

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 Ave., Visalia, CA} on Wednesday, February 4, 2026:

- 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, 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; 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 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](#)

Kaweah Delta Health Care District

Board of Directors Committee Meeting

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

[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

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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 December 3, 2025

Sequoia Regional Cancer Center – Pauline & Maynard Fought Conference Room

Present: Directors: 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 4:01 PM by Armando Murrieta.

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

MINUTES- The open meeting minutes from October 1, 2025, were reviewed.

COMMUNITY EXPERIENCE –

2.1. Discussion on agenda item deferred.

2.2. Deborah presented the brand dashboard. (see Attachment 2.2. of the agenda)

MARKETING & MEDIA RELATIONS –

3.1.1. – Amee provided a verbal update on items scheduled for inclusion in the February issue of Vital Signs.

3.1.2. – 3.1.3. – Jaclyn presented performance data related to current digital campaigns.

3.1.4 – Rating information to be presented at a later meeting.

3.1.5. – A draft version of the new Cardiothoracic Surgery TV commercials was played.

3.1.6. – New signage will be installed at an existing location.

3.1.7. – Marketing efforts for the new Akers clinic have commenced.

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 4:49 PM

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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

Community Experience

Board Marketing Committee
January 2026

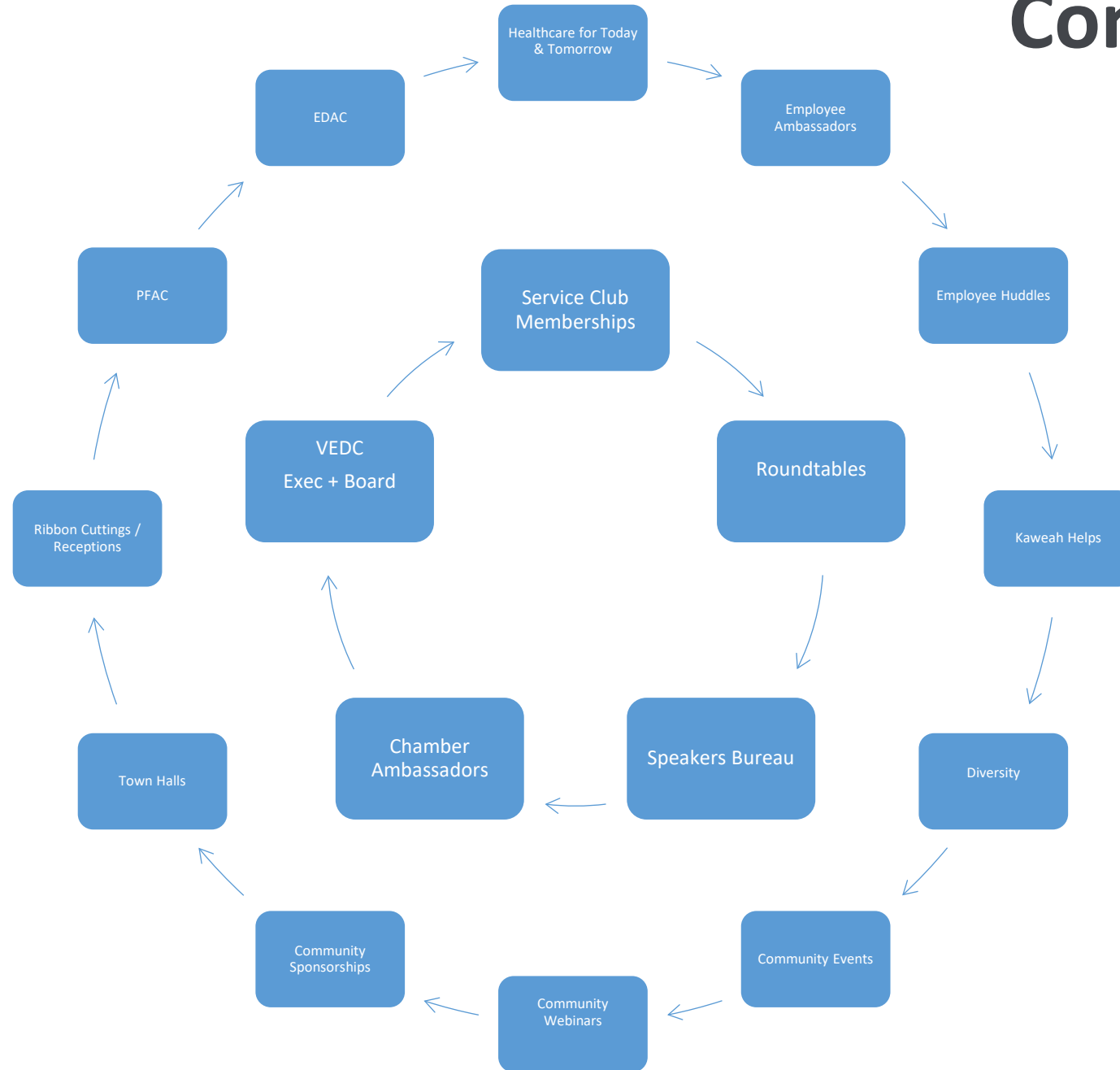


kaweahhealth.org



Community Activities

10/1/2025-12/31/2025



Market Insights

(Rolling 12 Data)

Brand Dashboard

Market Responses within the survey period Rolling 12 December 2025: 306
The standard error range: $\pm 5.6\%$

● Kaweah Health

Awareness

[View Report >](#)

81.1 -0.2

COMPETITOR AVG
17.1

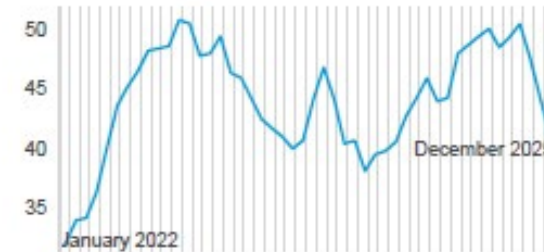


Recall

[View Report >](#)

41.1 -3.2

COMPETITOR AVG
3.1

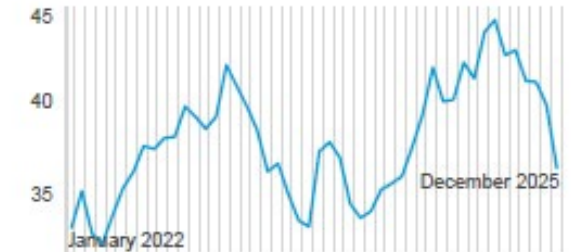


Image

[View Report >](#)

36.6 -3.4

COMPETITOR AVG
3.5

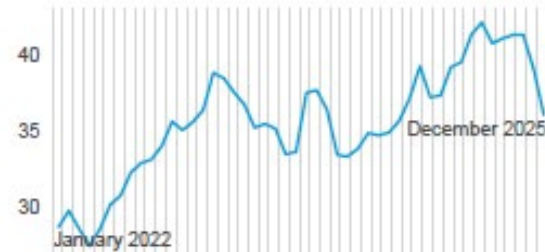


Preference

[View Report >](#)

36.2 -3.0

COMPETITOR AVG
2.6



NPS

[View Report >](#)

-5.3 -1.8

COMPETITOR AVG
48.7



Loyalty Index

[View Report >](#)

47.2 +0.0

COMPETITOR AVG
62.5



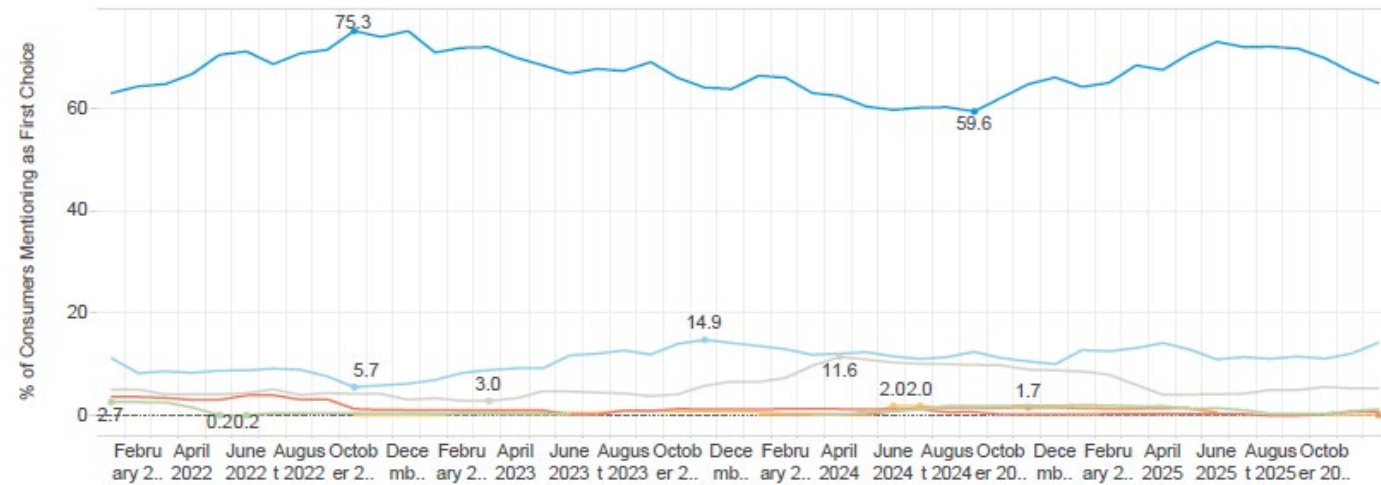
Market Insights

(Rolling 12)

Awareness | Trend

Market Responses within the survey period Rolling 12 December 2025: 306
The standard error range: $\pm 5.6\%$
Question: Please confirm the name of the hospital you wrote in Q1 from the list.

