

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

Mike Olmos • Zone 1
President

Vacant • Zone 2

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

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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](#)

Mike Olmos • Zone 1
President

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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

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Kaweah Delta Health Care District

Board of Directors Committee

Meeting Minutes

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Marketing & Community Relations Committee – OPEN MEETING

Wednesday December 3, 2025

Sequoia Regional Cancer Center – Pauline & Maynard Faught 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

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Adjourned at 4:49 PM

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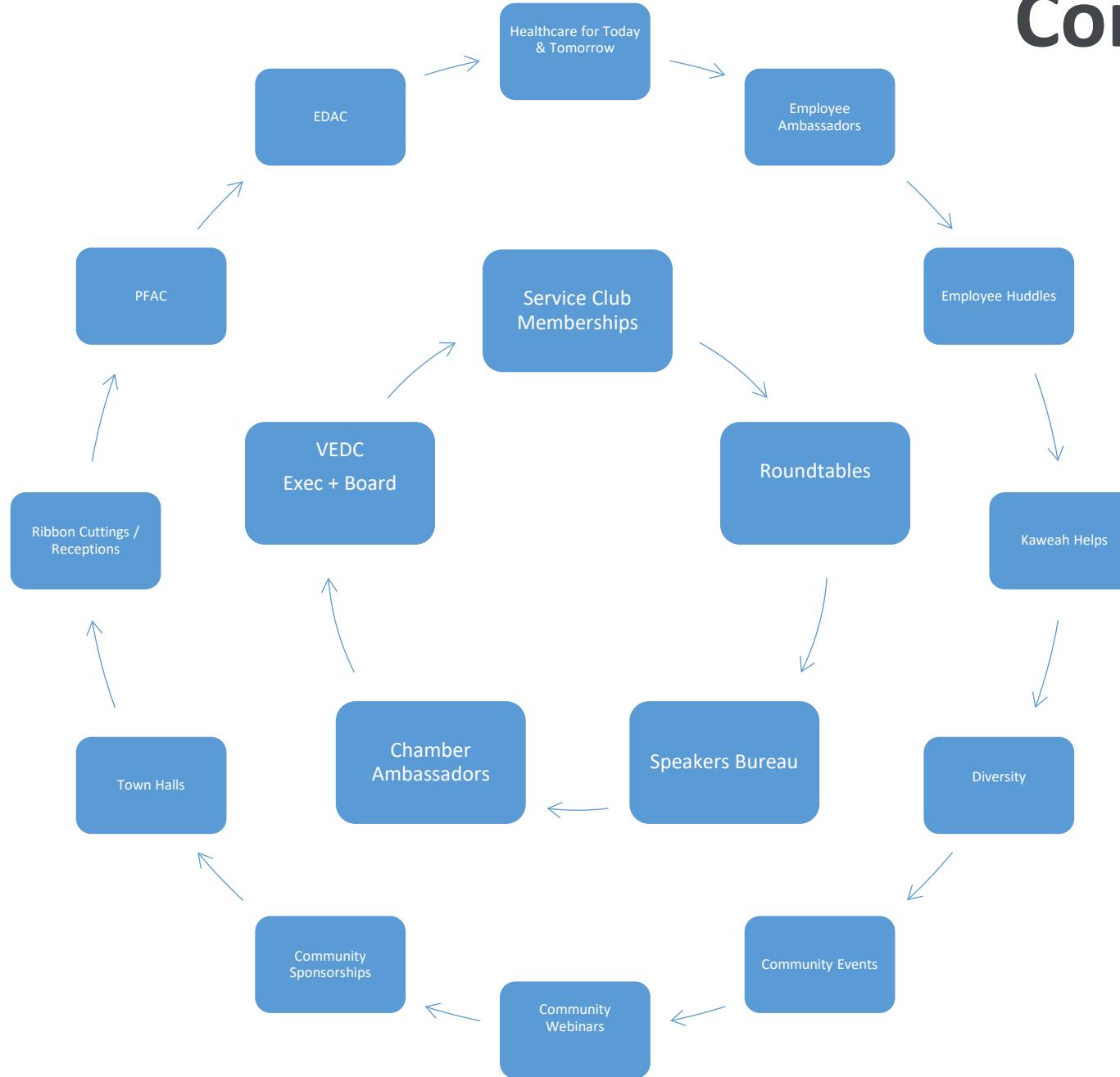
Community Experience

Board Marketing Committee
January 2026



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



Market Insights (Rolling 12)

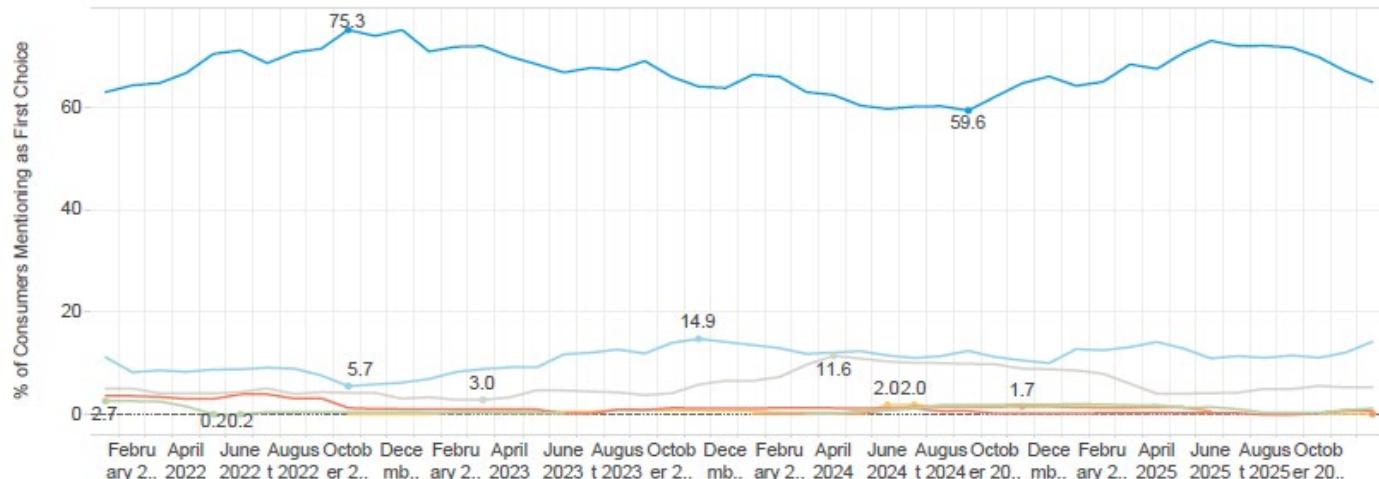
Awareness | Trend

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 296	n-size 298	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	0.4	0.1	0.1	0.4	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	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
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%.

