

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, October 1, 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

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, October 1, 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, Communications Manager; Samantha Torres, Social Media Specialist; Ameer Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Digital Strategist; Nou Her, Sr. Social Media 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 August 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 & Communications Update

3.1.1. US News Awards

3.1.2. Sana Sana TV Commercial

3.1.3. Digital Ad Campaign Reports

Kaweah Delta Health Care District

Board of Directors Committee Meeting

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

3.1.4. October 2025 Vital Signs

3.1.5. Workzone Hours Tracking

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.

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

Armando Murrieta • Zone 5
Board Member

Kaweah Delta Health Care District

Board of Directors Committee

Meeting Minutes

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

Marketing & Community Relations Committee – OPEN MEETING

Wednesday August 20, 2025

Kaweah Health Medical Center – Executive Office Conference Room

Present: Directors: Dave Francis (Chair) & Armando Murrieta; Gary Herbst, Chief Executive Officer; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Gary Rogers, Communications Manager; Samantha Torres, Social Media Specialist; Amee Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Digital Strategist; Nou Her, Sr. Social Media Specialist; and Lisette Mariscal, Recording

CALL TO ORDER – This meeting was called to order at 4:00 PM by Dave Francis.

PUBLIC/MEDICAL PARTICIPATION – There was no public or medical participation.

MINUTES- The open meeting minutes from June 4, 2025, were reviewed.

INTRODUCTIONS – Nou Her, Sr. Social Media Specialist, was introduced.

COMMUNITY EXPERIENCE – A verbal update was provided regarding recent community engagement meetings and events.

MARKETING & MEDIA RELATIONS –

4.1.1 – A walkthrough of the new website (www.KaweahHealth.org) was conducted.

4.1.2 - Karen Cocagne verbally presented the results of the recent brand study.

4.1.3 – Jaclyn Bunting introduced a new digital campaign and quarterly eNewsletter.

4.1.4 – An update was provided on the upcoming edition of Vital signs.

4.2 – A report on recent marketing performance and engagement metrics was shared. (see attachment 4.2 of the agenda.)

Adjourned at 5:02 PM

Kaweah Delta Health Care District

Board of Directors Committee

Meeting Minutes

***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.

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

Armando Murrieta • Zone 5
Board Member











Social Media



KaweahHealth.org





Performance Summary – August - September 2025

Profile	Audience	Net Audience Growth	% Audience Growth	Published Posts	Public Engagements	Public Engagements per Post	Reactions	Comments	Shares
Your Profiles Average	11,877.33	67.33	0.57%	24.00	2,299.00	95.79	1,901.67	332.67	97.00
Competitor Profiles Average	442.40	56.60	14.67%	31.67	1,234.17	38.97	1,049.17	90.50	113.40
1  Kaweah Health	26,037	172	0.66%	27	5,005	185.37	3,862	953	190
2  Valley Children's	0	100	-100.00%	28	3,370	120.36	2,667	301	402
3  kaweahhealth	7,805	23	0.30%	27	1,879	69.59	1,834	45	N/A
4  Sierra View Medical...	0	81	-100.00%	55	1,847	33.58	1,555	184	108
5  sierraviewmedical	2,212	67	3.12%	55	1,519	27.62	1,509	10	N/A
6  Adventist Health in ...	0	8	-100.00%	45	377	8.38	321	21	35
7  Community Region...	0	27	-100.00%	7	292	41.71	243	27	22
8  @kaweahhealth	1,790	7	0.39%	18	13	0.72	9	0	4
9  @sierra_view	—	—	—	0	0	0.00	0	0	0
10  adventisthealthcent...									

Top Posts June – July 2025 – Post Engagements: Facebook


Trauma department







Kaweah Health

Tue 8/26/2025 4:32 pm PDT

There were some posts today regarding the status of our trauma center. Kaweah Health's Level 3 Trauma Department is...



Total Engagements	19,553
Reactions	1,042
Comments	299
Shares	68
Post Link Clicks	1
Other Post Clicks	18,143

...




Team of the month





Kaweah Health

Thu 9/4/2025 3:58 pm PDT

Congratulations to our Home Health Team for being named Team of the Month for August! 🎉 The Home Healt...