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



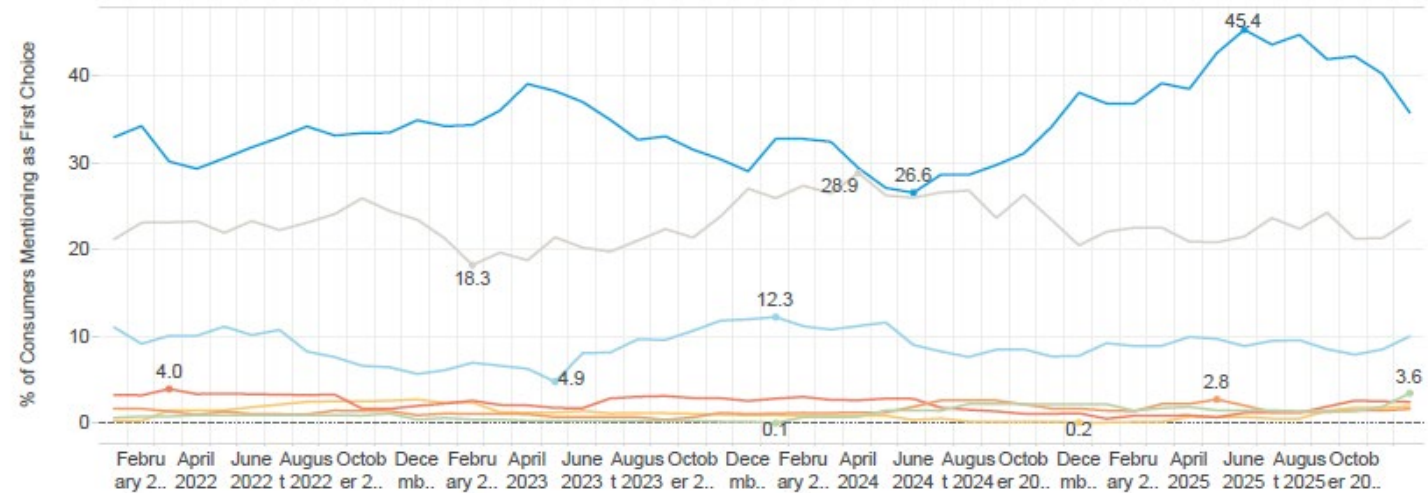
	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025
	n-size 300	n-size 305	n-size 293	n-size 295	n-size 290	n-size 303	n-size 299	n-size 288	n-size 295	n-size 295	n-size 296	n-size 296	n-size 298	n-size 296	n-size 305	n-size 306
Kaweah Health	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	67.3	65.1
Saint Agnes Medical Center	1.6	1.6	1.7	1.7	1.7	1.6	1.6	1.7	1.6					0.4	0.3	0.3
Community Medical Centers	0.8	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.1	0.1	0.4	0.9	0.9
Clovis Community Medical Center	1.7	1.7	1.7	1.7	1.5	1.4	1.4	1.5	1.5	0.8						0.2
Sierra View Medical Center	2.0	2.0	2.1	2.1	2.2	2.1	1.9	2.0	1.4	1.6	1.2	0.5	0.5	0.5	1.0	1.3
Adventist Health	12.6	11.4	10.7	10.1	12.9	12.7	13.3	14.3	13.0	11.1	11.6	11.2	11.7	11.2	12.2	14.4
No Preference	10.0	9.9	9.1	9.0	8.7	8.1	6.1	4.2	4.2	4.3	4.4	5.1	5.1	5.7	5.4	5.4

Market Insights (Rolling 12)

Image | Trend

Market Responses within the survey period Rolling 12 December 2025: 306
The standard error range: $\pm 5.6\%$
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



	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	November 2025	December 2025
	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	n-size 305	n-size 306
Kaweah Health	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	40.3	35.8
Saint Agnes Medical Center	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	1.9	2.1
Community Medical Centers	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	2.6	2.6
Clovis Community Medical Center	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	1.6	1.7
Sierra View Medical Center	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	2.0	3.6
Adventist Health	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	8.6	10.1
No Preference	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	21.4	23.4

Marketing Board Meeting Updates – February 2026

1 Private Home Care Direct Mailer Campaign Results

These results focus on Outpatient visits and excludes ER and Inpatient visits.

- Reach: 7,815
- Investment: \$1,913
- ROI based on expected contribution margin: \$69.64:1
- Attributed patients: 352
- Total new patients: 157
- Attributed financial measure: \$133,223
- 2,027 total utilized downstream patients (volume of people exposed to or include in the campaign, but didn't necessarily come in BECAUSE of the campaign) generated 5,484 visits
- Expected contribution margin: \$766,388

Note: Financial data is about 80% complete, but actual reimbursement is only a 60% fill rate, meaning 40% of visits have missing or zero reimbursement data. This matters because incomplete financial data affects ROI accuracy. Avg. Actual CM (\$61) is very low compared to the Avg. Expected CM (\$275), but could be because the Actual CM Fill Rate is only at 81%.

2 Vital Signs cover article featuring heart surgery couple - Faucetts

Cover

Kaweah Health SPRING EDITION | 2025

Vital Signs

Cardiac Detour

One couple, one week, two heart procedures

“We're here because of the care at Kaweah Health — from the surgery teams to cardiac rehab, they gave us our lives back. Now we're planning our next road trip.”

— Gary and Naomi Faucett on their heart surgery experience

Learn more about Kaweah Health's cardiac services at KaweahHealth.org/Heart.

Road to Recovery
Going home proved humbling. Simple tasks suddenly required assistance. Their sons, daughters-in-law, and a granddaughter flew in to help. When family left, they hired Kaweah Health Home Care for support. A home health team visited several times weekly, teaching them how to move safely and handle daily tasks without straining their incisions.

A 12-week cardiac rehab program at Kaweah Health Cardiac Rehabilitation Clinic became Gary and Naomi's bridge from surgical patients to active individuals. The clinic staff knew each patient's medical history — including Gary's cardiac history and Naomi's preexisting mobility challenges — and tailored exercises accordingly, pushing them without ignoring real limitations.

Today, Gary and Naomi offer straightforward advice: reach out and get help, don't ignore symptoms, and if cardiac rehab is recommended, commit to it.

Above: Gary and Naomi worked with occupational therapist Antonio Valdez and registered nurse Jessica Aguirre, who visited them at home during their recovery.

Below: Gary and Naomi are ready to get back on the road after recovery from their heart procedures.

“There's life after heart surgery,” Naomi emphasizes. They are already planning to get back into their trailer for more trips next year — two hearts, both repaired, moving forward together.

Cardiac Detour

One couple, one week, two heart procedures

Gary and Naomi Faucett never imagined their eight-month RV adventure across Canada and the eastern United States would end the way it did. Their story is a testament to vigilance, expert medical care, and the resilience of a devoted couple.

Warning Signs
During their trip of a lifetime, Gary noticed feeling some chest palpitations and fatigue for the first time. The former avid cyclist started getting so exhausted, he gave up biking, figuring it was just a part of aging. Naomi started to notice a difference in Gary too — he was shuffling his feet, speaking with a weaker voice, and sweating profusely after just 15 minutes of a simple activity like watering plants in the yard.

Code Blue
Naomi's EKG results from her checkup were immediately concerning. Combined with her jaw pain, her doctor said she must go to the hospital for an angiogram, a special X-ray test to look at your arteries and veins, that week. Gary, waiting in the car, had no idea about her symptoms until he was called inside.

On the morning of her angiogram, Naomi's jaw pain returned intensely. Gary rushed her to the emergency department, where she was transferred to surgery for an emergency angioplasty. Minutes later when the intercom announced, “Code Blue” (a critical emergency alert), Gary, a retired paramedic, knew instantly, it was Naomi.

