

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 Sequoia Regional Cancer Center, Pauline & Maynard Faught Conference Room {4945 W. Cypress Ave, Visalia, CA} on Wednesday, December 3, 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

Armando Murrieta • Zone 5
Board Member

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, December 3, 2025 • Sequoia Regional Cancer Center
4945 W. Cypress Avenue – Pauline & Maynard Faight Conference Room

Attending: Directors: David 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 October 2025.](#)

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

2.1. Update on community experience and events.

2.2. [Brand Dashboard](#)

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

3.1. [Marketing & Communications Update](#)

3.1.1. Vital Signs February Issue

3.1.2. Medscape

Kaweah Delta Health Care District

Board of Directors Committee Meeting

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3.1.3. Digital Ad Campaign Results

3.1.4. [KSEE24 Lung Cancer Special](#)

3.1.5. Cardiothoracic Surgery TV Commercials

3.1.6. New Signage

3.1.7. Akers Clinic

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

ADJOURN – David Francis, Chair

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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 October 1, 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; Deborah Volosin, Director of Patient & Community Experience; Gary Rogers, Communications Manager; Samantha Torres, Social Media Specialist; Amee Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Digital Strategist; 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 August 20, 2025, were reviewed.

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

MARKETING & MEDIA RELATIONS –

3.1.1 – Kaweah Health was ranked as a High Performing Hospital in the U.S. News & World Report's 2025-2026 rankings for seven adult procedures.

3.1.2. – The newly released Sana Sana TV commercial was played.

3.1.3. – Jaclyn Bunting provided an overview of recent digital advertising campaigns, highlighting engagement efforts and outcomes.

3.1.4 – The October 2025 edition of Vital Signs is scheduled to be released this month.

3.1.5. – A verbal presentation was given on the new Workzone Hours Tracking tool, which provides insights into time spent across various marketing projects.

3.2. - A report on recent marketing performance and engagement metrics was shared. (See attachment 3.2. of the agenda.)

Kaweah Delta Health Care District

Board of Directors Committee

Meeting Minutes

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

Adjourned at 4:56 PM

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Board Member

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Secretary/Treasurer

Armando Murrieta • Zone 5
Board Member

Community Experience

November 2025



kaweahhealth.org



Brand Dashboard

● Kaweah Health

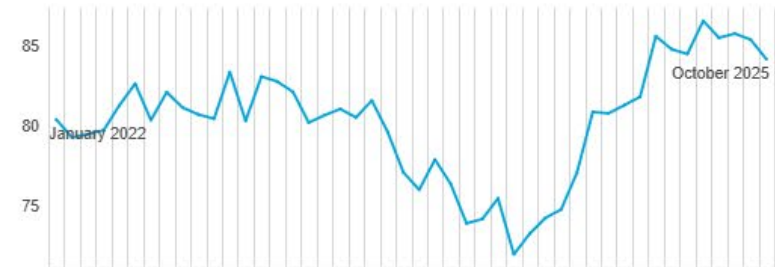
Subscribe

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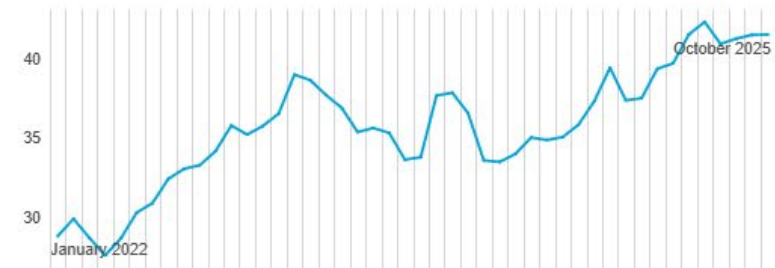
Rolling 12

October 2025

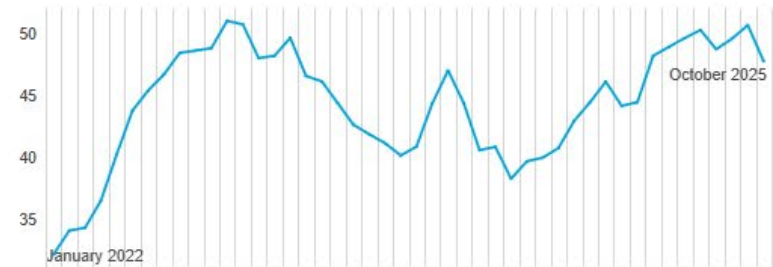
Awareness
84.1 -1.2
COMPETITOR AVG 17.4
[View Report >](#)



Preference
41.5 +0.0
COMPETITOR AVG 2.4
[View Report >](#)



Recall
47.8 -2.9
COMPETITOR AVG 2.3
[View Report >](#)



NPS
0.9 -3.6
COMPETITOR AVG 26.2
[View Report >](#)

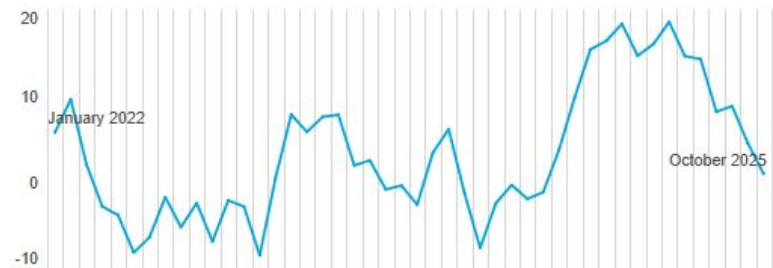
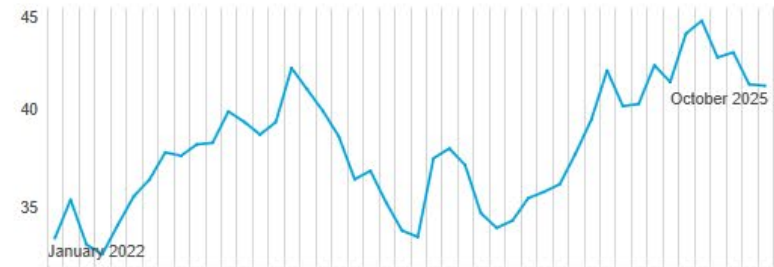
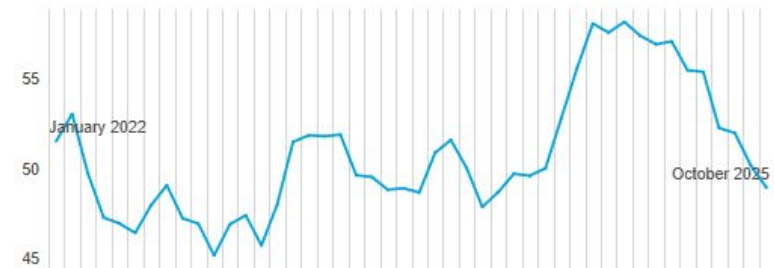


Image
41.2 -0.1
COMPETITOR AVG 2.9
[View Report >](#)



Loyalty Index
49.0 -1.2
COMPETITOR AVG 57.8
[View Report >](#)



Awareness | Trend

Market Responses within the survey period Rolling 12 October 2025: 296

The standard error range: $\pm 5.7\%$

Question: Please confirm the name of the hospital you wrote in Q1 from the list.

