

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, February 4, 2026 • Kaweah Health Medical Center
305 W. Acequia Avenue – Executive Office Conference Room

Attending: Directors: David Francis (Chair) & Armando Murrieta; Marc Mertz, Chief Executive 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; 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 December 2025.](#)

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

2.1. Update on Community Experience and events.

2.2. [Community Experience Quarterly Report](#)

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

3.1. [Marketing & Communications Update](#)

3.1.1 [Private Home Care Mailer Campaign](#)

3.1.2 [Vital Signs](#)

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[3.1.3 Rawhide New Signage](#)

[3.1.4 TV Commercials](#)

[3.1.5 Website Analytics](#)

[3.1.6 Medscape Cardiology Campaign](#)

[3.1.7 Primary Care Campaign](#)

[3.1.8 Lung Cancer Screening](#)

[3.1.9 Upcoming Items](#)

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.