March 28, 2024

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 April 3, 2024, at The Sequoia Regional Cancer Center Conference Room; 4945 W Cypress Avenue, Visalia 93277.

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 Delta 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
David Francis, Secretary/Treasurer

Kelsie K. Davis
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, April 3, 2024
Sequoia Regional Cancer Center Conference Room
4945 W. Cypress Avenue – Kaweah Health Sequoia Regional Cancer Center

ATTENDING: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Tellalian Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; Raymond Macareno, Sr. Communications Specialist; 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- Approval of open meeting minutes from February 2024.

4. MARKETING & MEDIA RELATIONS – Karen Tellalian Cocagne, Director of Marketing & Communications
   4.1. Marketing Update
   4.2. KSEE24 Round Table Discussion
   4.3. Review of Summer Vital Signs
   4.4. Media Relations Update
   4.5. Social Media Update
   4.6. Reputation Management

5. COMMUNITY ENGAGEMENT – Deborah Volosin, Director of Community Engagement
   5.1. Update on community engagement and events
   5.2. Community Resident Hosting Program
   5.3. Community Advisory Council Application

ADJOURN – Ambar Rodriguez, Chair

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

- **Bus ads**
  - **City of Visalia**
    - Population 157,347 covering 50 square miles
  - Dr. Martinez

- **Billboards**
  - **Visalia Rawhide 2024**
    - Kaweah Health Grandstands
  - **Highway 198** (Hanford)
    - Weekly traffic 112,998 impressions
  - Stanford Medicine
• **Print**
  - *Tulare Farm Bureau* (Monthly publication) March 2024
    - ½ page (Stanford Medicine and Dr. Mclean)
  - *Tulare Farm Bureau* (Monthly publication) April 2024
    - ½ page (SRCC)
  - *The Good Life* (bi-monthly publication)
    - ½ page (Stanford Medicine and Dr. Mclean)
  - **Local Newspapers**
    - ½ page (Stanford Medicine and Dr. Mclean)
      - Visalia Times Delta, Tulare, Sun Gazette, Fresno Bee, Hanford Sentinel and Porterville
    - Double Truck (Doctors Day, March 30)
      - Visalia Times Delta, Tulare, Fresno Bee, Hanford Sentinel, Kingsburg/Selma and Porterville
Dr. Michael K. McLean is a board-certified cardiothoracic surgeon and Stanford Medicine faculty member. Through a new affiliation with Stanford Health Care, Dr. McLean joins Kaweah Health in providing world-class cardiothoracic surgery. This means that more of our community will have access to lifesaving treatments such as bypass surgery and valve repair while remaining close to home and family.

Kaweah Health, working together with Stanford Health Care — just part of our ongoing commitment to meeting health care needs for you and those you love.

TO LEARN MORE, VISIT: KaweahHealth.org/HeartSurgery
More moments like these.

CANCER. Nobody likes to talk about it, but when it touches you or someone you love, it's all you can think about.

The staff at Sequoia Regional Cancer Center are literal life-savers, but they need you to do your part. Early detection and prevention are key to beating cancer. If you smoke, quit. If you don’t get yearly checkups, start now. We want you to enjoy more moments like these.

To learn more about preventing and beating cancer, visit KaweahHealth.org/Cancer

Sequoia Regional Cancer Center
Radiation Oncology • A division of Kaweah Health

Visalia Cancer Center Location
4945 W. Cypress Ave., Visalia, California
(559) 624-3100

Hanford Cancer Center Location
1443 W. 7th St., Hanford, California
(559) 585-7115
March 30 is National Doctors’ Day

And Kaweah Health would like to say thank you to all the physicians who care for our patients, our teams, and our communities. It takes smarts, a tremendous commitment of time and resources, and an iron will just to get through the training. All of that for a profession that demands long hours and the never-ending push to meet the highest expectations anyone can ask of another human being. —Heal my affliction. Ease my suffering. Teach me how to manage my emotions. Help me bring this new life into the world.