Cover

“
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

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 Center helped Gary and Naomi 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.

“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.

Above: Gary and Naomi worked with occupational therapist Antonio Valdez and registered nurse Jessica Aguirre, who visited them at home during their recoveries. Below: Gary and Naomi are ready to get back on the road after recovery from their heart procedures.

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 triathlete, who had been riding his bicycle and hiking every day, was 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.

When they returned home, Gary visited a cardiologist and while his EKG looked normal, further testing was ordered. Meanwhile, Naomi – who had been quietly noticing jaw pain during the trip – decided it was time for her own checkup.

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 suddenly. She was rushed 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.

Gary's Turn
The next day, Gary and 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 workup. He completed a treadmill stress test – and failed it,

rapid heart rhythm) to revive her. When she woke up, she was in the ICU (intensive care unit). “They showed me 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.

so he was scheduled for an angiogram the next day. When Gary woke up, he was in the ICU. “They showed me the team – he had seven, four-vascular coronary artery disease requiring a quadruple bypass. Gary recalls not grasping the severity of his condition. “I told them I would just head home and come back Monday for 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 adjacent floor.

Two hearts, One Hospital
The couple had one of two choices: hospitalization for major heart surgery brought unexpected challenges. Naomi's greatest distress was being unable to sit at Gary's bedside. “I’m not the type of person she has always been,” Dr. Bansal arranged for the Faucetts' 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.

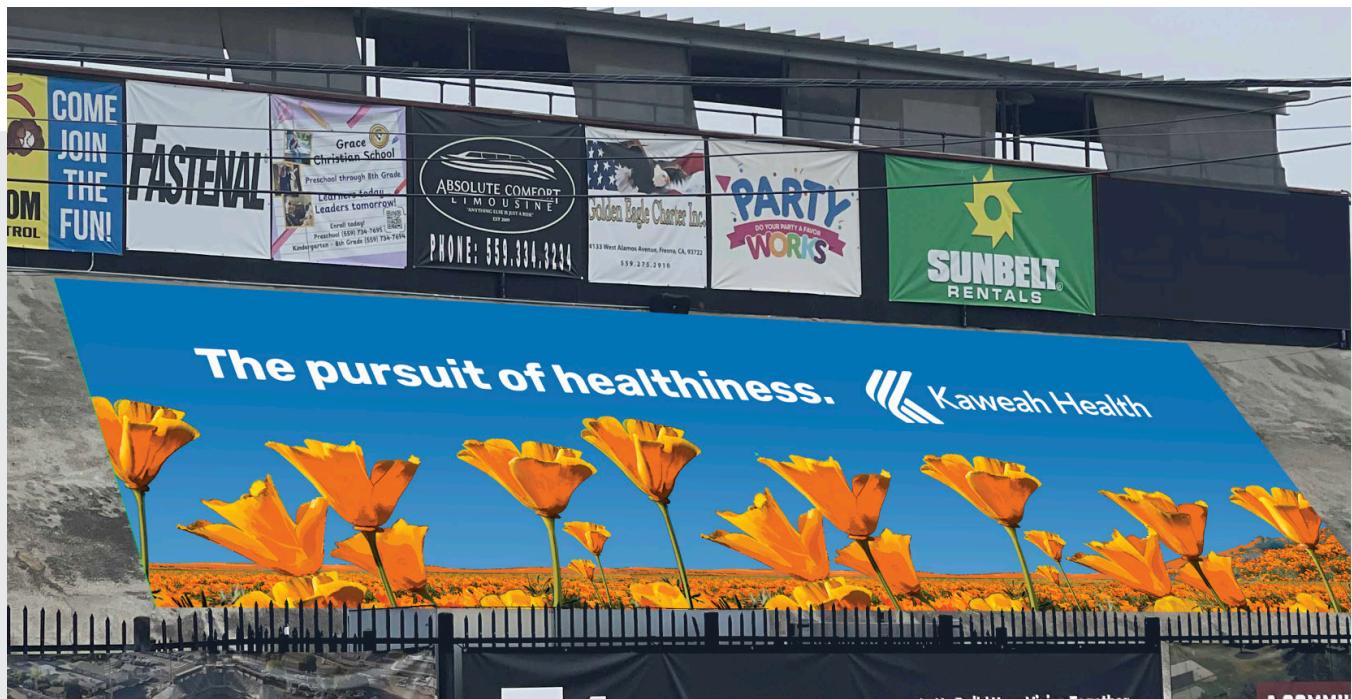
Exceptional Care
Gary and Naomi have a profound gratitude for the Kaweah Health cardiac team who cared for them. “They got to know us as people, not just as patients,” Naomi says. “They were very encouraging and told us we would get better and be able to do things again.” Gary's recovery was a roller coaster, showing 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



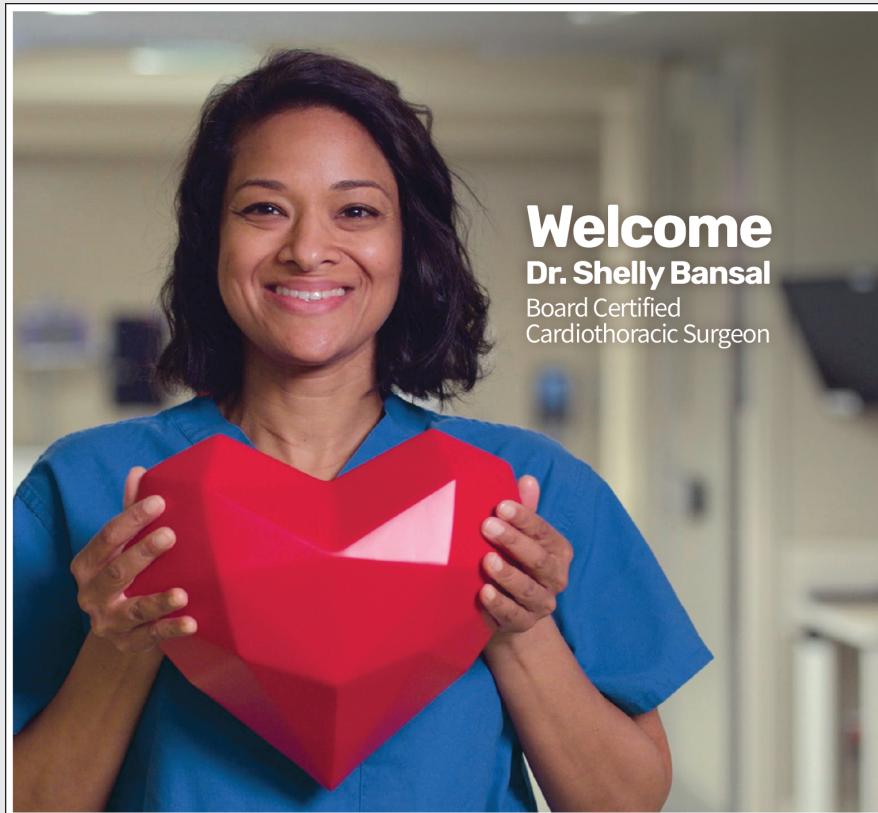
Stadium Rail Signs - 10 x 9"



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.