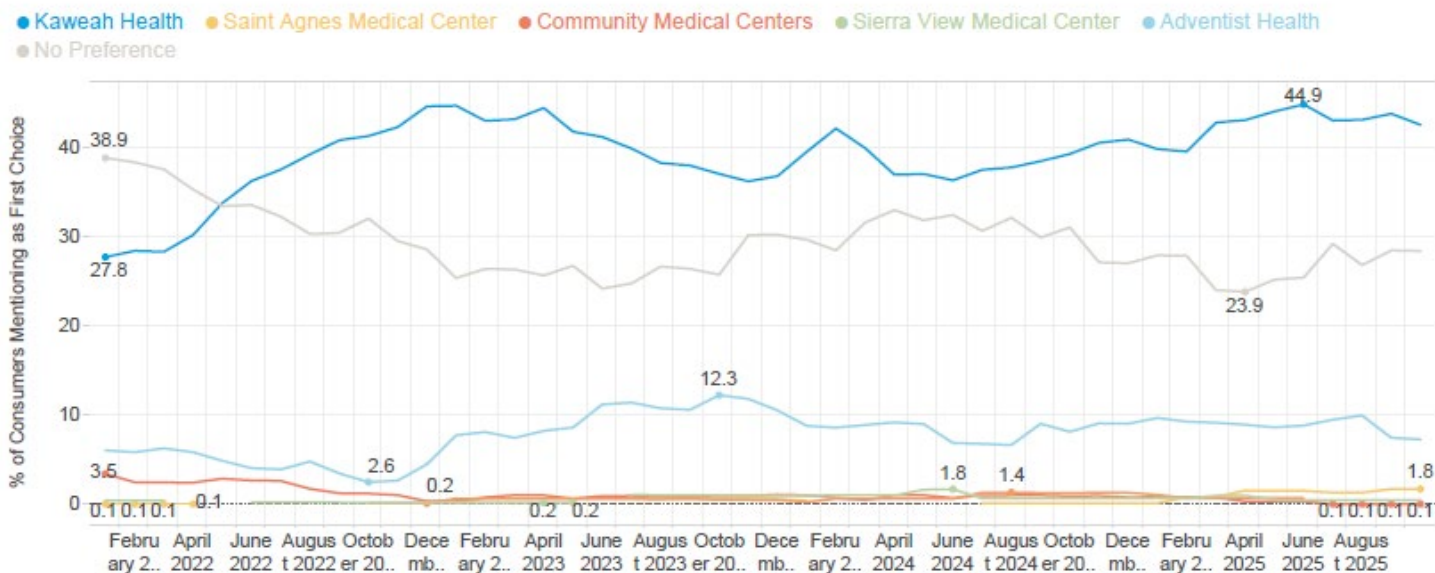
● Kaweah Health



	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025
	n-size 305	n-size 303	n-size 300	n-size 305	n-size 293	n-size 295	n-size 290	n-size 303	n-size 299	n-size 288	n-size 295	n-size 295	n-size 296	n-size 296	n-size 298	n-size 296
Kaweah Health	60.3	60.4	59.6	62.3	64.9	66.3	64.4	65.2	68.6	67.7	70.9	73.2	72.2	72.2	71.9	70.0

Recall | Trend

Market Responses within the survey period Rolling 12 October 2025: 296
The standard error range: $\pm 5.7\%$
Question: Thinking of hospital advertising, which hospital's advertising comes to mind first?



	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025
	n-size 305	n-size 303	n-size 300	n-size 305	n-size 293	n-size 295	n-size 290	n-size 303	n-size 299	n-size 288	n-size 295	n-size 295	n-size 296	n-size 296	n-size 298	n-size 296
Kaweah Health	37.6	37.8	38.5	39.3	40.6	41.0	39.9	39.6	42.9	43.1	44.1	44.9	43.1	43.2	43.8	42.6
Saint Agnes Medical Center	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.9	0.9	1.6	1.6	1.6	1.4	1.4	1.8	1.8
Community Medical Centers	1.0	1.1	1.1	1.0	1.0	0.8	0.9	0.8	0.8	0.4	0.4	0.4	0.1	0.1	0.1	0.1
Clovis Community Medical Center	1.4	1.4	1.3	1.3	1.4	1.4	1.1	0.7	0.7	0.8	0.8	0.8				
Sierra View Medical Center	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	1.0	1.0	0.6	0.5	0.5	0.5	0.5	0.5
Adventist Health	6.8	6.7	9.1	8.2	9.1	9.1	9.7	9.3	9.2	9.0	8.7	8.9	9.5	10.0	7.5	7.3
No Preference	30.7	32.2	30.0	31.1	27.2	27.1	28.0	27.9	24.1	23.9	25.2	25.5	29.3	26.9	28.5	28.5

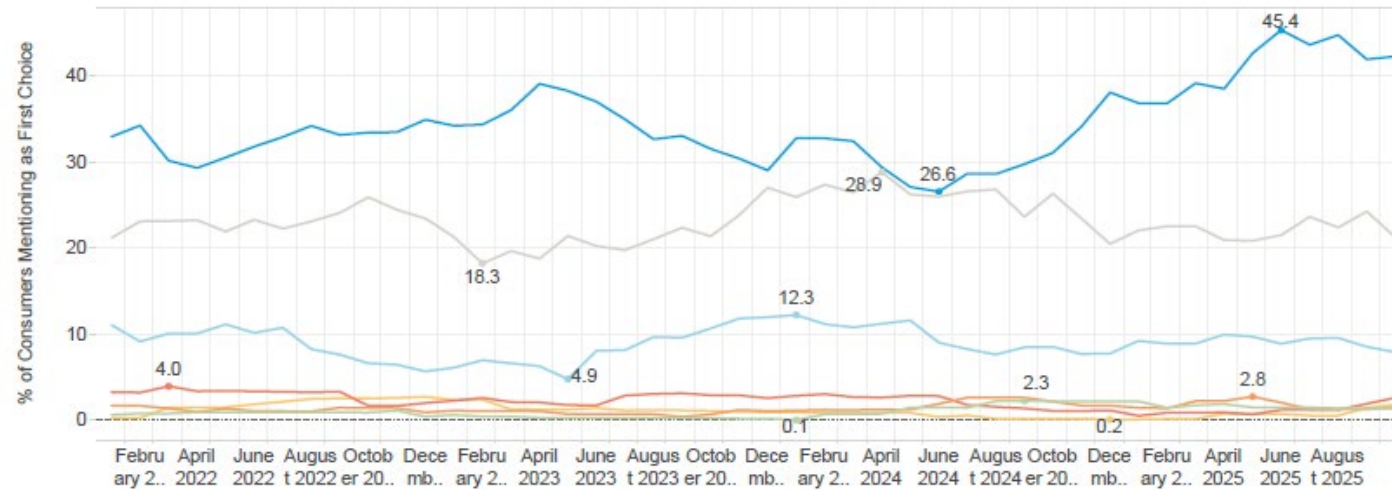
Image | Trend

Market Responses within the survey period Rolling 12 October 2025: 296

The standard error range: $\pm 5.7\%$

Question: What is your first choice hospital/facility for...? Best image/reputation