Naomi had gone into cardiac arrest during the angioplasty and required four cardioversions (controlled electrical shocks to reset an irregular or rapid heart rhythm) to revive her. When she woke up, she was in the ICU (intensive care unit). “I was shocked at how fast everything had happened,” says Naomi. “One of my nurses told me I was ‘one tough cookie’ who had ‘fought for everything’ while the team worked to save my life.” Naomi still needed a bypass surgery, which was scheduled for the upcoming Monday.

Gary's Turn
The next day, as Naomi recovered in the ICU, Gary continued a series of tests used to check the heart's electrical activity, structure, and blood flow, called a cardiac workout. He completed a treadmill stress test — and failed it, so he was scheduled for an angiogram the next day. When Gary woke up, he received serious news from his care team — he had severe, four-vessel coronary artery disease requiring a quadruple bypass. Gary recalls not grasping the seriousness of his condition. “I told them I would just head home and come back Monday for the surgery, but cardiothoracic surgeon Shelly Bansal, MD, told him, ‘Gary, you don't understand. We are checking you in immediately. We need to keep a close eye on you.’”

The next day, intense chest pain gripped Gary. “I was curled in a fetal position, clutching my chest in horrible pain. I was certain I was dying,” he remembers. The team rushed him to emergency surgery. He woke with four new bypass grafts while his wife was recovering on a different floor.

Two Hearts, One Hospital
The surreal reality of both spouses hospitalized for major heart surgery brought unexpected challenges. Naomi's greatest distress was being unable to sit at Gary's bedside — something she had always done. Dr. Bansal arranged for the Faucett's son to video call from Gary's room so Naomi could pray with him before surgery.

The staff worked to keep them connected. When both were stable, they were placed side by side, pillows together — two recovering patients who had spent decades as each other's caregivers.

Exceptional Care
Gary and Naomi have a profound gratitude for the Kaweah Health cardiac team that cared for them. “They got to know us as people, not just as patients,” Naomi says. “They were very encouraging and told us we would get better and be able to do things again.” Gary recalls the compassion they showed throughout recovery. “If you rang the bell, they were right there. And I'll just never forget that. I'll never forget their names, ever. They'll be a part of our lives. I love those ladies and men.”

Opening Spread

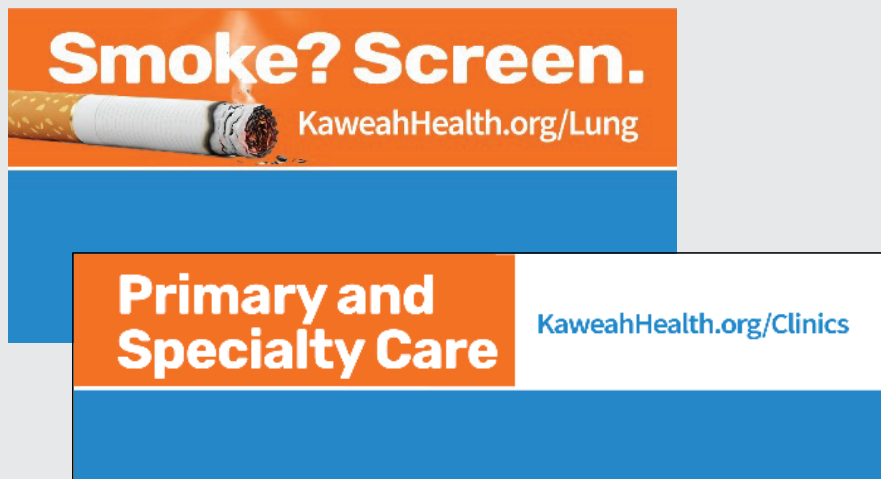
3 Rawhide new signage:

- Signed a new 3-year agreement for the concrete berm signage opportunity
- Updated a few in-stadium signage panels - Replacing Healthgrades Spine Award and Maternity Award with Primary and Specialty Care (Health Clinics) and Lung Cancer Screening
- Large street-facing sign on back of stadium with general branding



Mockup of signage for concrete berm on back of stadium - 70' x 20'

Stadium signage panels covering boxes at top of stadium seats



Stadium Rail Signs - 10 x 9"



4 Cardiothoracic Surgery campaign featuring Dr. Bansal

In preparation for heart month, we have a multi-media campaign featuring cardiothoracic surgeon Dr. Shelly Bansal and a husband and wife cardiovascular services patients.



Welcome
Dr. Shelly Bansal
Board Certified
Cardiothoracic Surgeon

When it comes to heart care, we bring more to the table.

Cardiology With nearly three decades as leaders in heart care, our board-certified cardiology team delivers comprehensive cardiovascular services—from routine monitoring to advanced procedures including WATCHMAN™, TAVR, electrophysiology, and interventional cardiology right here in the Central Valley.	Cardiothoracic Surgery Our nationally recognized program has performed thousands of successful open-heart and thoracic surgeries. We offer minimally invasive options and partner with Cleveland Clinic to deliver the highest standard of surgical care for our community.	Cardiac Rehabilitation Our American Association certified program provides supervised sessions led by registered nurses and exercise physiologists. Each personalized plan is designed to improve your endurance, manage stress, and support both your recovery and long-term heart health.	Cardiac Diagnostic Center Our diagnostic center provides comprehensive cardiac and vascular ultrasound imaging through highly-trained, registered sonographers using state-of-the-art technology. Our compassionate team works with you to ensure accurate heart assessment and early detection, close to home and family.
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 To learn more about Dr. Shelly Bansal, visit KaweahHealth.org/LearnAboutHeart


MORE THAN MEDICINE. LIFE.

In affiliation with
 **Cleveland Clinic**
Heart, Vascular and Thoracic Institute



Welcome
Dr. Shelly Bansal
Board Certified
Cardiothoracic Surgeon

When it comes to heart care, we bring more to the table.

Cardiology With nearly three decades as leaders in heart care, our board-certified cardiology team delivers comprehensive cardiovascular services—from routine monitoring to advanced procedures including WATCHMAN™, TAVR, electrophysiology, and interventional cardiology right here in the Central Valley.	Cardiothoracic Surgery Our nationally recognized program has performed thousands of successful open-heart and thoracic surgeries. We offer minimally invasive options and partner with Cleveland Clinic to deliver the highest standard of surgical care for our community.	Cardiac Rehabilitation Our American Association certified program provides supervised sessions led by registered nurses and exercise physiologists. Each personalized plan is designed to improve your endurance, manage stress, and support both your recovery and long-term heart health.	Cardiac Diagnostic Center Our diagnostic center provides comprehensive cardiac and vascular ultrasound imaging through highly-trained, registered sonographers using state-of-the-art technology. Our compassionate team works with you to ensure accurate heart assessment and early detection, close to home and family.
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 To learn more about Dr. Shelly Bansal, visit KaweahHealth.org/LearnAboutHeart.


MORE THAN MEDICINE. LIFE.

In affiliation with
 **Cleveland Clinic**
Heart, Vascular and Thoracic Institute

Vital Signs - full page ad



TV Commercial

5 Outdoor - Billboards

Youth in Crisis?



24/7 help (559) 839-2670

 **Kaweah Health**
Crisis Stabilization Unit

IN NORTH VISALIA

Hanford - 198

Mooney Blvd.

Physical Therapy

Now in Tulare

KaweahHealth.org/Therapy

 **Kaweah Health**
Therapy Specialists

NOW OPEN

Akers Clinic


KaweahHealth.org/Clinics

 **Kaweah Health**
MORE THAN MEDICINE. LIFE.


Mooney Blvd.

Mooney Blvd.

Award Winning Care.

 **Kaweah Health**
MORE THAN MEDICINE. LIFE.

KaweahHealth.org/USNews



- HEART BYPASS SURGERY
- HEART ATTACK
- SPINAL FUSION
- HIP FRACTURE
- KNEE REPLACEMENT
- KIDNEY FAILURE
- STROKE

6 Outdoor - Bus Ads

Visalia Transit - King Kong



Transit Media - Full King - Dinuba Market



TCAT and Visalia Transit - Full King



TCAT and Visalia Transit - Full King



Tulare TIME - King Kong



Urgent Care

**7 days
a week**

Walk in or get in line online at
KaweahHealth.org/UrgentCare

Use Urgent Care for
injuries or illnesses
that are not
life-threatening
such as colds,
flu, broken bones,
and fevers.

COURT STREET
1633 S. Court St. • Visalia
Daily: 9 AM – 9 PM
Holiday hours may vary
(559) 624-6090

DEMAREE
3600 W. Flagstaff Ave. • Visalia
Daily: 8 AM – 7 PM
Starting January 4: 8 AM – 8 PM
Closed major holidays
(559) 624-6800



Farm Bureau News

Fresno Business Journal

Award-Winning Care.