To learn more about Dr. Shelly Bansal, visit KaweahHealth.org/LearnAboutHeart

Kaweah Health
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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Kaweah Health
MORE THAN MEDICINE. LIFE.

In affiliation with

Cleveland Clinic
Heart, Vascular and Thoracic Institute

Vital Signs - full page ad



Farm Bureau News - Ag Expo Special Edition - full page

TV Commercial

5 Outdoor - Billboards

Youth in Crisis?



24/7 help (559) 839-2670

Kaweah Health
Crisis Stabilization Unit

IN NORTH VISALIA

Hanford - 198

Physical Therapy

Mooney Blvd.

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.

Award Winning Care.

Kaweah Health
MORE THAN MEDICINE. LIFE.

KaweahHealth.org/USNews

US News
HIGHEST PERFORMING HOSPITALS
HEART ATTACK

US News
HIGHEST PERFORMING HOSPITALS
SPINAL FUSION

US News
HIGHEST PERFORMING HOSPITALS
HEART BYPASS SURGERY

US News
HIGHEST PERFORMING HOSPITALS
HP FRACTURE

US News
HIGHEST PERFORMING HOSPITALS
KNEE REPLACEMENT

US News
HIGHEST PERFORMING HOSPITALS
KIDNEY FAILURE

US News
HIGHEST PERFORMING HOSPITALS
STROKE

Mooney Blvd.

Outdoor - Bus Ads

Visalia Transit - King Kong



Transit Media - Full King - Dinuba Market



TCAT and Visalia Transit - Full King

Award-Winning Care.

Kaweah Health
MORE THAN MEDICINE. LIFE.

KaweahHealth.org/USNews

Award-Winning Care. Kaweah Health
MORE THAN MEDICINE. LIFE.

KaweahHealth.org/USNews



TCAT and Visalia Transit - Full King



Tulare TIME - King Kong

Leaders in Heart Care since 1996

Kaweah Health
MORE THAN MEDICINE. LIFE.

In affiliation with

Cleveland Clinic
Heart, Vascular and Thoracic Institute

To find a heart doctor, go to KaweahHealth.org/Heart

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, flus, 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



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.