● Kaweah Health ● Saint Agnes Medical Center ● Community Medical Centers ● Clovis Community Medical Center
● Sierra View Medical Center ● Adventist Health ● No Preference



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	n-size 305	n-size 303	n-size 300	n-size 305	n-size 293	n-size 295	n-size 290	n-size 303	n-size 299	n-size 288	n-size 295	n-size 295	n-size 296	n-size 296	n-size 298	n-size 296
Kaweah Health	28.7	28.7	29.8	31.1	34.2	38.1	36.9	36.9	39.2	38.6	42.7	45.4	43.7	44.8	42.0	42.3
Saint Agnes Medical Center	0.7	0.3	0.3	0.3	0.3	0.2	0.2	0.3	0.3	0.9	0.8	0.8	0.6	0.6	1.5	1.9
Community Medical Centers	1.9	1.7	1.5	1.2	1.2	1.2	0.6	1.0	1.0	1.0	0.8	1.3	1.3	1.3	2.0	2.7
Clovis Community Medical Center	2.7	2.8	2.7	2.3	1.8	1.8	1.6	1.5	2.3	2.3	2.8	2.1	1.4	1.4	1.4	1.6
Sierra View Medical Center	1.6	2.3	2.3	2.3	2.3	2.3	2.3	1.5	1.8	2.0	1.6	1.6	1.6	1.5	1.5	1.5
Adventist Health	8.4	7.7	8.6	8.6	7.8	7.9	9.3	9.0	9.0	10.0	9.8	9.0	9.6	9.7	8.6	8.0
No Preference	26.7	26.9	23.7	26.4	23.5	20.6	22.1	22.6	22.6	21.0	20.9	21.6	23.7	22.5	24.3	21.3

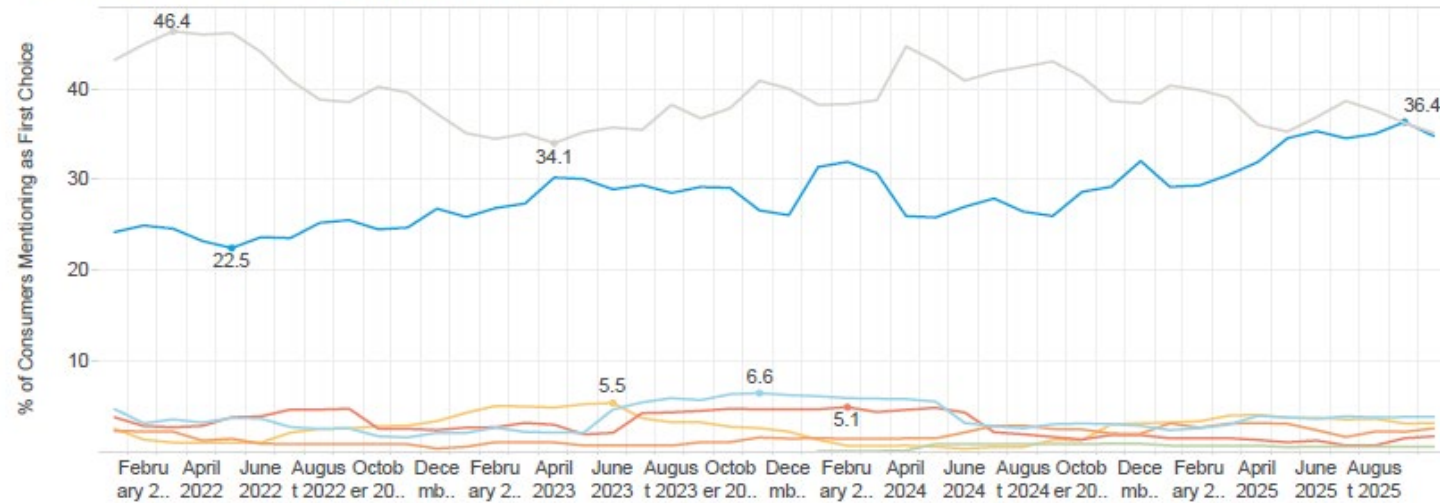
Preference | Trend

Market Responses within the survey period Rolling 12 October 2025: 296

The standard error range: $\pm 5.7\%$

Question: If you or a household member were in need of this service, to which hospital/facility would you prefer to go? Bariatric (Weight Loss) Surgery

● Kaweah Health
 ● Saint Agnes Medical Center
 ● Community Medical Centers
 ● Clovis Community Medical Center
 ● Sierra View Medical Center
 ● Adventist Health
 ● No Preference



	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025
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Kaweah Health	28.0	26.5	26.1	28.7	29.3	32.1	29.3	29.4	30.6	32.0	34.6	35.4	34.6	35.1	36.4	34.8
Saint Agnes Medical Center	0.7	0.7	1.4	1.4	3.2	3.3	3.4	3.5	4.1	4.2	3.9	3.9	3.7	3.8	3.3	3.3
Community Medical Centers	2.3	2.1	1.8	1.5	2.0	2.0	1.6	1.6	1.6	1.4	1.2	1.4	0.8	0.8	1.6	1.8
Clovis Community Medical Center	3.0	3.0	2.6	2.6	2.2	2.1	3.3	2.8	3.3	3.3	3.2	2.5	1.8	2.4	2.3	2.7
Sierra View Medical Center	1.0	1.0	1.0	1.0	1.0	1.0	0.8	0.8	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.7
Adventist Health	3.0	2.7	3.2	3.3	3.2	3.0	2.5	2.7	3.1	4.1	3.9	3.8	4.0	3.9	4.0	4.0
No Preference	41.9	42.5	43.1	41.4	38.7	38.5	40.4	39.9	39.1	36.1	35.3	36.9	38.7	37.7	36.3	35.2