A good physician has found that perfect balance between science and art, practicality and hope, risk and reward. In every doctor at Kaweah Health, there beats a caring and courageous heart.

To our dear physicians, for all the times it should have been said but wasn’t, for all you do to help us get well, stay well, and live well, on Doctors’ Day and every day...

Thank You.
- **Email blast** (30-Minute Round Table Discussion with KSEE 24 (NBC))
  - February 27
  - 46,914 sent, 5,676 opens, 202 clicks

February is National Heart Month, a time when the nation spotlights heart disease, the number one killer of Americans.

**Heart Care in the Central Valley**, a 30-minute educational program featuring Kaweah Health physicians and leadership. The program will air February 28 at 7 p.m. on KSEE 24 and cover the recognition, diagnosis, and treatment of heart and vascular disease.

The program is hosted by Stefani Booroojian and will feature the following Kaweah Health team members:

- Dr. LaMar Mack, Vascular Surgeon
- Dr. Michael K. McLean, Cardiothoracic Surgeon
- Dr. Sarmad Said, Cardiologist
- Dr. Atul Singla, Interventional Cardiologist
- Tracy Salsa, Director of Cardiovascular Services
- Gary Herbst, Chief Executive Officer

Kaweah Health Medical Center
400 West Mineral King Avenue, Visalia, CA 93291
(559) 624-2000
• **Radio**: 60 English and Spanish commercials
  - Stanford Medicine and Dr. Mclean
  - Dr. Martinez (April)

• **Television**: 15 English, :30 English and Spanish commercials
  - Stanford Medicine and Dr. Mclean, March (:30)
  - Stanford Medicine and Dr. Mclean, March (:15)
  - Mother/Baby and SRCC, April (:15)
• **YouTube** (over 22,000 views)
  o :15 Stanford Medicine and Dr. McLean
- **Rosa Knee** (Digital and PPC)
- **Ben Maddox** (Digital and PPC)
- **Stanford** (Digital, Your Central Valley.com)
(Discussion)

- Mercury Edge 2024 digital campaign
- New Movers
• 30-Minute Round Table Discussion with KSEE 24 (NBC)
  o Aired February 28th 7pm (over 5,000 people tuned in)
    ▪ Gary Herbst, Chief Executive Officer
    ▪ Dr. Sarmad Said, Cardiologist
    ▪ Dr. Atul Singla, Intervention Cardiologist
    ▪ Dr. LaMar Mack, Vascular Surgeon
    ▪ Dr. Michael McLean, Cardiothoracic Surgeon
    ▪ Tracy Salsa, Director Cardiovascular Services

Website:
Fresno Emphasizes Heart Health: Kaweah Health Expe...
... of KSEE24 led a compelling conversation with experts from Kaweah Health, focusing on the importance of maintaining heart health and ...

Sentiment
Neutral

Potential reach
- Mobile
  81% 3.09M
- Web
  19% 719k

Top Entities

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<thead>
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<tr>
<td>kaweah health</td>
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<td>u.s.</td>
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<td>statisti booroojan</td>
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</tr>
<tr>
<td>Eureka Advertisment</td>
<td>Not Rated</td>
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Vital Signs Articles for Summer 2024

1. Letter from CEO: 1 page
2. Starlight Awards – 2 pages
3. Patient-EMS Reunion; Steven Fulleylove – 2 page
4. Ortho/Spine; Dr. Daniels, Dr. Fang 1-2 pages
5. Strathmore Coach Success Story; Jeromy Blackwell – 2 pages
6. Urgent Care of ER? – 1 page
7. Local Docs profile – 1 page
8. PEDs storytime 1 page
9. Mother Baby Unit 1-2 pages
10. Foundation – Heritage Club Ad – 1 page
11. How to get the most out of your visit/Clinics - 1 page
12. Guild Services – 1 or 2 pages
Media Relations Update
Top Performing News Content – February 13, 2024 – March 25, 2024

WATCH: Recognition, diagnosis, treatment for heart health: Kaweah Health round table

... special round table, KSEE24's Stefani Booroojian finds out from Kaweah Health experts what we can do to stay healthy and make sure we...