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

Desktop – 728X90

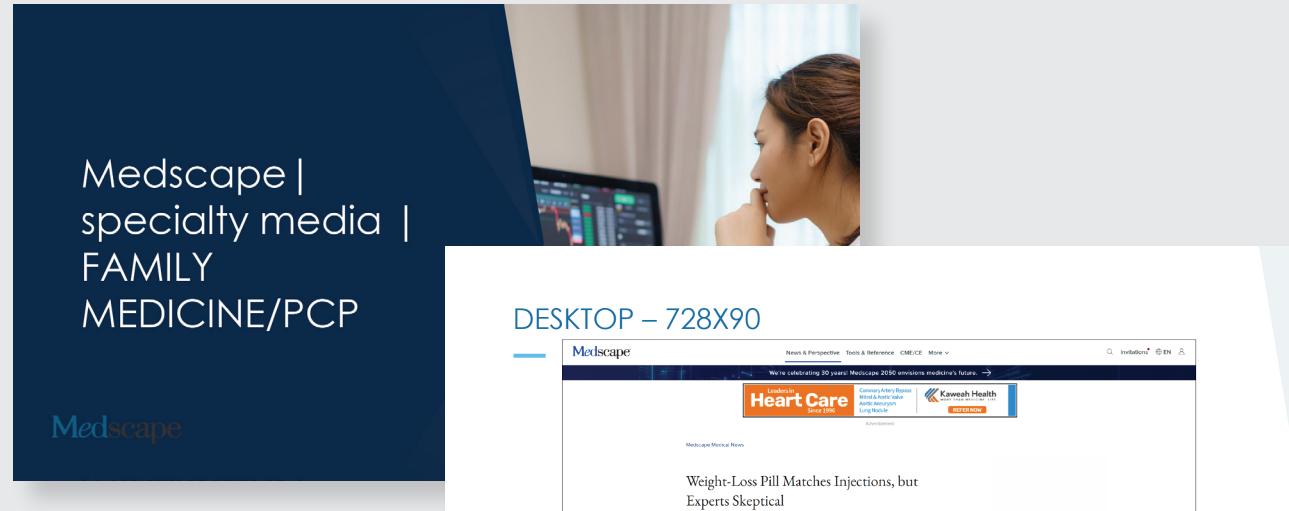
DESKTOP – 300X600

MOBILE – 300x250

MOBILE 300X250

Medscape specialty media - Family Medicine/PCP

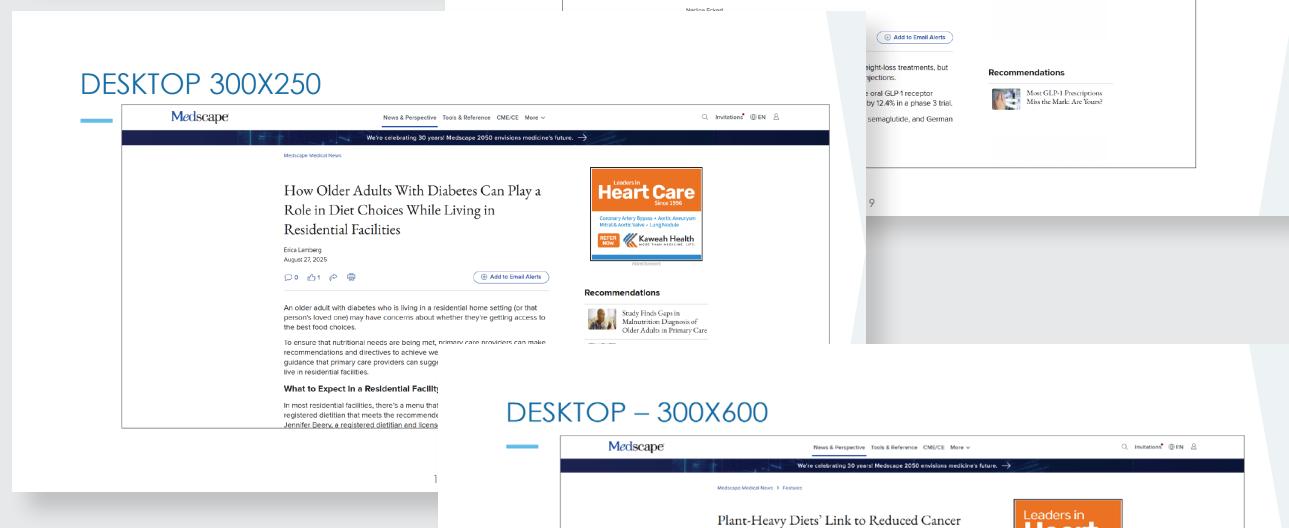
This is a digital campaign to increase awareness of our Cardiothoracic Surgery Clinic. Target audience is Primary Care and other potential referring physicians in our primary and secondary service areas.



Medscape | specialty media | FAMILY MEDICINE/PCP

Weight-Loss Pill Matches Injections, but Experts Skeptical

DESKTOP 300X250



How Older Adults With Diabetes Can Play a Role in Diet Choices While Living in Residential Facilities

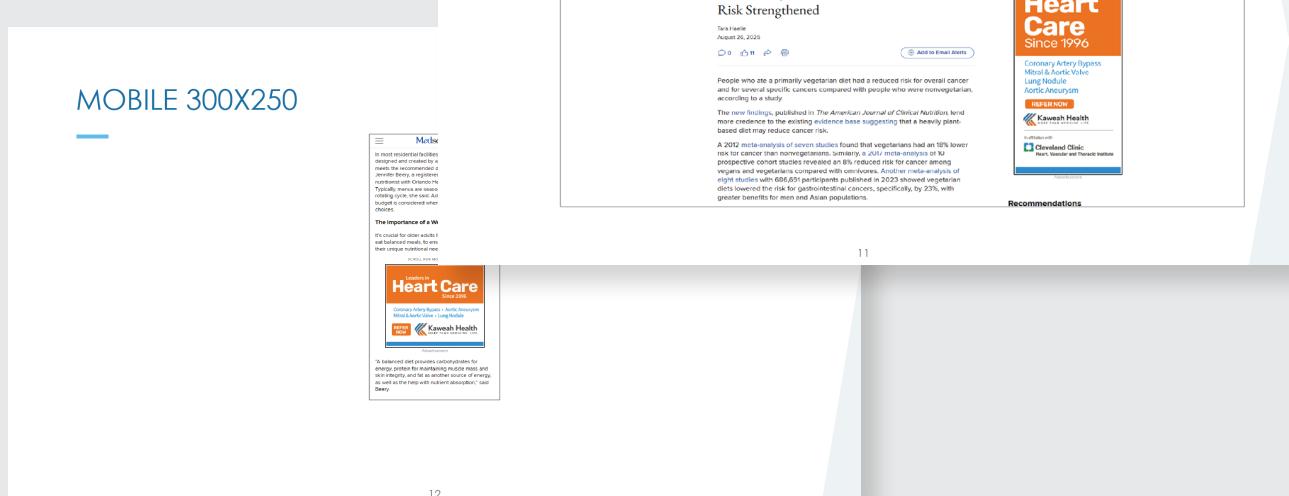
Erica Lutwak
August 22, 2025

An older adult with diabetes who is living in a residential home setting (or that person's loved one) may have concerns about whether they're getting access to the best food choices. To ensure that meal choices are being met, however, care providers can make recommendations and directives to achieve we guidance that primary care providers can suggest live in residential facilities.

What to Expect In a Residential Facility:

In most residential facilities, there's a menu that registered dietitian that meets the recommendations Jennifer Deeny, a registered dietitian and licensed

DESKTOP – 300X600



Plant-Heavy Diets' Link to Reduced Cancer Risk Strengthened

Tara Harfe
August 26, 2025

People who ate a primarily vegetarian diet had a reduced risk for overall cancer and for breast cancer compared with people who ate nonvegetarian, according to a study. The new findings, published in *The American Journal of Clinical Nutrition* tend new evidence that a plant-based diet may reduce cancer risk.

A 2012 meta-analysis of seven studies found that vegetarians had an 18% lower risk for cancer than nonvegetarians. Similarly, a 2014 meta-analysis of 14 prospective studies found that vegetarians had a 12% lower risk for cancer than vegans and vegetarians compared with omnivores. Another meta-analysis of eight studies with 60,031 participants published in 2020 showed an even greater risk reduction for men and women, specifically by 23%, with greater benefits for men and Asian populations.

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.

Industry Benchmarks • PPC • Display • YouTube

Family Primary Care Analysis

LocaliQ

ANALYSIS/RECOMMENDATIONS:

SEM:

The campaign activity for November was at an all-time high for impressions, clicks, calls, web events and leads, while December was slightly softer due to the holidays and seasonal lower volume across the board, the results were still strong. CPC held at above average as did CTR. We will keep an eye on the trends, making sure they are going in the right direction into the New year.

Targeted Display:

CTR saw a huge jump well above average, increasing to 0.43%, amazing performance which means the ads served are resonating with the audiences. CPM remained in the good zone, at \$14. Over 16K video views were completed at a 95% completion rate, outstanding performance. Top performing audience for static ads was Curated Audience Parents with Kids once again, and for video, Lookalike Audience remained at the top. View through visits remained about the same, while impressions and clicks were strong.

LocaliQ

Call & Activity Performance Trends

LocaliQ

Great optimization continues for both campaigns, no recommendation for either.

4

IMPRESSIONS AND CLICKS

Your ads drove 1,582 clicks in this 57 day period.

11/04/25 - 12/30/25 ▾ Frequency: Daily ▾ 1 Campaign ▾

2.8K
2.1K
1.4K
700
0

Nov 12, 2025 Nov 28, 2025 Dec 14, 2025 Dec 30, 2025

● Impressions ● Clicks CTR
30,231 1,582 5.23%

CALLS BY TIME & DAY

You're generating an average of **16 phone calls** each week.