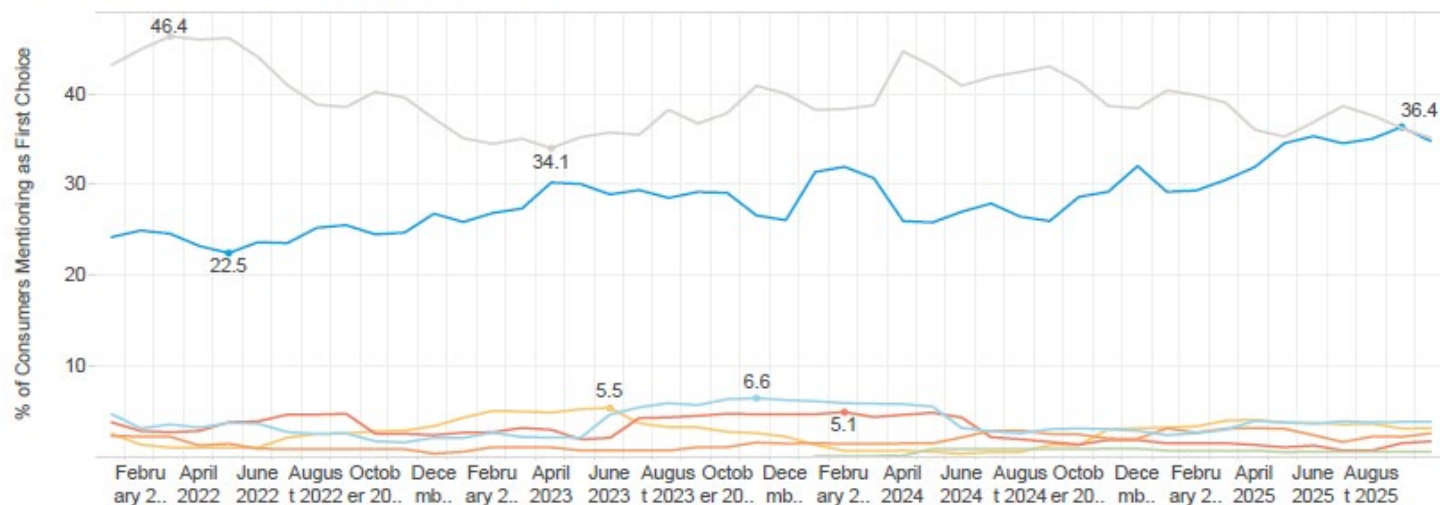
Preference | Trend

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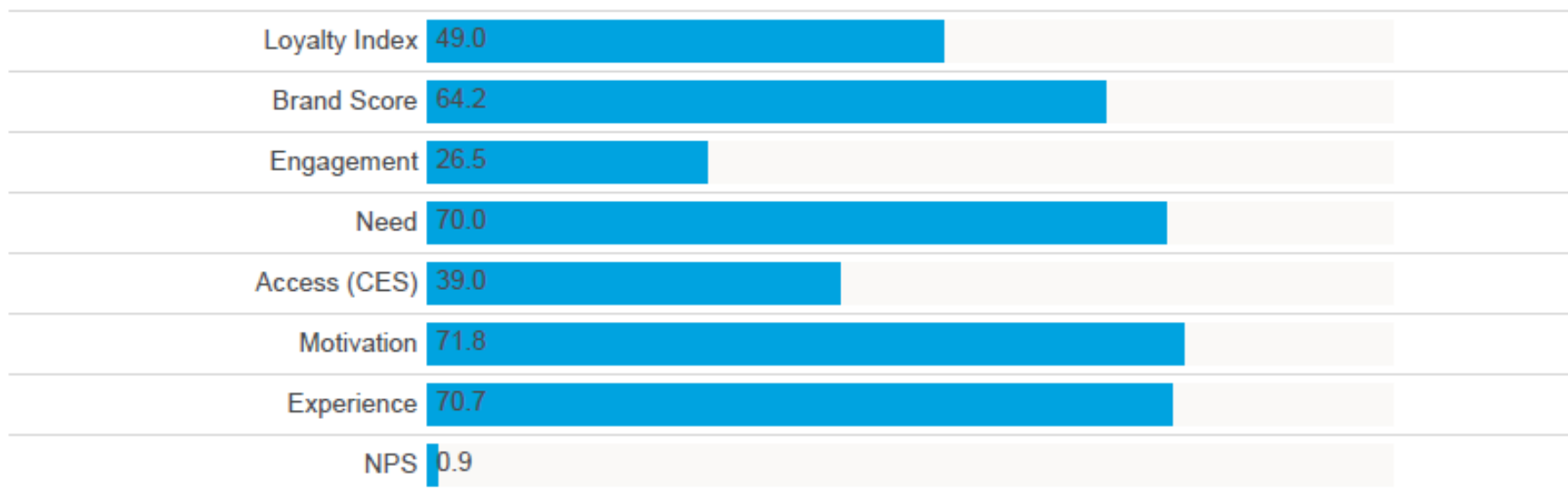


	February 2022	April 2022	June 2022	August 2022	October 2022	December 2022	February 2023	April 2023	June 2023	August 2023	October 2023	December 2023	February 2024	April 2024	June 2024	August 2024	October 2024	December 2024	February 2025	April 2025	June 2025	August 2025	October 2025
	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size
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Community Medical Centers	2.3	2.1	1.8	1.5	2.0	2.0	1.6	1.6	1.6	1.4	1.2	1.4	0.8	0.8	1.6	1.8							
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Sierra View Medical Center	1.0	1.0	1.0	1.0	1.0	1.0	0.8	0.8	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.7							
Adventist Health	3.0	2.7	3.2	3.3	3.2	3.0	2.5	2.7	3.1	4.1	3.9	3.8	4.0	3.9	4.0	4.0							
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Loyalty Index | Profile