Total Engagements
 4,776

Reactions
 344

Comments
 43

Shares
 9


Post Link Clicks
 —


Other Post Clicks
 4,380







Daisy Award





Kaweah Health

Wed 8/13/2025 3:42 pm PDT



We're proud to recognize Alejandra Mendoza, RN, from our 2 North unit. Alejandra is calm under pressure and fu...





Total Engagements4,702

Reactions264


Comments27


Shares0


Post Link Clicks1

Other Post Clicks4,410

...







Prompt Care




Kaweah Health
 Mon 9/22/2025 9:04 am PDT

Prompt care services will no longer be available at Kaweah Health Medical Clinic - Ben Maddox. For Prompt Care needs,...

Prompt Care Patients

Effective September 27, 2025
 Prompt Care services will no longer be available at this facility.

For Prompt Care needs, please visit one of our Urgent Care locations listed below.






















Kaweah Health Urgent Care - Demaree
 7600 W. Flagstaff Ave., Visalia Ca (559) 624-6800
Open daily, 8 AM to 7 PM



Total Engagements	3,695
Reactions	121
Comments	83
Shares	52
Post Link Clicks	13
Other Post Clicks	3,426

...
\$

Top Posts June – July 2025 – Post Engagements: Instagram

Trauma department	Daisy Award	Physician spotlight	Employee of the Month
<div><div><div><div><div></div><div>kaweahhealth</div><div><div>Tue 8/26/2025 4:32 pm PDT</div></div></div></div><div><p>There were some posts today regarding the status of our trauma center. Kaweah Health's Level 3 Trauma Department is...</p><div></div></div><div><div>Total Engagements371</div><div>Likes262</div><div>Comments8</div><div>Shares93</div><div>Saves8</div></div><div><div>...</div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div>kaweahhealth</div><div><div>Wed 8/13/2025 2:11 pm PDT</div></div></div></div><div><p>We're proud to recognize Alejandra Mendoza, RN, from our 2 North unit. Alejandra is calm under pressure and fu...</p><div></div></div><div><div>Total Engagements268</div><div>Likes255</div><div>Comments3</div><div>Shares7</div><div>Saves3</div></div><div><div>...</div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div>kaweahhealth</div><div><div>Mon 8/25/2025 2:14 pm PDT</div></div></div></div><div><p>Meet Dr. Harleen Chahil, an interventional cardiologist at Kaweah Health with a special focus on women's...</p><div></div></div><div><div>Total Engagements210</div><div>Likes176</div><div>Comments7</div><div>Shares21</div><div>Saves6</div></div><div><div>...</div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div>kaweahhealth</div><div><div>Wed 9/3/2025 1:52 pm PDT</div></div></div></div><div><p>Meet our August World Class Employee of the Month - Benny Alva, Locksmith, Facilities Department. 🌟 Benny Alva...</p><div></div></div><div><div>Total Engagements180</div><div>Likes164</div><div>Comments4</div><div>Shares9</div><div>Saves3</div></div><div><div>...</div><div></div><div></div></div></div></div>


Media Relations Update




KaweahHealth.org



Top Performing News Content – August - September 2025



ASSOCIATED PRESS
apnews.com



Associated Press • By MiNK Therapeutics
News | US | Sep 18 • 4:32 AM





MiNK Therapeutics Appoints Dr. Terese C. Hammond to Accelerate...

serves as Program Director of Pulmonary & Critical Care at **Kaweah Health Medical Cent...**

31.1M Reach 0 Social Echo

VTD

Visalia Times-Delta | USA • Aug 29 • 2:06 am



In Brief: Homelessness declines, Three Rivers' bear problem, best Chinese restaurants

... , visit CaliforniaCitrusThreat.org. **Kaweah Health** ranked as a 'High Performing Hospital' U.S. News & World Report has recognized **Kaweah** ...