11/04/25 - 12/30/25 ▾ 1 Campaign ▾

Midnight 3AM 6AM 9AM Noon 3PM 6PM 9PM

Sun Mon Tue Wed Thu Fri Sat

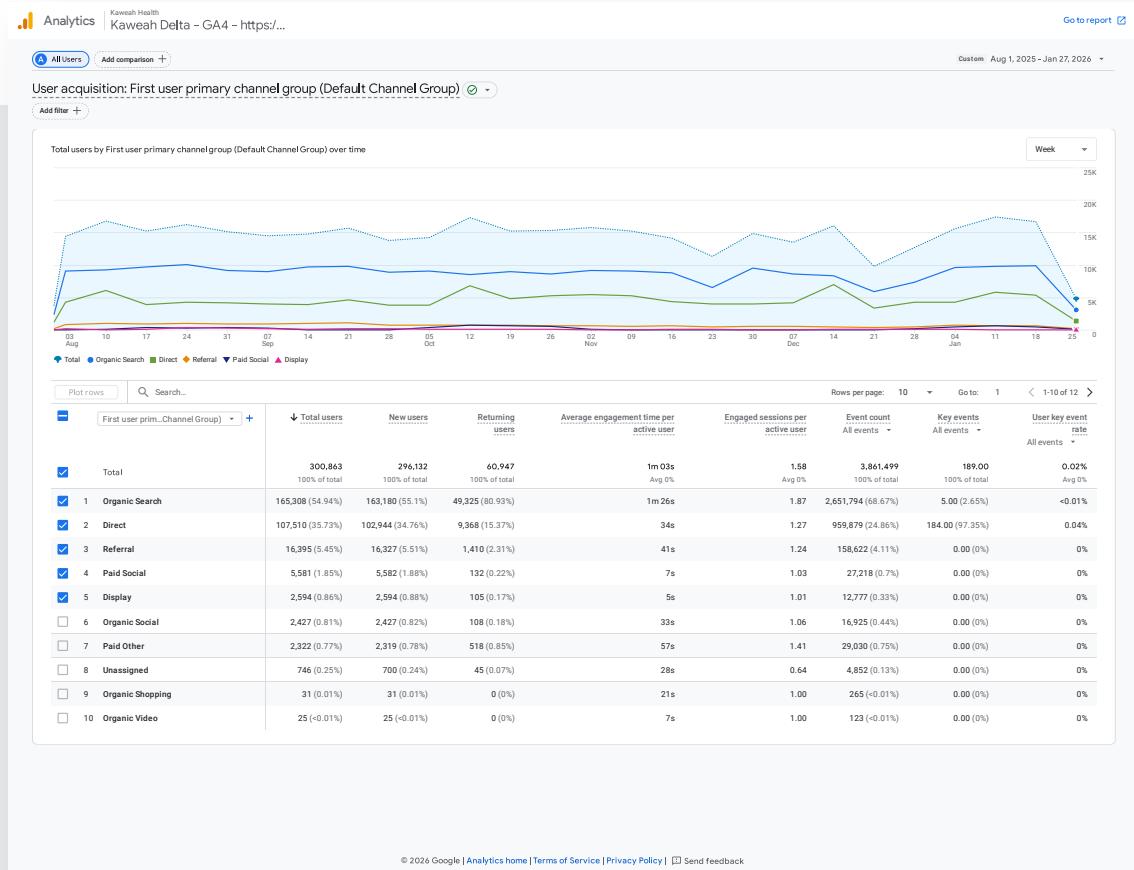
0 Calls 1-3 Calls 4-6 Calls 7-9 Calls 10-12 Calls

Calls Connected Average Call Length
144 142 2.57

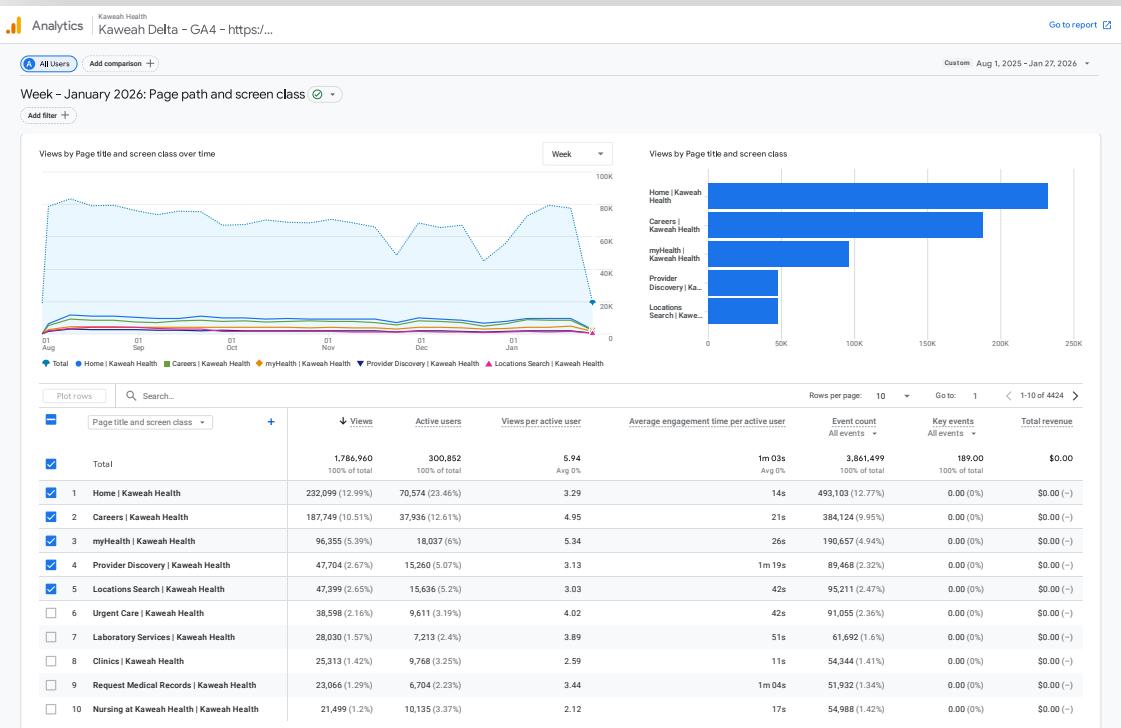
Targeted Display Ads Running

LocaliQ

11 Web Analytics



User acquisition



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](#)