KaweahHealth.org/USNews



HIP FRACTURE



KNEE REPLACEMENT



KIDNEY FAILURE



STROKE



HEART BYPASS SURGERY



HEART ATTACK



SPINAL FUSION

U.S. News & World Report

has recognized Kaweah Health in seven adult procedures and conditions as a High-Performing Hospital in their 2025-2026 rankings.



8 Medscape specialty media - Cardiology

This is a digital campaign to increase awareness of our Cardiothoracic Surgery Clinic. Target audience is cardiologists in our primary and secondary service areas.

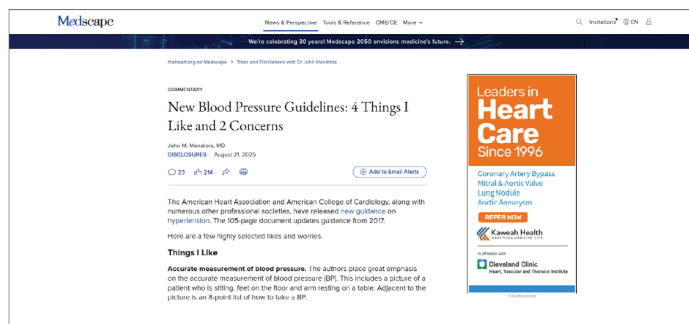
Medscape | specialty media | CARDIOLOGY

Medscape

Desktop – 728X90



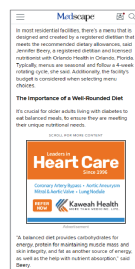
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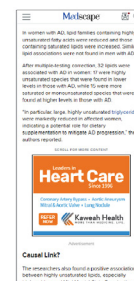
6

MOBILE – 300x250

MOBILE 300X250



12



7

9 Medscape specialty media - Family Medicine/PCP

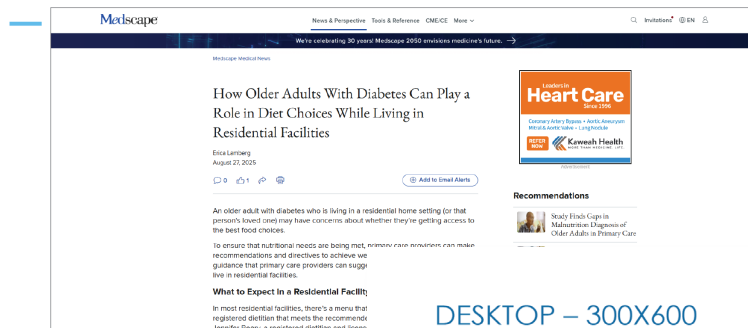
This is a digital campaign to increase awareness of our Cardiothoracic Surgery Clinic. Target audience is Primary Care and other potential referring physicians in our primary and secondary service areas.



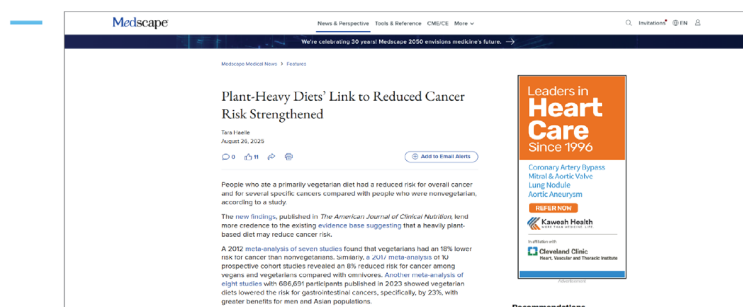
DESKTOP – 728X90



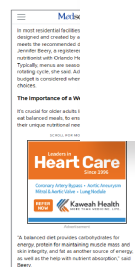
DESKTOP 300X250



DESKTOP – 300X600



MOBILE 300X250

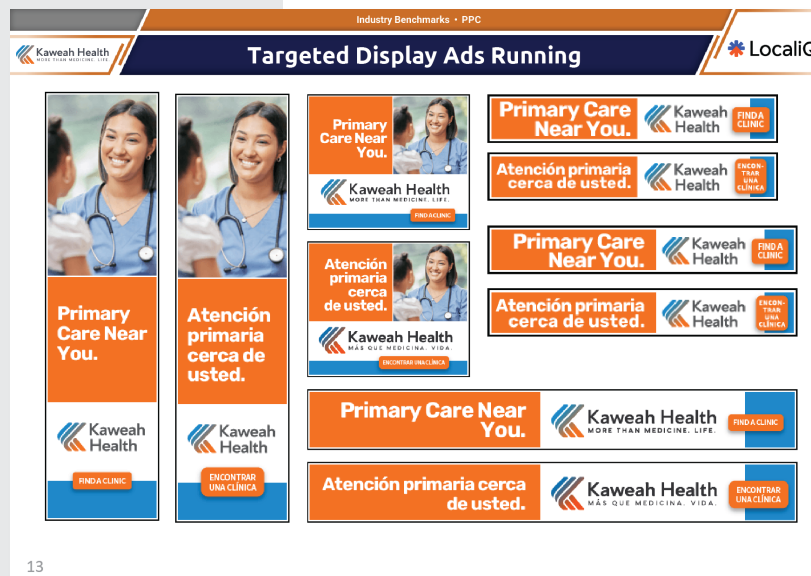


10 Primary Care Campaign

This is a digital campaign designed to increase patient visits at our Rural Health Clinics. Search words include, but not limited to: Accepting New Patients. Open Six Days a Week. Doctors in my area.