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● Kaweah Health

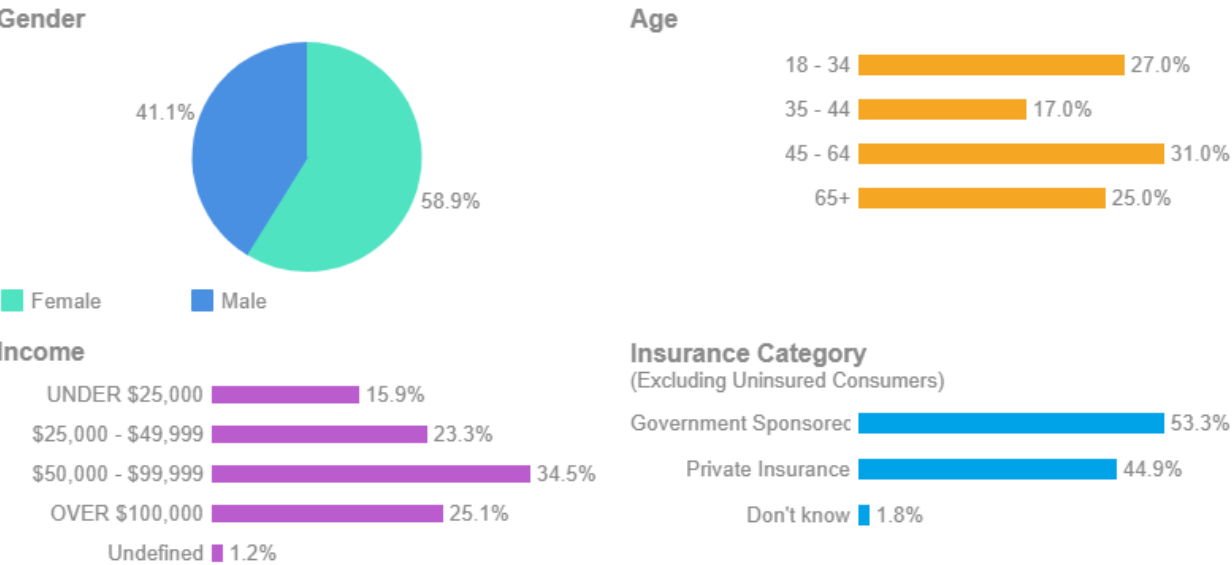


NPS Brand Dashboard - Kaweah Health

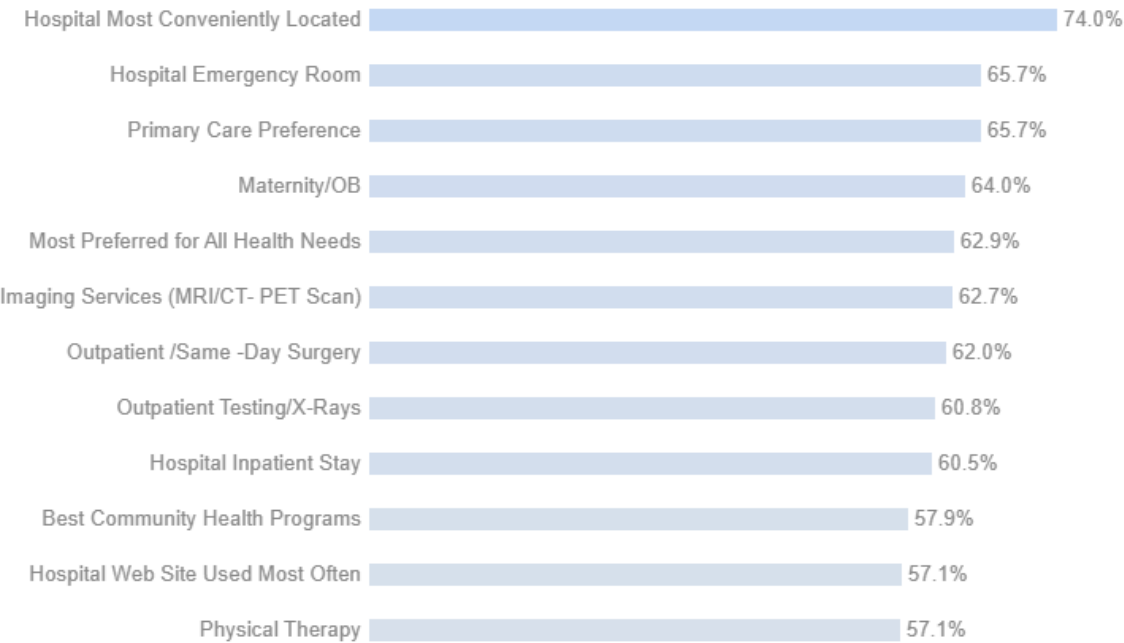


Demographics and Responses Being Filtered by NPS Category: "All", Top of Mind Mention: "First Top-of-Mind Mention", Past Utilization: "All"

Demographics



Responses



From the CEO

At a recent town hall event hosted by Kaweah Health Board Member Armando Murrieta, I joined community members for an important conversation about the exciting opportunities and significant challenges ahead for Kaweah Health. I was joined by a panel including Chief Nursing Officer Schlene Peet, ED Nurse Manager Cameron Beatty, and Dr. Terese Hammond.

Strengthening Our Workforce

Schlene spoke about her priority to reduce our reliance on travel nurses at Kaweah Health. She has already made great strides in this area, offering travel nurses opportunities to become permanent full-time employees. She is also excited about our partnerships with Unitek, College of the Sequoias, and Carrington College as we work to train the next generation of nurses.

[Read more](#)



From the Chiefs

Medical Staff Town Hall Highlights



Our Quarterly Medical Staff Town Hall on October 14 was met with exceptional attendance, welcoming more than 100 physicians and medical staff members — a testament to our community's engagement and commitment to collaborative excellence.

Leadership Updates and Strategic Vision

I was pleased to recognize the dedicated members of our Medical Staff Office, including our new director, Shannon Vinson. As your Chief of Staff, my commitment remains steadfast: supporting our medical staff, addressing systemic challenges as they arise, and building strong partnerships with hospital administration — all in service of our shared mission to deliver quality patient care with improved efficiency.

[Read More](#)

Preparing for the Joint Commission



As we enter the window for The Joint Commission's unannounced survey, I want to underscore the vital role each of you plays in demonstrating our commitment to delivering exceptional, safe patient care. Your participation during the survey process is not merely a compliance

exercise — it is an opportunity to showcase the clinical excellence and dedication that define our medical staff.

Survey Notification and Timeline

When The Joint Commission surveyors arrive, the Medical Staff Office will promptly notify you via email and phone call with details regarding the opening session. The survey will span five days, during which time you may be approached to discuss your clinical practices and patient care processes.

[Read More](#)

Kaweah Health Reaches 2,500th Robotic Surgery with Da Vinci Xi



Dr. Joseph Ford, urologist, hit an incredible milestone recently — performing the 2,500th da Vinci® Xi™ robotic surgery at Kaweah Health since 2018.

"That means 2,500 patients have received less-invasive surgery, allowing for quicker recoveries at the skilled hands of our physicians," said Jag Batth, Kaweah Health Chief Operating Officer. "This is a testament to Kaweah Health's substantial investment in innovative robotic technology."

Dr. Ford is one of more than a dozen specially trained surgeons across several disciplines who utilize the da Vinci system at Kaweah Health.

[Read more](#)

Youth Crisis Stabilization Unit Set to Open in December



Kaweah Health and Tulare County Health & Human Services Agency have collaborated to open a Youth Crisis Stabilization Unit (CSU) on Monday, Dec. 1, 2025. In 2022, the two health organizations received a California Health Facilities Financing Authority grant of nearly \$5 million to establish the facility.

Located near Visalia's Oval Park, the CSU will provide crisis intervention services for children, 17 and under, and transitional age youth, 18 to 21, 24 hours per day, 365 days per year. It is a 12-chair unit with two sides, one side for children and the other for transitional age youth. Services will include crisis evaluation, intervention, and stabilization, as well as psychiatric services and discharge care.

[Read more](#)

Expanded Visitor Policy Allows for Overnight Visitors

Kaweah Health exists to improve the health of our community. Our mission statement highlights our commitment to both health and to treating those that we serve with compassion. With that in mind, we are pleased to announce we have new visitor guidelines approved by our Board of Directors that reinforce these commitments. These new guidelines are a result of a lot of input from staff and members of the community, and they will assist in our efforts to provide more patient-centered care.

