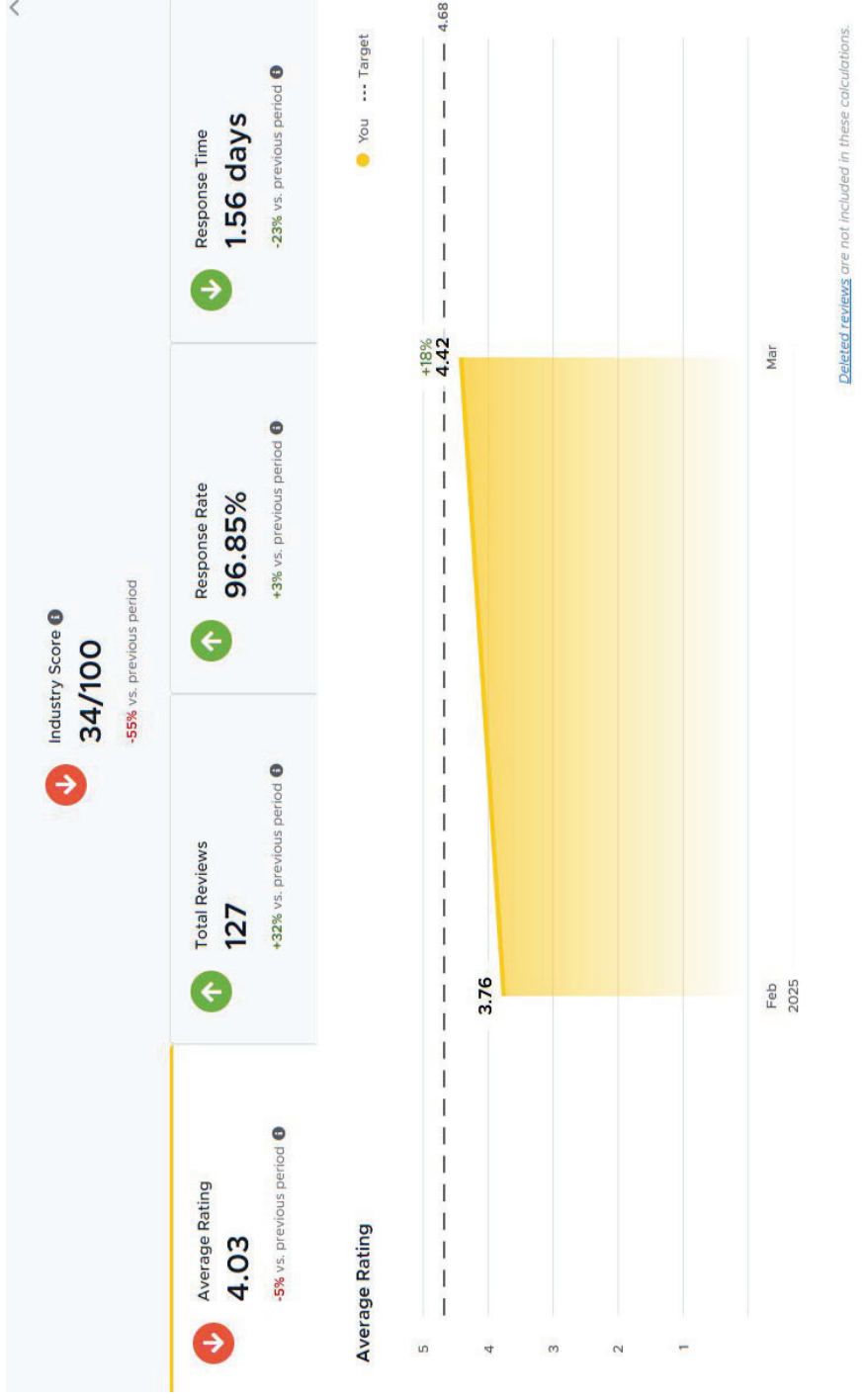
Reputation Management



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



Average Rating – February 1, 2025 - March 24, 2025

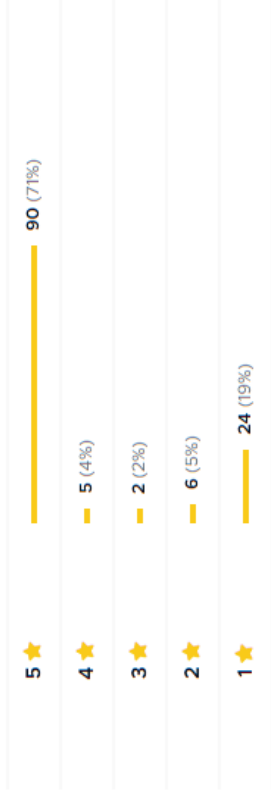


Rating Info – January 1, 2025- January 27, 2025

© 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 22 ● jessica 21 ● nurse 19 ● doctor 18 ● daniel 16
● friendly 13 ● care 12 ● pain 2 [View more](#)

NEGATIVE ○ pain 12 ○ doctor 11 ○ wait 8 ○ nurse 7 ○ check in 5
○ staff 2 ○ care 2 ○ friendly 1 [View more](#)

Rank	Location	Industry Score
1	Kaweah Health Woodlake Clinic 180 E Antelope Ave Woodlake California	36 / 100
2	Kaweah Health Rehabilitation Hospital 840 S Akers St Visalia CA	36 / 100
3	Kaweah HealthTherapy Specialists (Visalia) 1337 S Lovers Ln Visalia CA	36 / 100