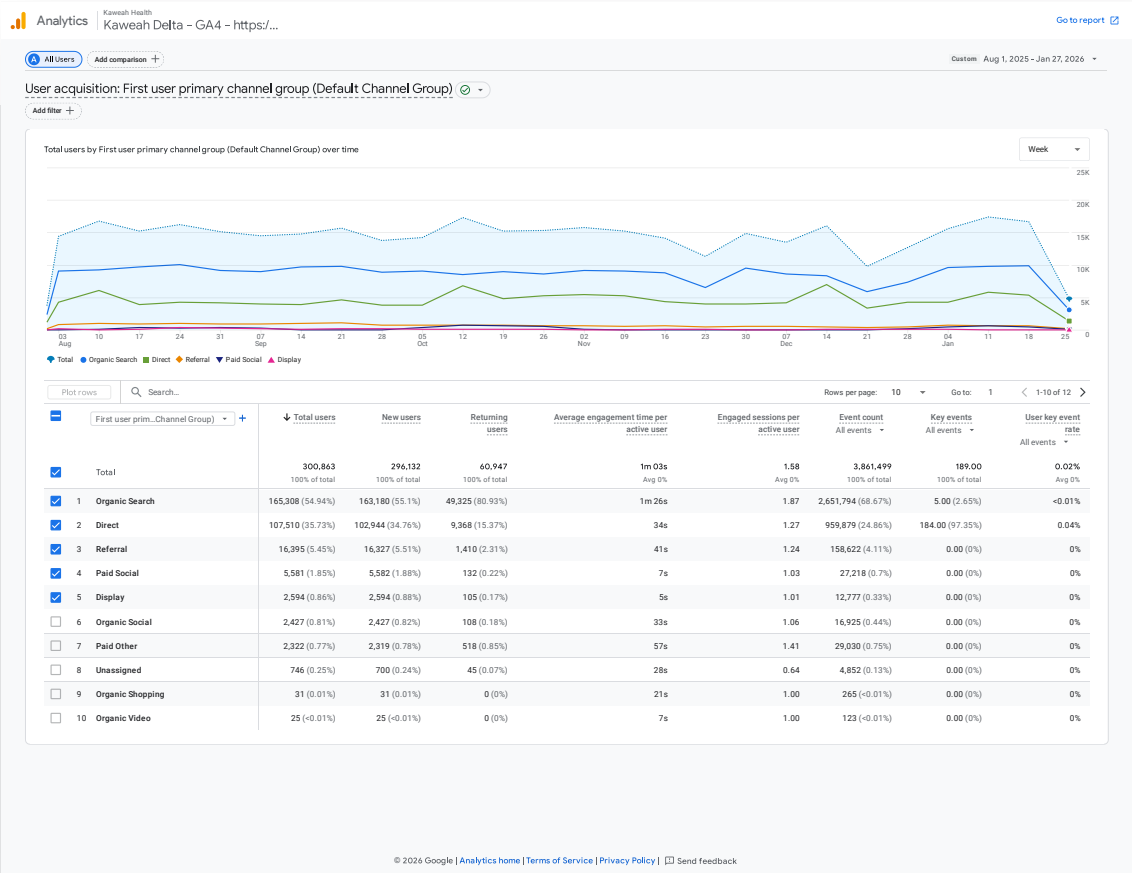
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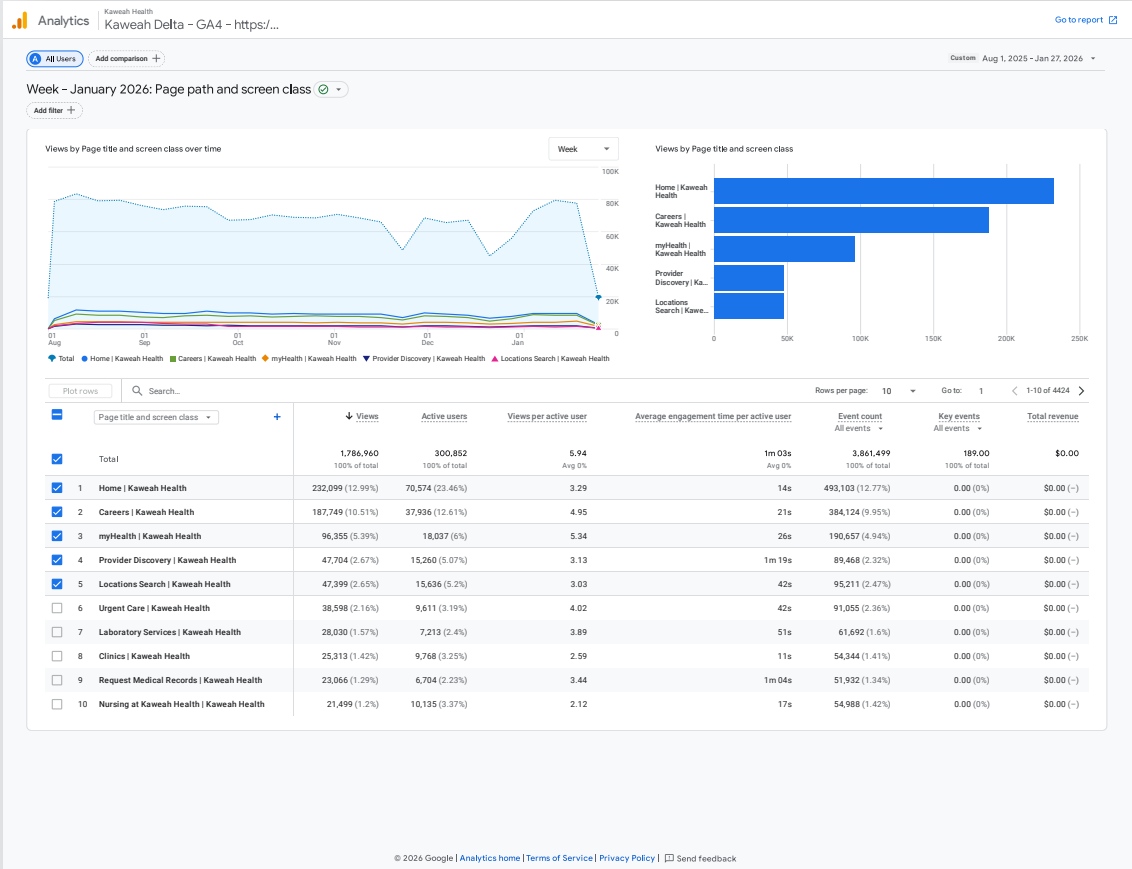
13

11 Web Analytics

User aquisition



Top pages



Coming up

12 WebMD Edge Campaign

- Launching campaign in February 2026
- Focus on:
 - Dermatology
 - Pulmonology/Lung Cancer Screening
 - Heart & Vascular
 - Orthopedics/Knee & Hip

13 Heart Screening

14 Heart Month

MEDIA REPORT

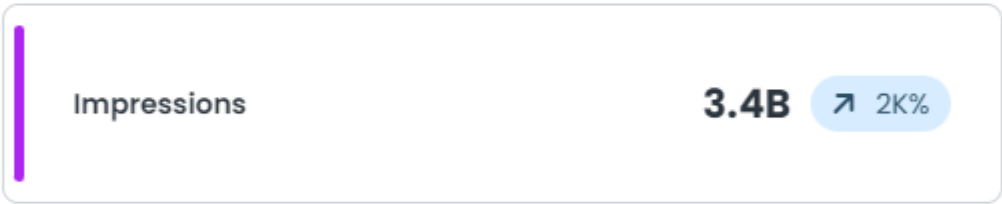
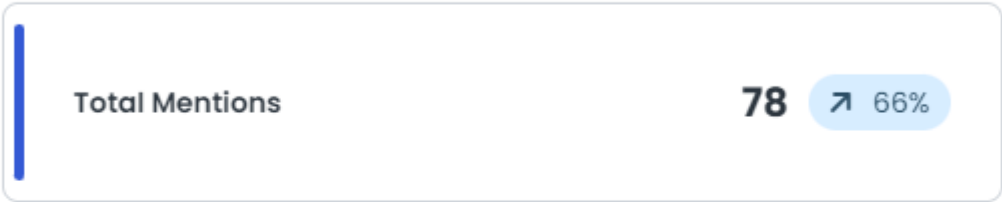
February 2026