For the most part, these changes reflect what our visitor policy was before the Covid pandemic. We understand that being in the hospital can be stressful for patients, and having their support system at their bedside helps them feel more comfortable and supported during their care.

[Read more](#)

Documentation Updates

Differentiating Between Demand Ischemia and Type II MI

Demand ischemia occurs when there's a mismatch between myocardial oxygen supply and demand that

New H&P Template Available

A new H&P template is now available and includes all required elements. This update helps us stay ready for our next Joint Commission visit, as this was noted as a

between myocardial oxygen supply and demand that causes ischemic symptoms but troponin levels remain below the 99th percentile threshold. Type II MI involves the same supply-demand imbalance from similar causes (arrhythmias, severe hypertension, anemia, etc.) but is distinguished by elevated troponins above the 99th percentile along with evidence of acute ischemia.

[For more details, read more.](#)

finding during the 2023 survey.

Please begin using the new template for **Day Surgeries and Procedures**.

If you have any questions, contact the Informatics Team at ext. 5040.

[Look at an example here.](#)

Facilities Update

Kaweah Health Expands Services with Café Renovation, New Clinic, and Mental Health Wing

From an expanded Ambrosia Café for your coffee to an update on how the physician lounge remodel is going, here is an update on the latest facilities projects.

Ambrosia Café

Renovation of the Ambrosia Café concluded in mid-October and the popular dining location reopened on Oct. 28.

Along with the seating area being revamped to have a more coffeehouse feel, the kitchen is now equipped to create an expanded menu along with all your favorite Starbucks drinks. Ambrosia is open from 6 a.m. to 8 p.m. daily for beverage service and the grill is open from 10 a.m. to 7 p.m. The menu is available on Kaweah Compass.

[Read more](#)



In the Spotlight



Philip Hehn Recognized by American Academy of Physician Assistants

Philip Hehn, MS, PA-C, Kaweah Health Site Lead Advanced Practice Provider and Emergency Medicine Fellowship Program Director for Vituity, has been honored with the William H. Marquardt Precepting/Mentorship Award from the Physician Associate Foundation.

Over the past decade, Hehn says he has been privileged to help develop a strong, collaborative team of advanced providers dedicated to delivering high-quality emergency care.

[Read more](#)

New Lung Screening Program

Lung cancer remains the leading cause of cancer deaths in the U.S., but there is good news: when found early, it is far more treatable. That's why Kaweah Health has launched a new lung screening program — combining advanced imaging with compassionate, personalized guidance to help patients take control of their health.

The screening program encompasses several specialty practices including Kaweah Health Imaging & Breast Center, medical and radiation oncology services at Kaweah Health Sequoia Regional Cancer Center, pulmonology, thoracic surgery, and endoscopy. Benoit L. Lusk, Director of Imaging & Radiation Services, has overseen



endoscopy. Renee Lauck, Director of Imaging & Radiation Services has overseen the creation of this project from the start.

"It's astonishing, the level of expertise that has been formed within this program. Our physicians and our RN nurse navigator manage each patient from initial review of potential cancers or lung complications to treatment and follow up," says Lauck. "We are extremely excited for the opportunity to serve our community in this capacity."

[Read more](#)



Executive Team Spotlight



Meet Marc Mertz

Marc Mertz leads strategic vision at Kaweah Health with a perspective that balances big-picture thinking with human connection. As Chief Strategy Officer, he oversees strategic planning, business development, marketing, communications, patient experience, community engagement, the charity foundation, the project management and consulting office, facilities management, the surgery service line, and physician recruitment and relations. But he keeps patients at the center of everything.

"The most inspiring part of my job is when I hear stories about the fantastic care we provide to patients," Marc said. "That's what it's all about."

Prior to joining Kaweah Health in 2018, Marc was vice president and physician services practice leader at GE Healthcare (formerly The Camden Group) in El Segundo, California. He also spent time as president of Health Check Incorporated in Mexico Beach, Florida, and vice president of The

Horizon Group in Virginia Beach, Virginia.

[Read more](#)

Welcome

Kevin Cowan, MD

Kaweah Health is pleased to welcome Dr. Kevin Cowan, a general surgeon, to its medical staff.

Dr. Cowan comes to Visalia from Covenant Health Medical Group in Hobbs, New Mexico. However, his connection to the community runs much deeper — he completed his general surgery residency at Kaweah Health before spending time in New Mexico. Now, he returns to Visalia to continue his surgical career with Dr. Kyle Potts.

"Returning to Visalia was an easy choice because it truly feels like home," Dr. Cowan said. "Though I spent nearly a decade in Oklahoma City for my undergraduate and medical education, my roots have always been in California's Central Valley, where I was born in Fresno and raised in Modesto. I was fortunate to complete my surgical training at my top-choice program here at Kaweah Health, immersing myself in the local community from the very start of my career."

[Read more](#)





Calendar of Events

Schwartz Rounds

When: Bimonthly on First Friday at 11:30 a.m.

Where: SSB 5th Floor, GME Classroom

Upcoming Sessions:

- **December 5:** Why I Do What I Do
- **February 13:** Topic TBD (Date change to accommodate GME testing.)
- **April 3:** Topic TBD
- **June 5:** Topic TBD

Lunch is provided.

Cobbler and Ice Cream

When: 11 a.m. to 2 p.m. Nov. 22

Where: Acequia Wing Lobby

Come and enjoy some cobbler and ice cream on us as a thank you for all the work you do. Check Compass for Exeter, West Campus, and NOC dates.

Visalia Emergency Aid Race Against Hunger

When: Thursday, Nov. 27

Where: Downtown Visalia

Start your Thanksgiving off right by running a 5K and helping ensure that no child goes to bed hungry in Tulare County.

Kaweah Health is a proud sponsor of the Race Against Hunger!

[Register here.](#)

Twinkle and Toast

When: 5:30 p.m. Friday, Dec. 12

Where: The Hyde, 3200 W. Mineral King Ave., Visalia

Cost: \$125

Join the Kaweah Health Foundation for dinner, dancing, and a Christmas tree auction.

Purchase tickets by Dec. 1 at

[KaweahHealth.org/Twinkle.](http://KaweahHealth.org/Twinkle)

Holiday Meal

When: 11 a.m. to 2 p.m., Dec. 10

Where: Acequia Wing Parking Lot

Enjoy a holiday meal on us as a thank you for all you do. This year's meal will feature tamales and a photo opportunity with Santa. Check Compass for Exeter, West Campus, and NOC dates.

Light Up a Life

When: 6 p.m. Dec. 18

Where: Pipeline Church, 11720 Avenue 264, Visalia

A special time to remember and honor loved ones who recently passed. As part of our *Light Up a Life* ceremony, you will be invited to hang an ornament on our beautifully lit tree in memory of your loved one.

[Please register in advance so that we can provide you with a free ornament, personalized with their name.](#)

Support

Have a Question for Hospital Leadership?