Total Mentions

78 ↗ 66%

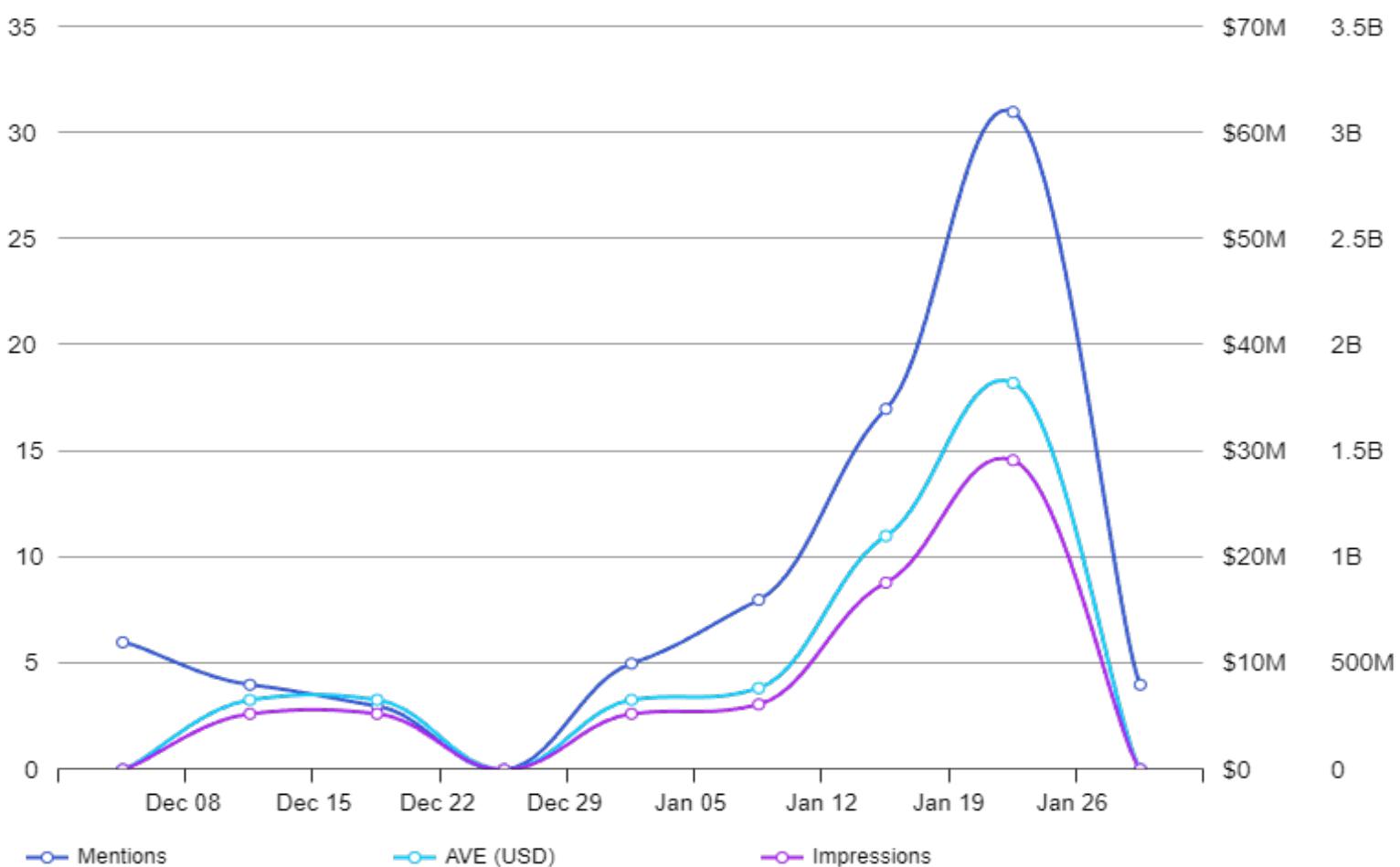
Impressions

3.4B ↗ 2K%

Coverage Trends

12/03/2025 - 01/27/2026

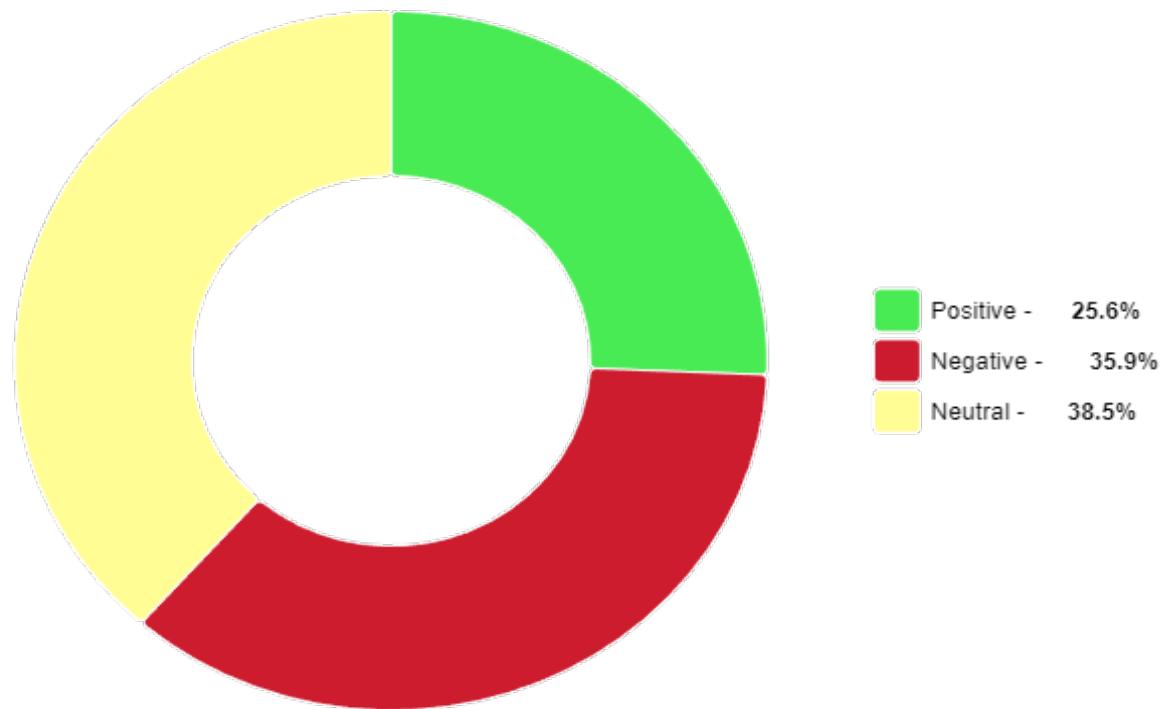
Kaweah Health News



Coverage Sentiment

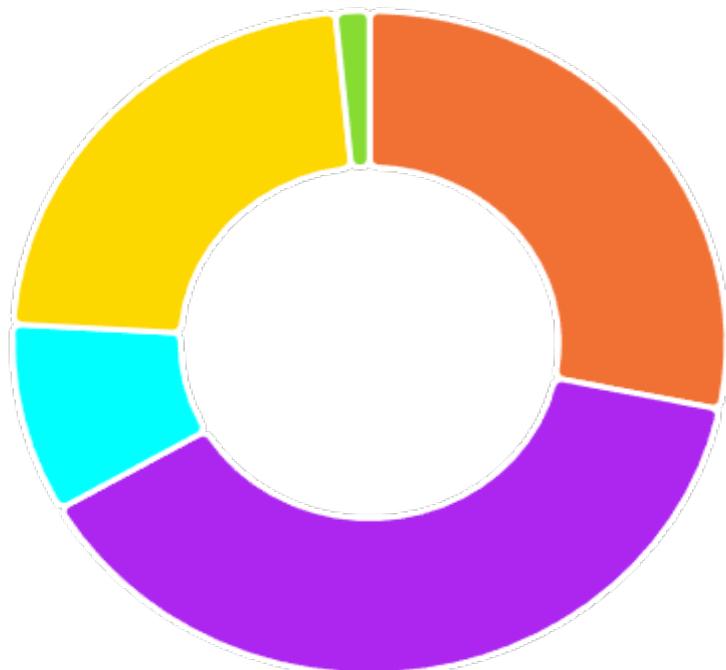
12/03/2025 - 01/27/2026