Coverage Summary

12/03/2025 - 01/27/2026

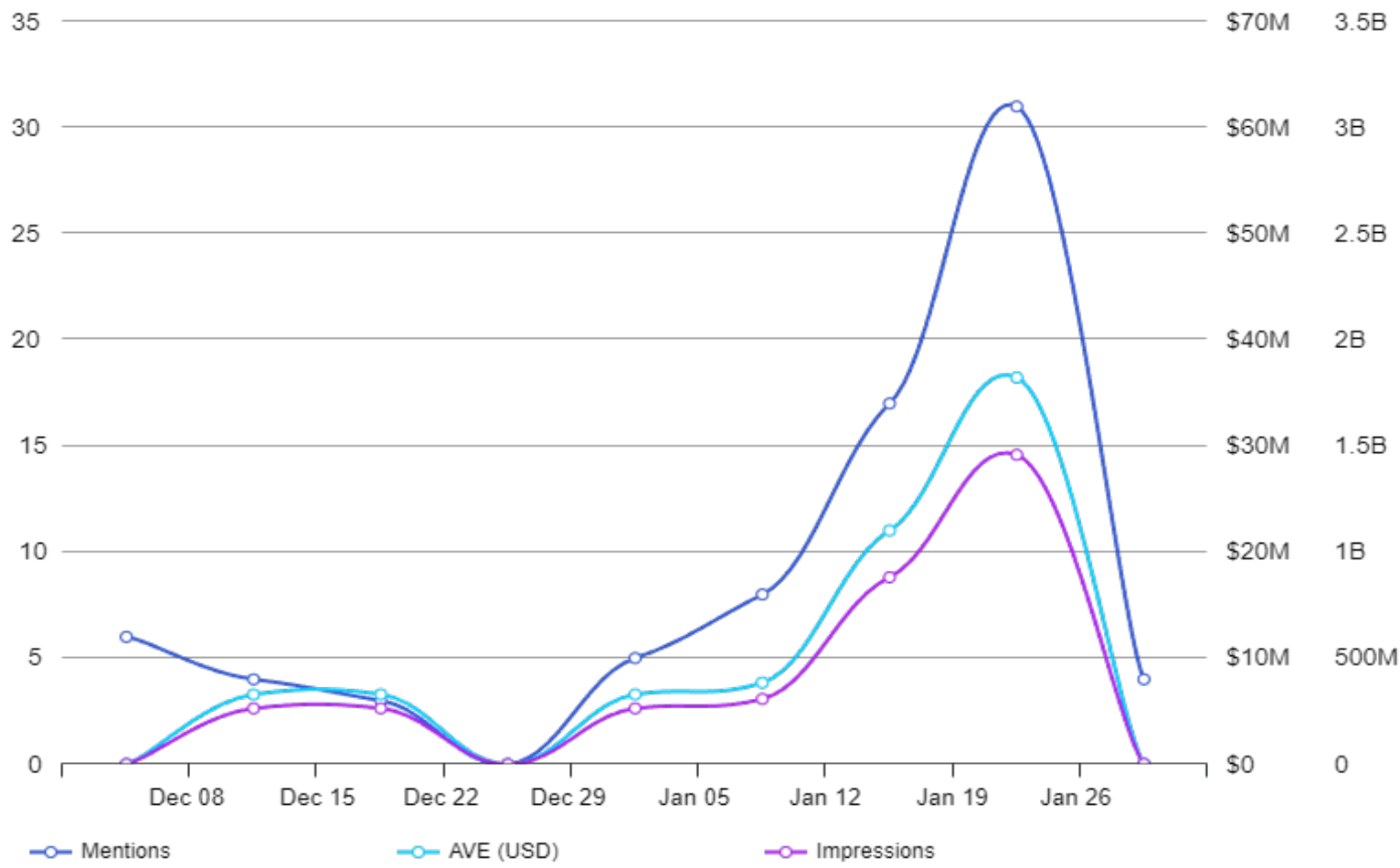
Kaweah Health News



Coverage Trends

12/03/2025 - 01/27/2026

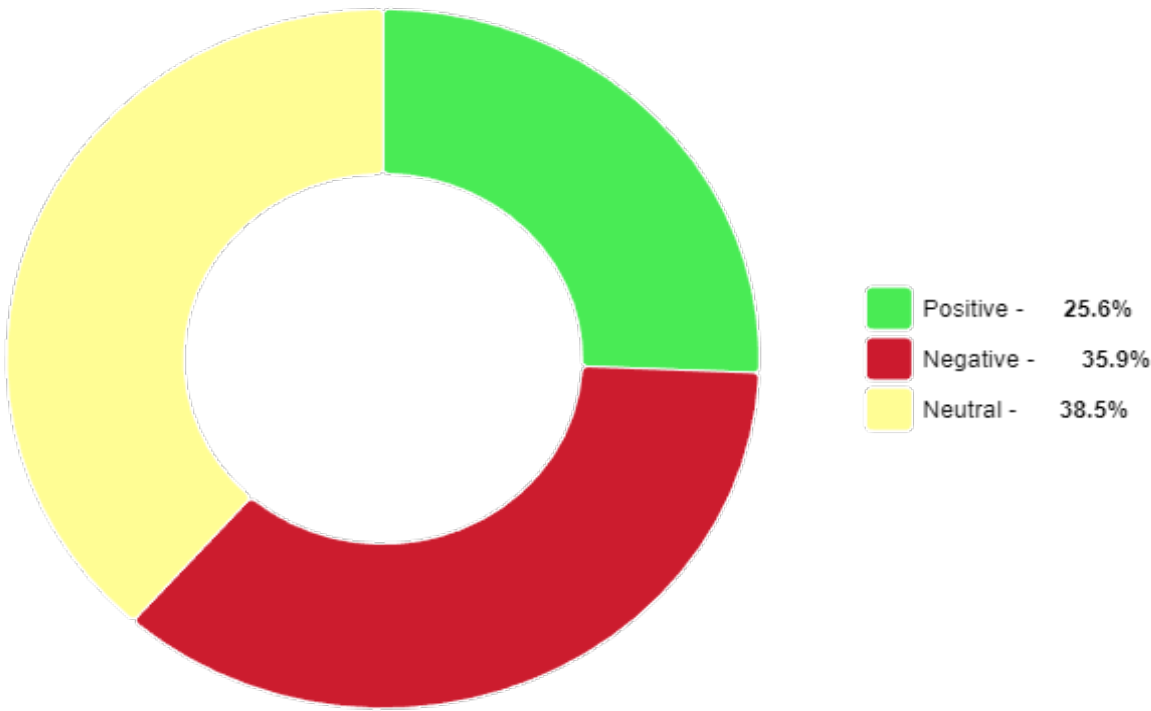
[Kaweah Health News](#)



Coverage Sentiment

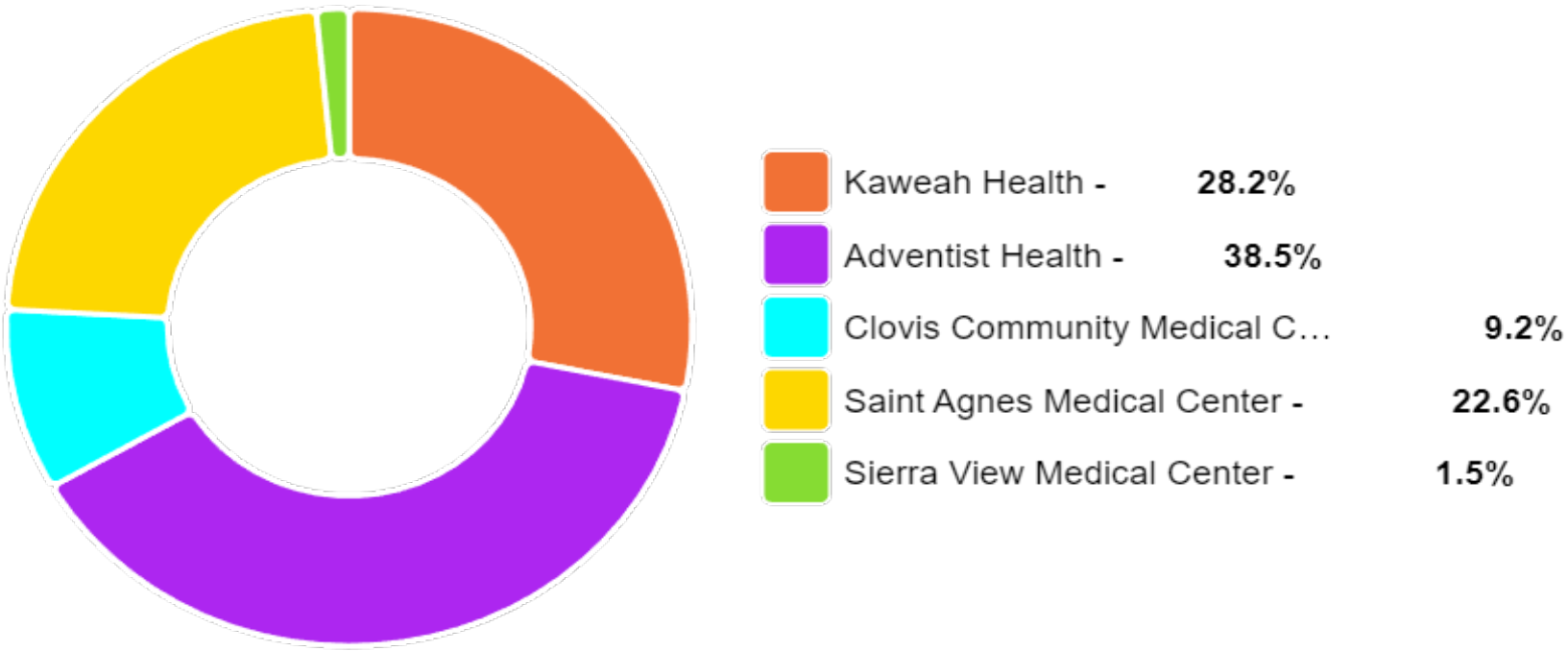
12/03/2025 - 01/27/2026

[Kaweah Health News](#)