Kelsie Davis
KeDavis@KaweahHealth.org
559-624-2330

Cerner Support

Leah Dougherty
LDaughter@KaweahHealth.org
559-624-5329

Physician Relations

J.C. Palermo
JPalermo@KaweahHealth.org
559-624-5456

Dee Sebert
DSebert@KaweahHealth.org
559-799-2687





Kaweah Health | 400 W Mineral King Ave | Visalia, CA 93291 US

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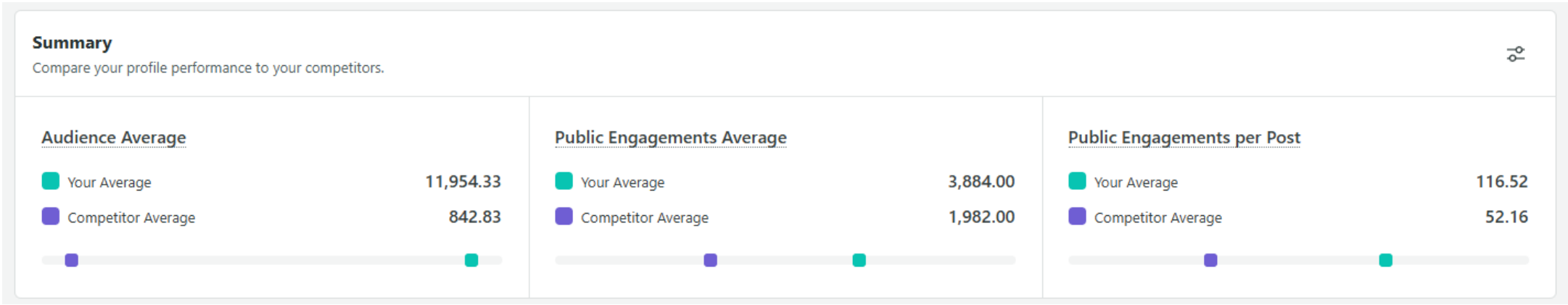
Social Media











KaweahHealth.org



























Performance Summary – October - November 2025



Top Posts October - November 2025 – Post Engagements: Facebook

NICU Halloween	Team of the month	Halloween	Announcement
<div><div><div><div><div></div><div><div>Kaweah Health</div></div></div><div><div>Fri 10/31/2025 3:40 pm PDT</div></div></div></div><div><p>Happy Halloween from some of our tiniest patients 🥰❤️</p><p>...</p></div><div><div>Total Engagements20,084</div><div>Reactions2,921</div><div>Comments111</div><div>Shares108</div><div>Post Link Clicks2</div><div>Other Post Clicks16,942</div></div><div><div>...</div><div>\$</div><div>👍</div><div>💬</div></div></div>	<div><div><div><div><div></div><div><div>Kaweah Health</div></div></div><div><div>Fri 11/14/2025 7:21 pm PST</div></div></div></div><div><p>Congratulations to our Rapid Response team for earning the Team of the Month award for November. 🎉...</p></div><div></div><div><div>Total Engagements9,390</div><div>Reactions590</div><div>Comments65</div><div>Shares4</div><div>Post Link Clicks—</div><div>Other Post Clicks8,731</div></div><div><div>...</div><div>\$</div><div>👍</div><div>💬</div></div></div>	<div><div><div><div><div></div><div><div>Kaweah Health</div></div></div><div><div>Fri 10/31/2025 3:33 pm PDT</div></div></div></div><div><p>Spooky season was in full swing at Kaweah Health! 🎃</p><p>...</p></div><div><div>Total Engagements6,995</div><div>Reactions142</div><div>Comments2</div><div>Shares1</div><div>Post Link Clicks—</div><div>Other Post Clicks6,850</div></div><div><div>...</div><div>\$</div><div>👍</div><div>💬</div></div></div>	<div><div><div><div><div></div><div><div>Kaweah Health</div></div></div><div><div>Mon 11/17/2025 2:16 pm PST</div></div></div></div><div><p>The Kaweah Health Board of Directors announced today that it has selected Marc Mertz, a strategic healthcare executive wit...</p></div><div></div><div><div>Total Engagements4,729</div><div>Reactions779</div><div>Comments227</div><div>Shares19</div><div>Post Link Clicks—</div><div>Other Post Clicks3,704</div></div><div><div>...</div><div>\$</div><div>👍</div><div>💬</div></div></div>

Top Posts October - November 2025 – Post Engagements: Instagram

NICU Halloween	Team of the Month	Team of the Month	Daisy Award
<div><div><div> kaweahhealth Fri 10/31/2025 3:23 pm PDT</div></div><div>Happy Halloween from some of our tiniest patients 🍬🍭 ...</div><div></div><div><div>Total Engagements1,613</div><div>Likes1,434</div><div>Comments14</div><div>Shares145</div><div>Saves20</div></div><div></div></div>	<div><div><div> kaweahhealth Fri 11/14/2025 3:17 pm PST</div></div><div>Congratulations to our Rapid Response team for earning the Team of the Month award for November. 🎉 ...</div><div></div><div><div>Total Engagements471</div><div>Likes443</div><div>Comments6</div><div>Shares15</div><div>Saves7</div></div><div></div></div>	<div><div><div> kaweahhealth Tue 10/7/2025 10:04 am PDT</div></div><div>Join us in congratulating our Cardiovascular Intensive Care (CVICU) Team, Kaweah Health's Team of the Mont...</div><div></div><div><div>Total Engagements306</div><div>Likes261</div><div>Comments5</div><div>Shares39</div><div>Saves1</div></div><div></div></div>	<div><div><div> kaweahhealth Wed 10/29/2025 9:20 am PDT</div></div><div>We're proud to recognize John Butler, RN, from our 3 South unit. ...</div><div></div><div><div>Total Engagements198</div><div>Likes181</div><div>Comments4</div><div>Shares12</div><div>Saves1</div></div><div></div></div>

Media Relations Update



KaweahHealth.org



Top Performing News Content – October - November 2025





Yahoo! News • KFSN


News | US | Nov 4 · 8:52 AM

Kaweah Health now allowing overnight guests at hospital

Kaweah Health in Visalia is updating its visitor policy, allowing patients to have better bedside support. The hospital system says


58.9M Reach

0 Social Echo



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 iNKT Pipeline to Pivotal Development

serves as Program Director of Pulmonary & Critical Care at **Kaweah Health Medical Center** and previously directed intensive care services at

31.1M Reach

0 Social Echo





NewsBreak • Edward Smith

News | US | Nov 17 · 3:59 PM

Kaweah Health Names New CEO. He is Marc Mertz

Kaweah Health in Visalia has promoted from within its ranks for a new CEO. The board of directors for the district hospital announced Monday

17.6M Reach

0 Social Echo





NewsBreak • Cassandra Gutierrez

News | US | yesterday · 4:59 PM

"Subclade K" new flu variant with more severe symptoms leading to more hospitalizations

Maccalli, who is the Medical Director of in-patient Pediatrics at **Kaweah Health**. Symptoms include fever, aches and muscle pains. You can