Kaweah Health

60.5M Reach 4.28k Views 1 Duplicates

The Bond Buyer @thebondbuyer

Beleaguered Kaweah Health Care District in central California had its rating outlook revised to stable from negative by Moody’s Investors Service, which cited significant traction by management on its financial turnaround plans.

https://t.co/QWcPxZPUx

Kaweah Health

11.9k Reach

Fresno Emphasizes Heart Health: Kaweah Health Experts Share Vital Insights

... of KSEE24 led a compelling conversation with experts from Kaweah Health, focusing on the importance of maintaining heart health and...

Kaweah Health

3.8M Reach

PPA

Top 10 Best Hospitals in California 2024 by Healthgrades & US News

A ranking of the top 10 hospitals in California for 2024 has been compiled by Knowinsiders.com. The rankings were established by assessing a number of US News and Healthgrades criteria.
Social Media
### Competitor Performance - February 13, 2024 – March 25, 2024

<table>
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<tr>
<th>Profile</th>
<th>Audience Growth</th>
<th>Published Posts</th>
<th>Published Engagement</th>
<th>Public Engagements</th>
<th>% Audience Growth</th>
<th>Published Videos</th>
<th>Published Shares</th>
<th>Published Links</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
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<td>Your Profiles Average</td>
<td>5,982.57</td>
<td>29.29</td>
<td>34.14</td>
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<td>64.21</td>
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<td>14.5</td>
<td>7.29</td>
<td>21.29</td>
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<td>11.77</td>
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<td>1 Valley Children's</td>
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<td>63.92</td>
<td>11</td>
<td>1,093.1</td>
<td>99.18</td>
<td>0.96%</td>
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<td>9</td>
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<td>2 Kaweah Health</td>
<td>26423.9</td>
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<td>N/A</td>
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<td>56</td>
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<td>3 Valley Childrens</td>
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<td>68.60</td>
<td>86</td>
<td>8403</td>
<td>443.88</td>
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<td>143</td>
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<td>0.13%</td>
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<td>8</td>
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<td>5 AdventistHealth</td>
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<td>248.23</td>
<td>1615</td>
<td>4804</td>
<td>1.55%</td>
<td>9</td>
<td>16</td>
<td>11</td>
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<td>304</td>
<td>4243</td>
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<td>3</td>
<td>3</td>
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<td>1096</td>
<td>2114</td>
<td>333</td>
<td>2736</td>
<td>0.10%</td>
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<td>2</td>
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<td>8 Adventist Health in Hospital</td>
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<td>3738</td>
<td>822</td>
<td>2163</td>
<td>0.51%</td>
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<td>10</td>
<td>21</td>
<td>7</td>
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<td>9 Kaweah Health</td>
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<td>7273</td>
<td>7367</td>
<td>10119</td>
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<td>10 Sierra View Medical School</td>
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<td>832</td>
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<td>N/A</td>
<td>0</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>728</td>
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<tr>
<td>11 Kaweah Health Life</td>
<td>3912</td>
<td>68</td>
<td>27</td>
<td>333</td>
<td>0.15%</td>
<td>N/A</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>25</td>
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<td>12 Dignity Health Bakers</td>
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<td>7531</td>
<td>1321</td>
<td>4053</td>
<td>2.55%</td>
<td>13</td>
<td>15</td>
<td>5</td>
<td>N/A</td>
<td>N/A</td>
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<td>13 Saint Agnes Medical School</td>
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<td>2923</td>
<td>1240</td>
<td>3681</td>
<td>1.02%</td>
<td>10</td>
<td>2</td>
<td>11</td>
<td>N/A</td>
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</table>
Top Posts - February 13, 2024 – March 25, 2024 – Partnership Posts, Heart Health and DocBand

Kaweah Health Heart Health Round Table

Welcome, Dr. Michael K. McLean

DocBand 2024

Video Post Performance:
Views: 7478
Reactions: 618
Engagement (clicks, comments, reposts): 261

https://www.facebook.com/kaweahhealth/videos/726671076289778

Video Post Performance:
Views: 4,090
Reactions: 128

https://www.facebook.com/kaweahhealth/videos/940536601080131

Post Performance:
Reach: 9,389
Reactions: 357

Welcome, Dr. Michael K. McLean

Please join us in welcoming Dr.

a best hands in the Central Valley. Please join us in welcoming Dr.