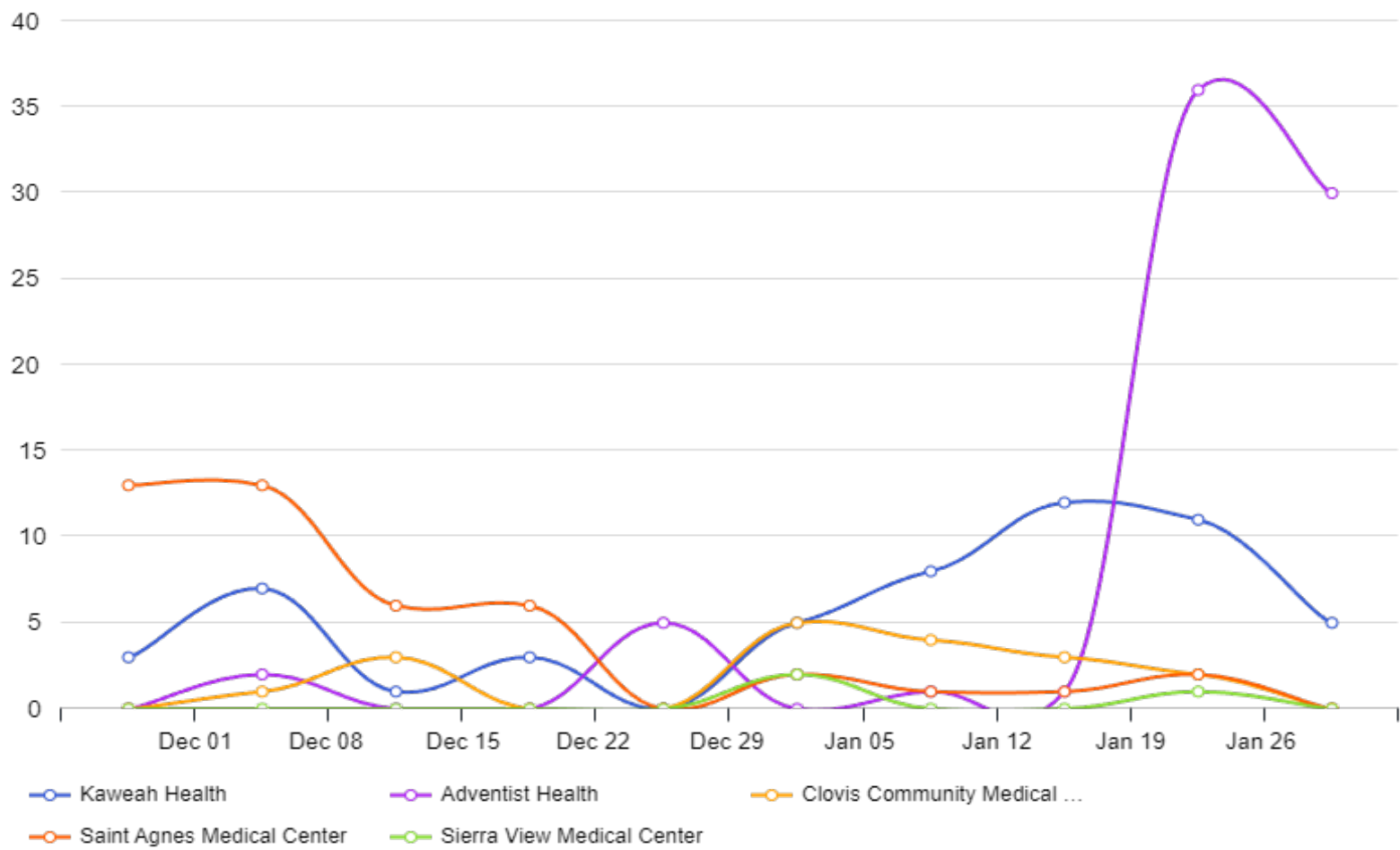
Share of Voice

12/01/2025 - 01/29/2026



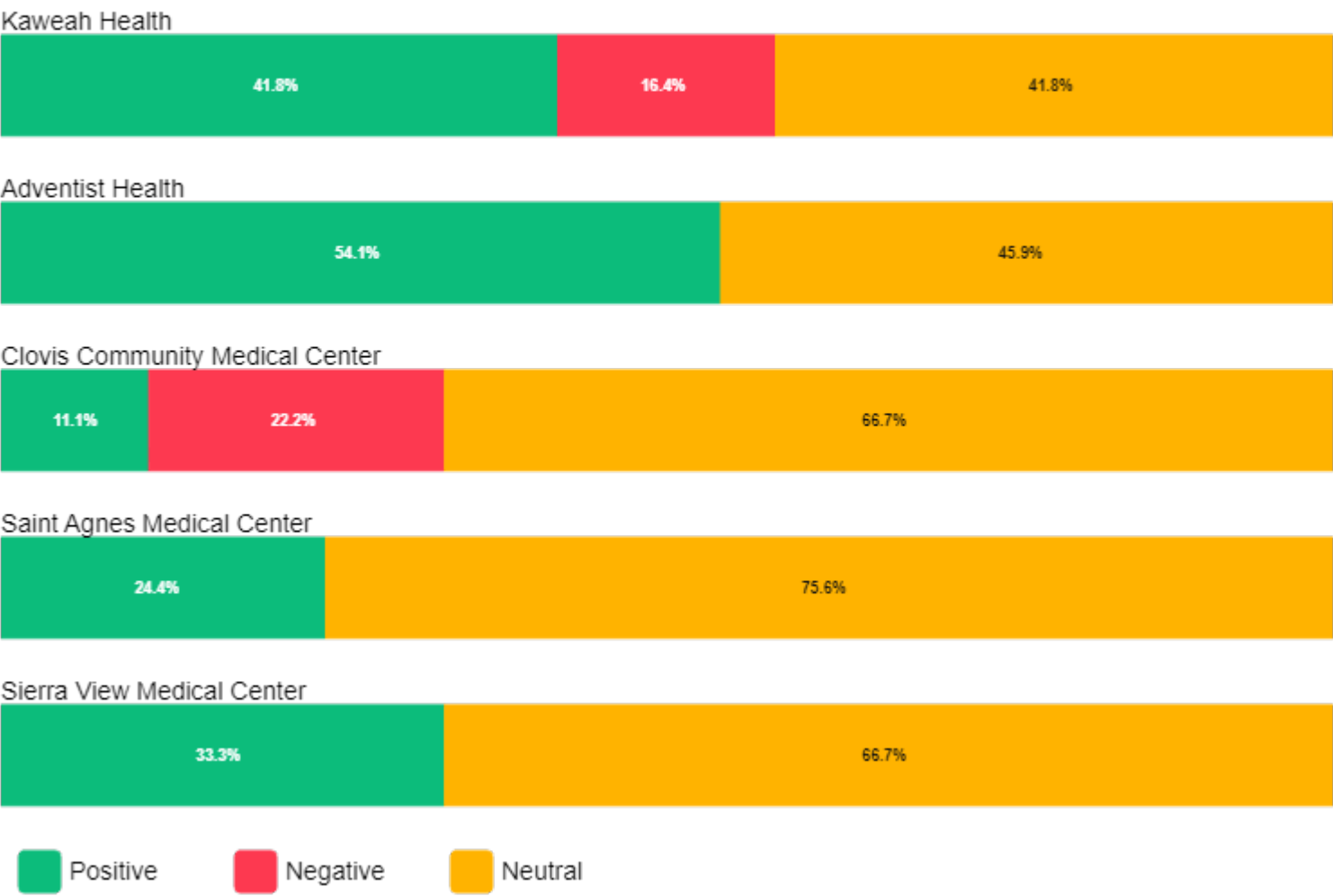
Volume Trend Comparison

12/01/2025 - 01/29/2026



Coverage Sentiment Comparison

12/01/2025 - 01/29/2026



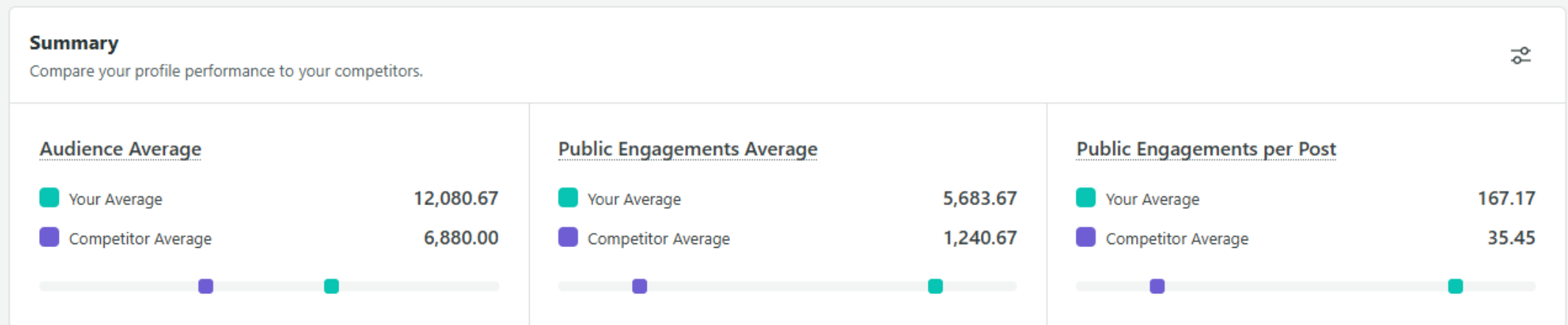
Social Media



KaweahHealth.org





Performance Summary – December 2025 - January 2026




Top Posts December 2025 - January 2026 – Post Engagements: Facebook

New Year Baby





Kaweah Health

Thu 1/1/2026 11:54 am PST



Introducing the first babies of 2026 at Kaweah Health. 🌟

...



Total Engagements

49,486

Reactions

3,053

Comments

211

Shares





31

Post Link Clicks

1

Other Post Clicks

46,190

Christmas Babies



Kaweah Health

Thu 12/25/2025 12:10 pm PST

We're celebrating the arrival of our Christmas babies of 2025 at Kaweah Health. 🌲 🎅

...



Total Engagements

23,365

Reactions

1,690

Comments

159

Shares

20

Post Link Clicks

—

Other Post Clicks

21,496

...

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
💬

Service Awards

A screenshot of a Facebook post from the page "Kaweah Health". The post features a group photo of approximately 15 people, mostly older adults, standing together indoors. The caption reads "Legends in real life 🏆" followed by "Surrounded by friends, family, and colleague...". Below the photo are engagement statistics: Total Engagements (21,317), Reactions (297), Comments (27), Shares (16), Post Link Clicks (1), and Other Post Clicks (20,976). At the bottom right, there are icons for a menu, currency, share, and comment.

Now Open: CSU





Kaweah Health




Mon 12/1/2025 4:16 pm PST

Now Open: Kaweah Health Youth Crisis Stabilization Unit

...