[Kaweah Health News](#)



Share of Voice

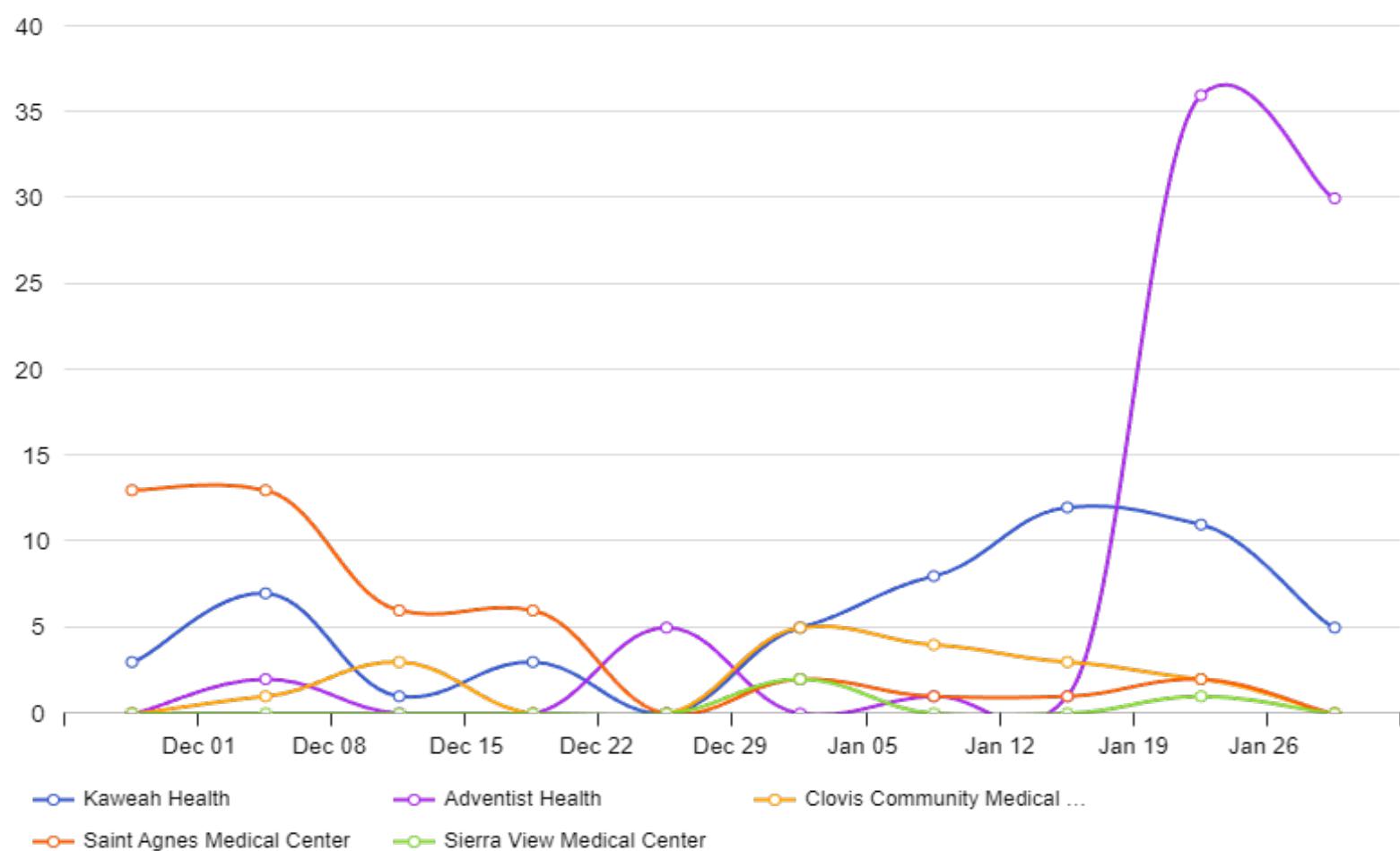
12/01/2025 - 01/29/2026



Kaweah Health -	28.2%
Adventist Health -	38.5%
Clovis Community Medical C...	9.2%
Saint Agnes Medical Center -	22.6%
Sierra View Medical Center -	1.5%