78.73K Reach

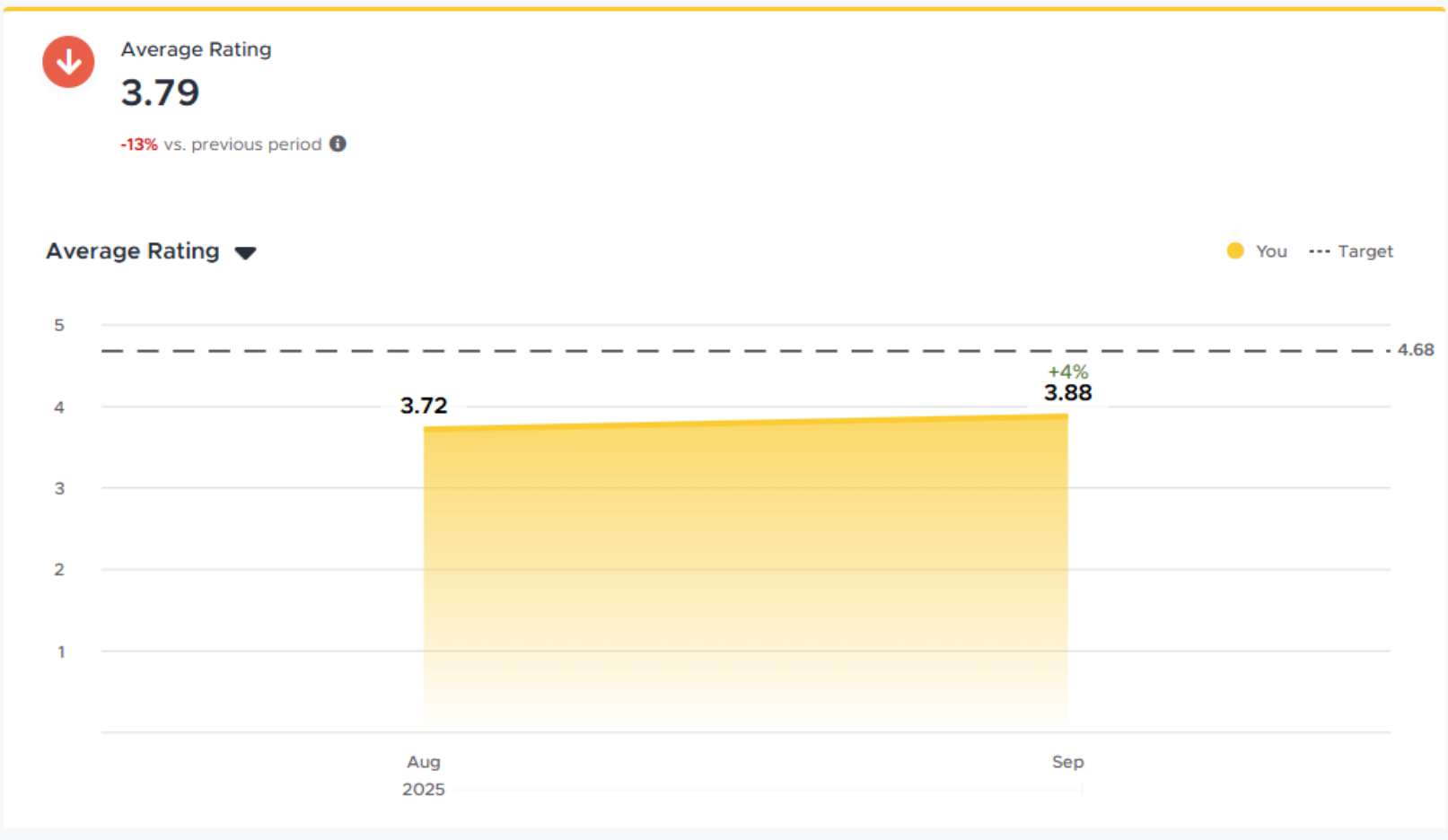
Reputation Management



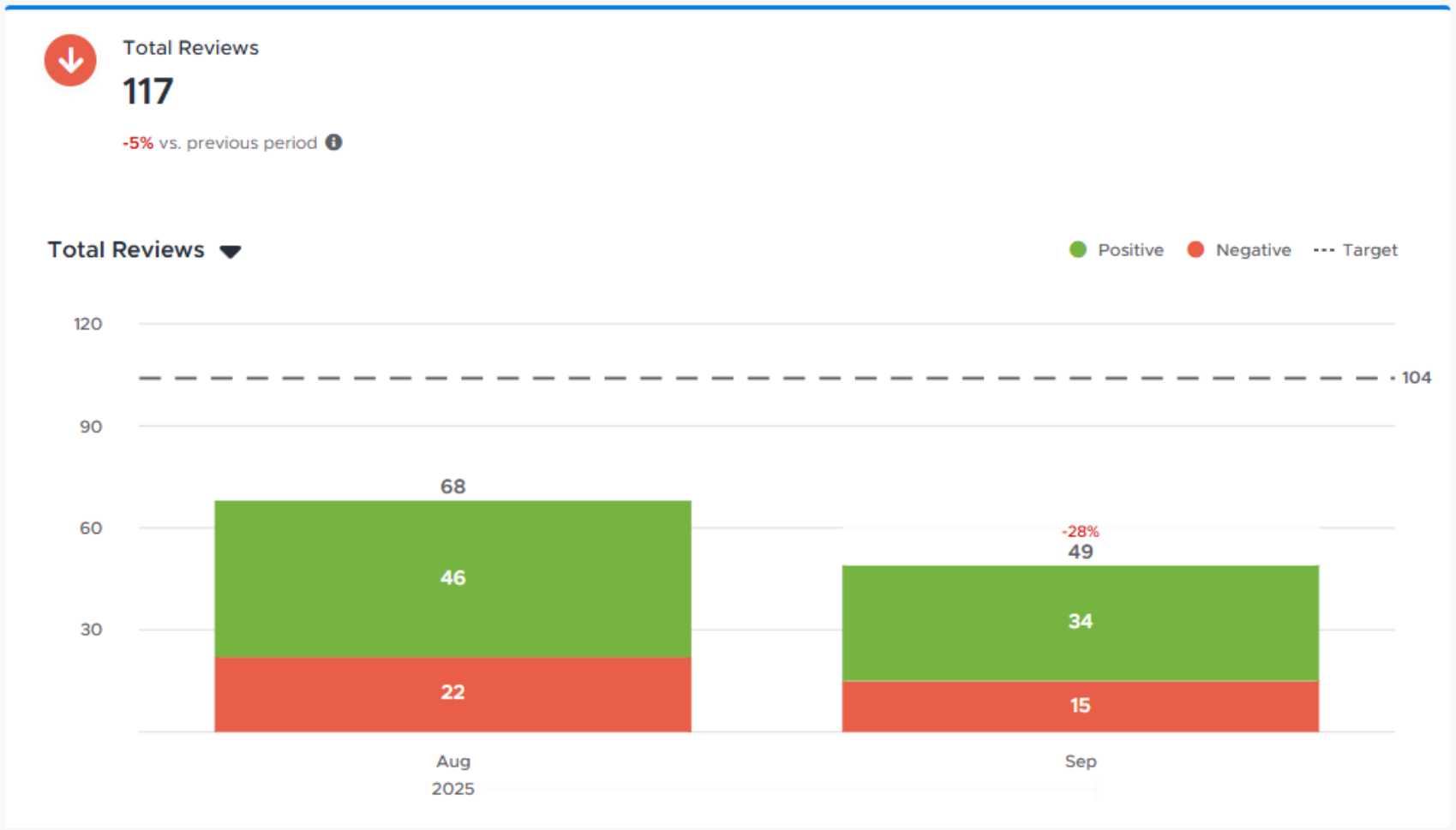
KaweahHealth.org



Average Rating – August – September 2025

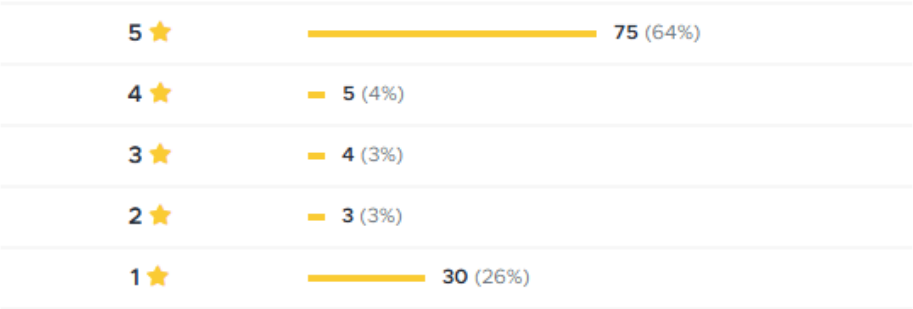


Total Reviews– August – September 2025



Rating Info – June – July 2025

Ratings Distribution



Review Sites Distribution



Rank	Location	Industry Score
1	Kaweah Health Medical Center 400 W Mineral King Ave Visalia CA	91 / 100
2	Kaweah Health Urgent Care (Demaree) 3600 W Flagstaff Ave Visalia CA	88 / 100
3	Kaweah Health Exeter Clinic 1014 San Juan Ave Exeter California	87 / 100