'm McLean, cardiothoracic surgeon, and Stanford Medicine faculty member.

'm McLean, cardiothoracic surgeon, and Stanford Medicine faculty member. He is one of the

He is one of the top cardiothoracic surgeons in the Central Valley as part of the Kaweah Health Cardiologist.

Kaweah Health Cardiologist.
### Top Locations – October 26, 2023 – February 12, 2024

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<th>Rank</th>
<th>Location</th>
<th>Score</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Kaweah Health Medical Center</strong></td>
<td>87 / 100</td>
</tr>
<tr>
<td></td>
<td>400 W Mineral King Ave</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visalia CA</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Kaweah Health: Emergency Room</strong></td>
<td>79 / 100</td>
</tr>
<tr>
<td></td>
<td>400 W Mineral King Ave</td>
<td></td>
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<tr>
<td></td>
<td>Visalia California</td>
<td></td>
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<tr>
<td>3</td>
<td><strong>Kaweah Health Therapy Specialists Spine and</strong></td>
<td>78 / 100</td>
</tr>
<tr>
<td></td>
<td>820 S Akers St</td>
<td></td>
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<td></td>
<td>Visalia California</td>
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### Top Locations - February 13, 2024 – March 25, 2024

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>Score</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Kaweah Health Therapy Specialists Spine and</strong></td>
<td>83 / 100</td>
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<tr>
<td></td>
<td>820 S Akers St</td>
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<td></td>
<td>Visalia California</td>
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<tr>
<td>2</td>
<td><strong>Kaweah Health: Emergency Room</strong></td>
<td>80 / 100</td>
</tr>
<tr>
<td></td>
<td>400 W Mineral King Ave</td>
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<td></td>
<td>Visalia California</td>
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<tr>
<td>3</td>
<td><strong>Kaweah Health Hand Therapy Specialist (Visalia)</strong></td>
<td>71 / 100</td>
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<td></td>
<td>2342 W Sunnyside Ave</td>
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<td>Visalia CA</td>
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</table>
We are looking for community partners who will welcome a Resident into their home, free of charge, for a few weeks while they acclimate to the community. A Resident is a medical school graduate and doctor in training who is taking part in a graduate medical education (GME) program. A community host will need to provide a private bedroom and access to shared living space for four to six weeks, until they are able to find their own lodging.

Welcoming Residents into this community is very important. Tulare County has a shortage of physicians and the more involved in the community a Resident is, the more likely they will be to stay and practice here once their residency is completed.

“We had a positive experience hosting our GME Resident. She was very busy working at the hospital and studying for exams, so we hardly saw her. She did not need entertaining and was the easiest house guest to date. We hope that in opening our home, we show the friendliness of our city and that this small service provided helps to shape the future of healthcare in our community.”

– Laurie & Brian Diamant

“I have been pleased to now have hosted two incoming Residents and it was a positive experience for me on both occasions. I enjoyed their time in my home and hope they will stay in our community and contribute to our community’s medical resources.”

– Mark Fulmer

For more information please contact:

Deborah Volosin
Director of Community Engagement
dvolosin@KaweahHealth.org
(559) 624-2529
Kaweah Health is accepting applications for membership opportunities on our advisory councils. These councils help generate feedback and ideas about our community health needs and work closely with Kaweah Health leaders to ensure that all community members have access to and education around their healthcare needs.

Ways to apply:

Complete the Community Advisory Committee application form online at KaweahHealth.org/cac

For a shortcut to the form, just scan the above QR code with your smart phone camera.

For more information, contact
Deborah Volosin
Director of Community Engagement
dvolosin@KaweahHealth.org
(559) 624-2529