17.6M Reach

0 Social Echo





Yahoo! News • Cassandra Gutierrez

News | US | Oct 28 · 6:25 PM

Obesity rates on decline in the last 15 years, meanwhile weight loss drug use on the rise with diabetes in and of itself," says Dr. Eva Escobedo, a **Kaweah Health** Pharmacist. Dr. Escobedo continues, "Patients with severe GI- or

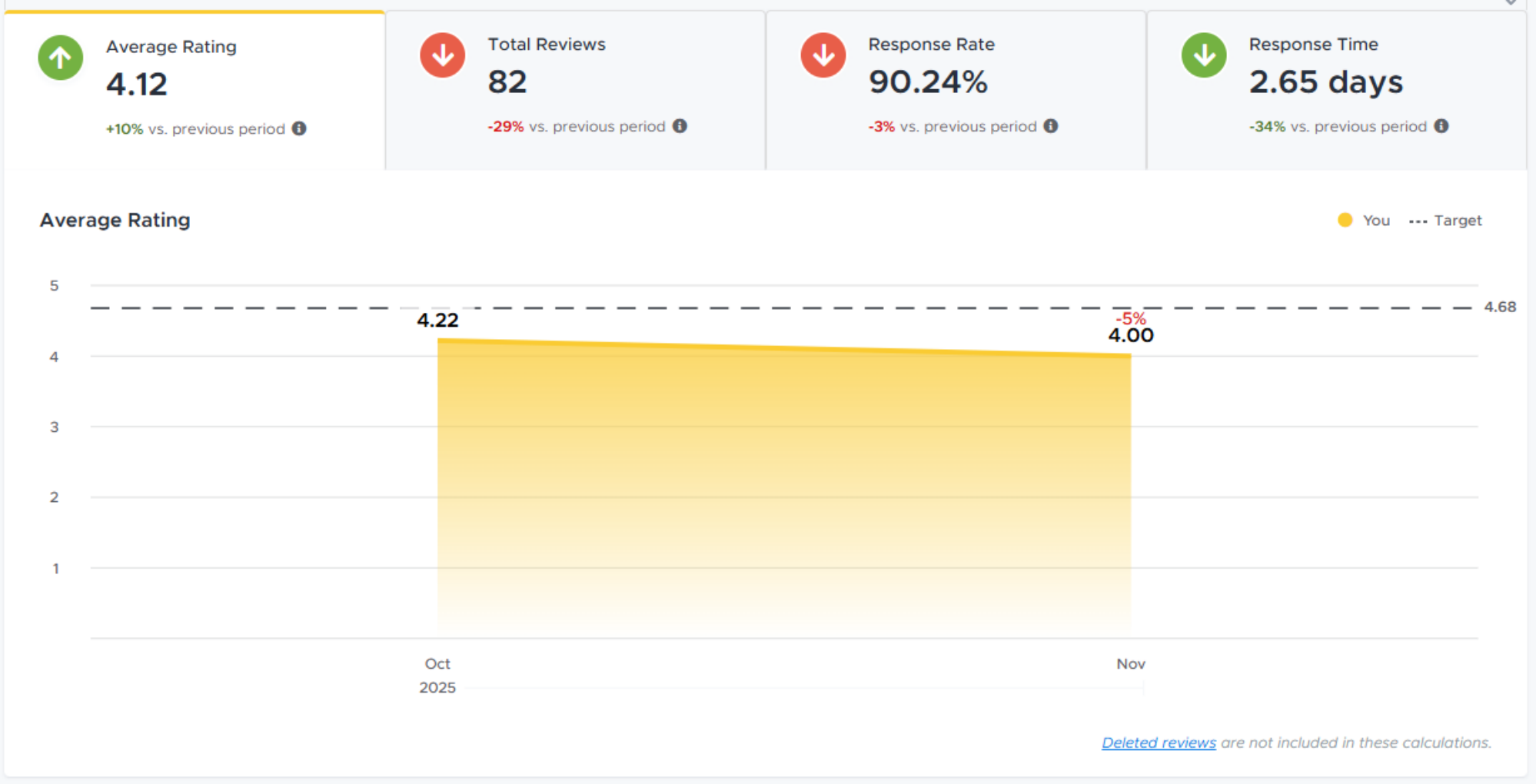
58.9M Reach

0 Social Echo

Reputation Management

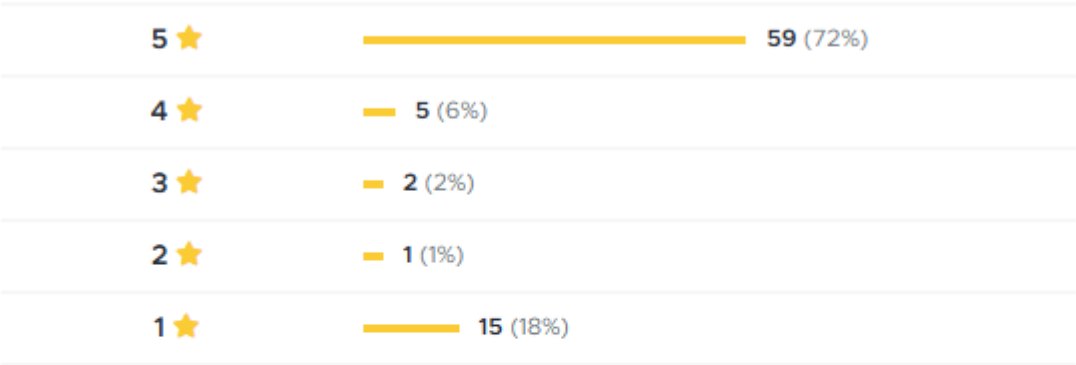


Average Rating – October - November 2025

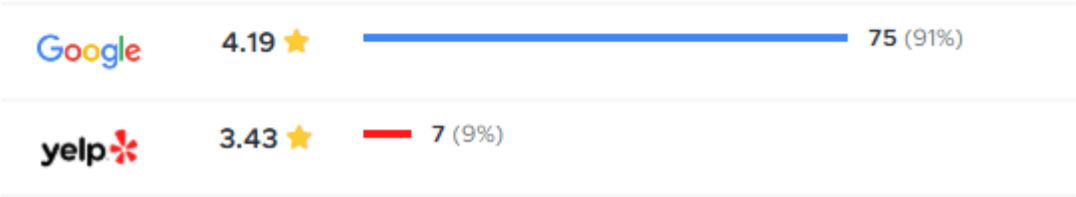


Rating Info – October - November 2025

Ratings Distribution



Review Sites Distribution



Rank	Location	Industry Score
1	Kaweah Health Diagnostic Center 820 S Akers St Visalia California	90 / 100
2	Kaweah Health Medical Center 400 W Mineral King Ave Visalia CA	88 / 100
3	Kaweah Health Imaging & Breast Center 4949 W Cypress Ave Visalia California	36 / 100