Volume Trend Comparison

12/01/2025 - 01/29/2026



Coverage Sentiment Comparison

12/01/2025 - 01/29/2026

Kaweah Health



Adventist Health



Clovis Community Medical Center



Saint Agnes Medical Center



Sierra View Medical Center



Positive

Negative

Neutral

Social Media

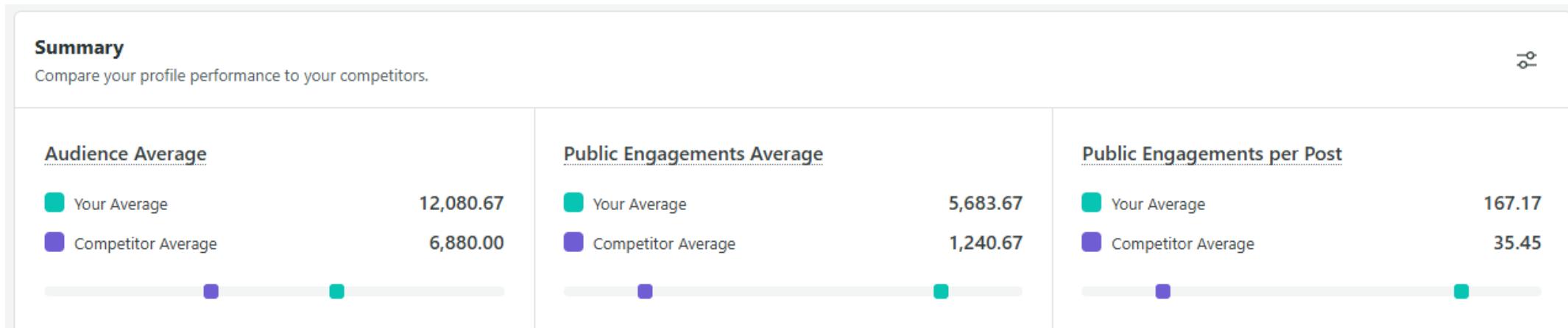
KaweahHealth.org

f |  | x | 



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

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

...

Service Awards

 **Kaweah Health**
Fri 1/16/2026 2:53 pm PST

Legends in real life 🏆

Surrounded by friends, family, and colleague...



Total Engagements 21,317

Reactions	297
Comments	27
Shares	16
Post Link Clicks	1
Other Post Clicks	20,976

...

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...



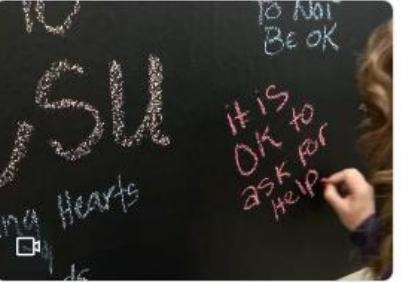
Total Engagements 784
Likes 722
Comments 15
Shares 38
Saves 9

...  

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

f |  | x | 



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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
- $608 \text{ LP views} \div 32,626 \text{ impressions} \approx 1.9\% \text{ click-through to the site}$
 - Above average for healthcare/social services (often $\sim 0.8\text{--}1.5\%$).

Reputation Management

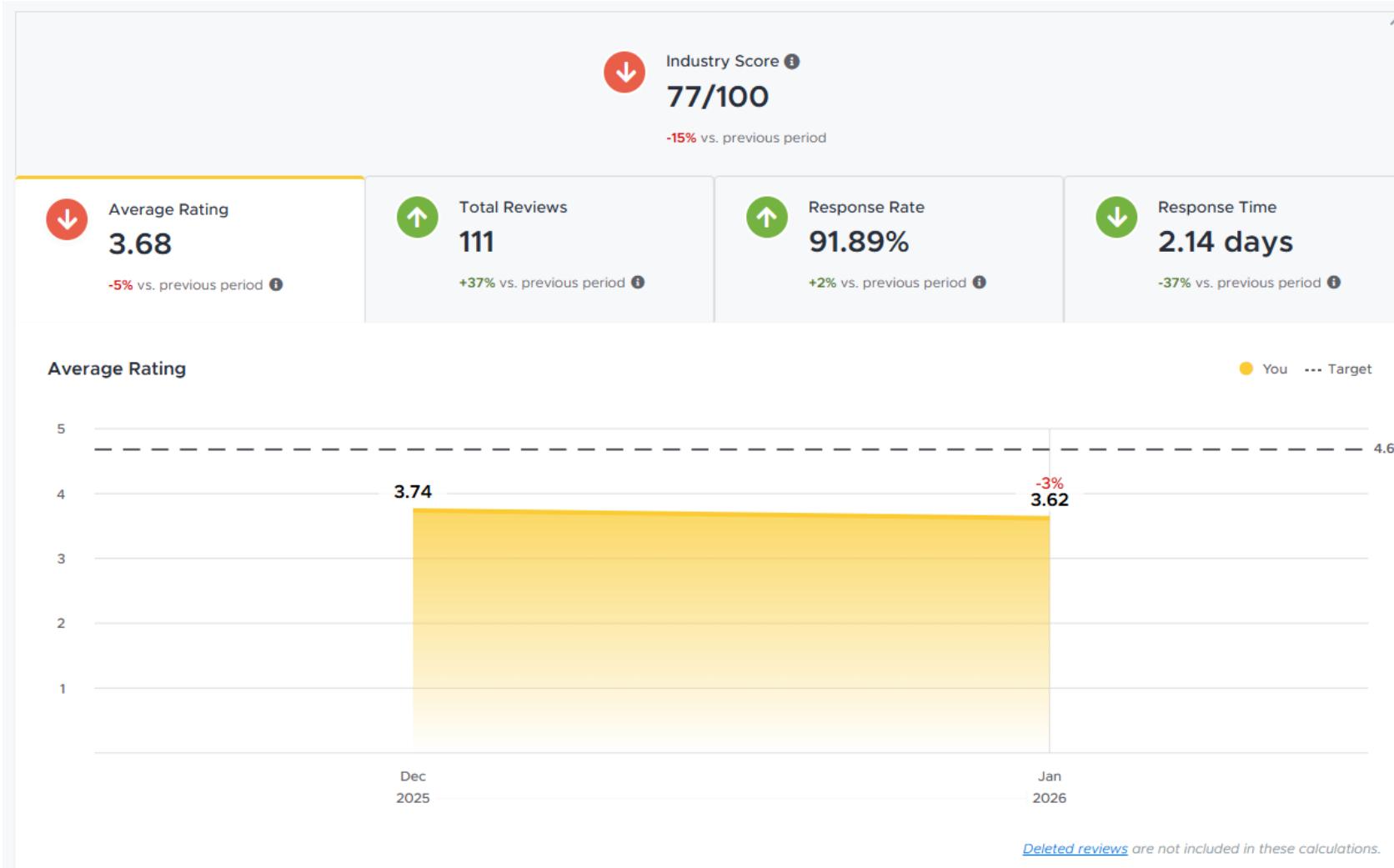
KaweahHealth.org

f |  | x | 



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Average Rating – December 2025 - January 2026



Rating Info – December 2025 - January 2026

Ratings Distribution

5 ★  69 (62%)

4 ★  3 (3%)

3 ★  4 (4%)

2 ★  4 (4%)

1 ★  31 (28%)

Review Sites Distribution

Google 3.90 ★  99 (89%)

yelp 1.83 ★  12 (11%)

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