Total Engagements	20,521
Reactions	1,362
Comments	116
Shares	121
Post Link Clicks	106
Other Post Clicks	18,816

...




Top Posts December 2025 - January 2026– Post Engagements: Instagram

Dylan Lee x Nurse Reunion






 kaweahhealth

Mon 12/8/2025 1:03 pm PST


"He's going to be an athlete one day."


When Atlanta Braves pitcher Dylan Lee was...



Total Engagements	784
Likes	722
Comments	15
Shares	38
Saves	9

...





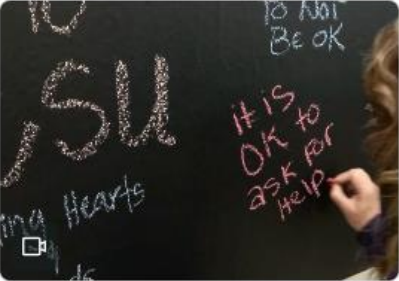
CSU - Video



 kaweahhealth

Thu 12/4/2025 1:14 pm PST


When a youth is in crisis, getting help shouldn't feel overwhelming. Our Youth Crisis Stabilization Unit, created in partnership with...




Total Engagements	681
Likes	447
Comments	18
Shares	197
Saves	19


...





Christmas Babies






 kaweahhealth

Thu 12/25/2025 12:10 pm PST


We're celebrating the arrival of our Christmas babies of 2025 at Kaweah Health. 🌿 🌟


...




Total Engagements	466
Likes	449
Comments	2
Shares	10
Saves	5


...





New Year Baby






 kaweahhealth

Thu 1/1/2026 11:54 am PST


Introducing the first babies of 2026 at Kaweah Health. 🌟


...



Total Engagements	358
Likes	341
Comments	5
Shares	9
Saves	3

...





Paid Social Media



KaweahHealth.org



Performance Summary – January 2026 Crisis Stabilization Unit

Overall Performance Snapshot

- **Spend:** \$209.90 over 14 days
- **Reach:** 19,802 people
- **Views (Impressions):** 32,626
- **Landing Page Views:** 608
- **Cost per Landing Page View:** \$0.35
- 608 LP views ÷ 32,626 impressions ≈ 1.9% click-through to the site
 - Above average for healthcare/social services (often ~0.8–1.5%).

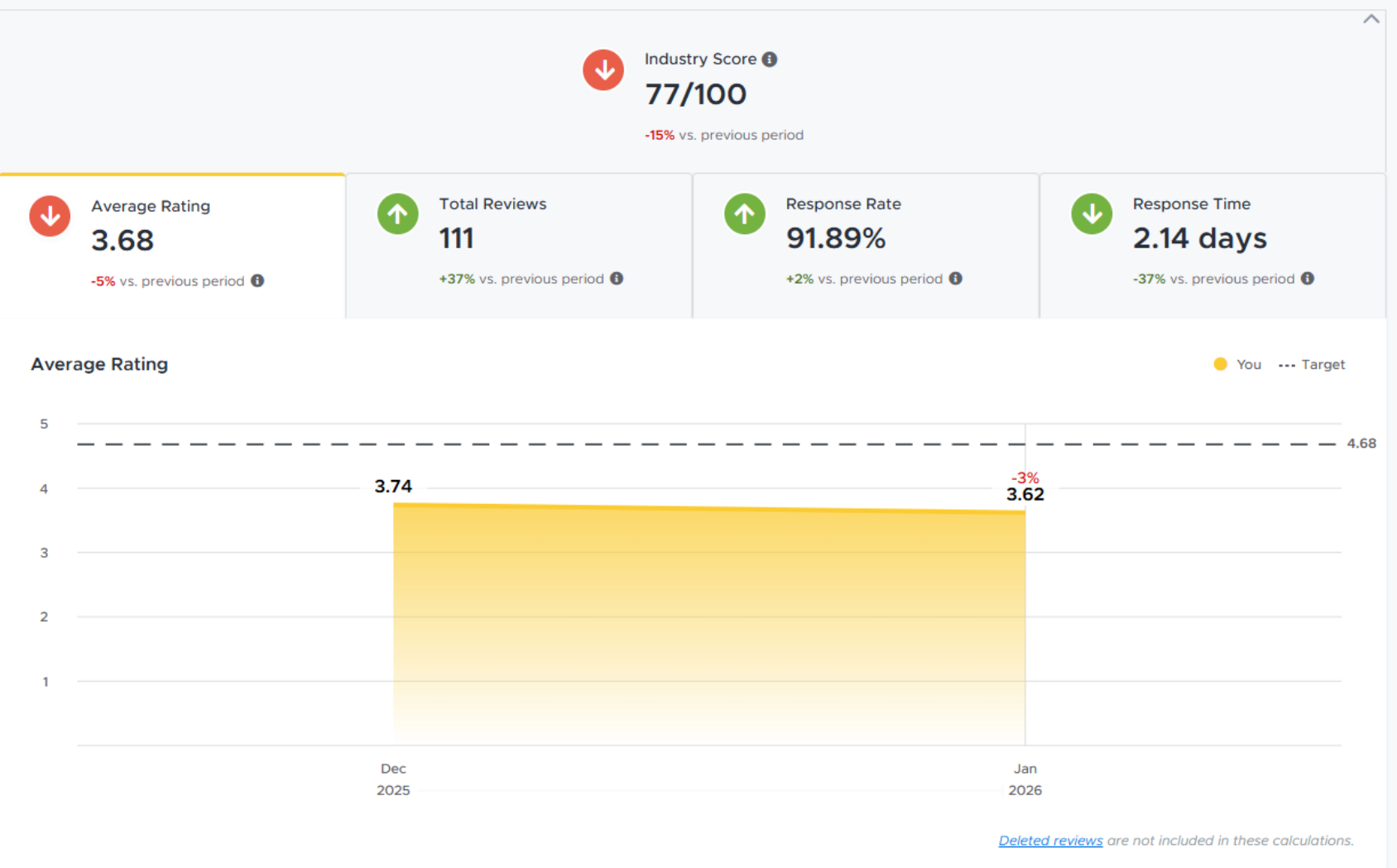
Reputation Management



KaweahHealth.org

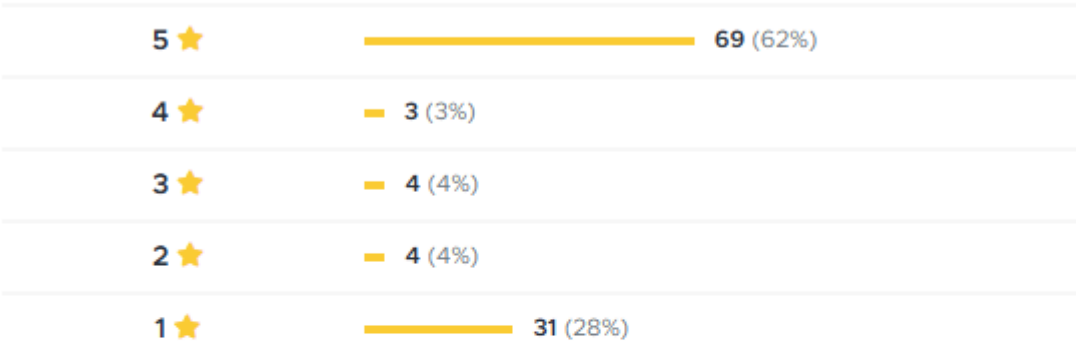


Average Rating – December 2025 - January 2026

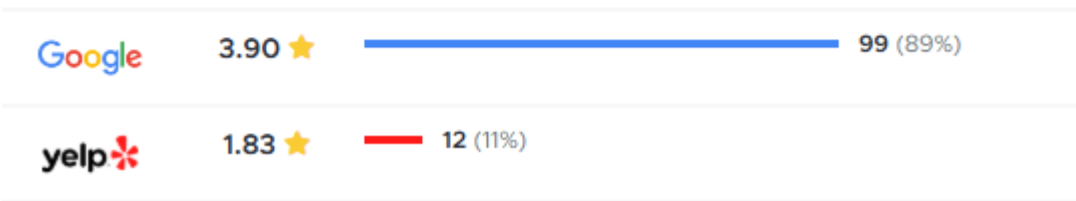


Rating Info – December 2025 - January 2026

Ratings Distribution



Review Sites Distribution



Rank	Location	Industry Score
1	Kaweah Health Lifestyle Fitness Center 5105 W Cypress Ave Visalia CA	78 / 100
2	Kaweah Health Urgent Care (Court Street) 1633 S Court St Visalia CA	75 / 100
3	Kaweah Health Medical Clinic 1110 S Ben Maddox Way Visalia CA	70 / 100