

# Kaweah Delta Health Care District Board of Directors Committee Meeting

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

## NOTICE

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/KelsieD/kaweahdeltahealthcaredistrictboardofdirectorsmeeti>

**You can also dial in using your phone.**

Access Code: 460-561-181

United States: [+1 \(646\) 749-3122](tel:+16467493122)

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, April 1, 2026:

- 3:30PM 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](mailto: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

**Mike Olmos • Zone 1**  
Board Member

**Jonna Schengel • Zone 2**  
Board Member

**Dean Levitan, MD • Zone 3**  
Secretary/Treasurer

**David Francis • Zone 4**  
President

**Armando Murrieta • Zone 5**  
Vice President

# **Kaweah Delta Health Care District**

## **Board of Directors Committee Meeting**

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

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**DISTRIBUTION:**

Governing Board, Legal Counsel, Executive Team, Chief of Staff, [www.kaweahhealth.org](http://www.kaweahhealth.org)

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Board Member

**Jonna Schengel • Zone 2**  
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**Dean Levitan, MD • Zone 3**  
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President

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Vice President

# Kaweah Delta Health Care District Board of Directors Meeting

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



This agenda is posted in compliance with the Ralph M. Brown Act, including amendments enacted under Senate Bill 707.

## KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS COMMITTEE MEETING

Kaweah Health Medical Center – Executive Office Conference Room  
305 W. Acequia Ave., Visalia, CA

**Wednesday April 1, 2026 {Committee Meeting}**

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### OPEN SESSION – 3:30 PM

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**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; Nou Her, Sr. Social Media Specialist; and Lisette Mariscal, Recording

**1. CALL TO ORDER**

**2. PUBLIC 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 (5) minutes. Members of the public wishing to address the Board concerning items not on the agenda and within the jurisdiction of the Board are requested to identify themselves at this time.

**3. MINUTES**

[Review of minutes from February 2026.](#)

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

**4.1.** Update on Community Experience and events.

# Kaweah Delta Health Care District

## Board of Directors Meeting

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

#### **5.1. Marketing & Communications Update**

- 5.1.1. Next Issue of Vital Signs
- 5.1.2. Spring 2026 Vital Signs Results
- 5.1.3. Cardiothoracic TV Commercial Results
- 5.1.4. EDGE Campaign
- [5.1.5. Compassion Decals](#)
- 5.1.6. 1852 Visalia Sponsorship
- 5.1.7. KMPH Fox 26 Sponsorships

#### **[5.2. Social Media/Media Relations Update](#)**

## **ADJOURN**

### ADA Notice

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Board Clerk at (559) 624-2330 at least 48 hours prior to the meeting.

### Agenda Posting and Public Records

Agendas are posted at least 72 hours in advance of regular meetings. Disclosable public records may be obtained by contacting the Board Clerk at 400 W. Mineral King Avenue, Visalia, CA, or by email at [kedavis@kaweahhealth.org](mailto:kedavis@kaweahhealth.org), or on the District website.

# Kaweah Delta Health Care District

## Board of Directors Committee

### Meeting Minutes

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

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#### **Marketing & Community Relations Committee – OPEN MEETING**

**Wednesday February 4, 2026**

**Kaweah Health Medical Center – Executive Office Conference Room**

Present: 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; Samantha Torres, Social Media Specialist; Ameer Longbottom, Sr. Communications Specialist; Nou Her, Sr. Social Media Specialist; and Lisette Mariscal, Recording

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

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

**MINUTES**- The open meeting minutes from December 3, 2025, were reviewed.

#### **COMMUNITY EXPERIENCE –**

2.1. Discussion on agenda item deferred.

2.2. Deborah provided a quarterly report regarding community activities and current trends. (see Attachment 2.2. of the agenda)

#### **MARKETING & MEDIA RELATIONS –**

3.1.1. – Ameer presented the results of the Private Home Care Mailer Campaign. (see attachment 3.1.1 of the agenda.)

3.1.2. – A verbal update was provided regarding the February issue of Vital Signs. (see attachment 3.1.2 of the agenda)

3.1.3. – Kaweah Health will have new signage at Visalia Rawhide. (see attachment 3.1.3 of the agenda)

3.1.4. – Two new TV commercial drafts were presented for review.

3.1.5. – Discussion on agenda item deferred.

3.1.6. – An update was provided regarding the Medscape campaign. (see attachment 3.1.6 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.*

- 
- 3.1.7. – An update was presented on the ongoing Primary Care campaign. (see attachment 3.1.7 of the agenda)
  - 3.1.8. – Discussion on agenda item deferred.
  - 3.1.9. – Upcoming February initiatives were announced. (see attachment 3.1.9 of the agenda)
  - 3.2. – A report on recent marketing performance and engagement metrics was shared. (see attachment 3.2. of the agenda.)

Adjourned at 4:51 PM

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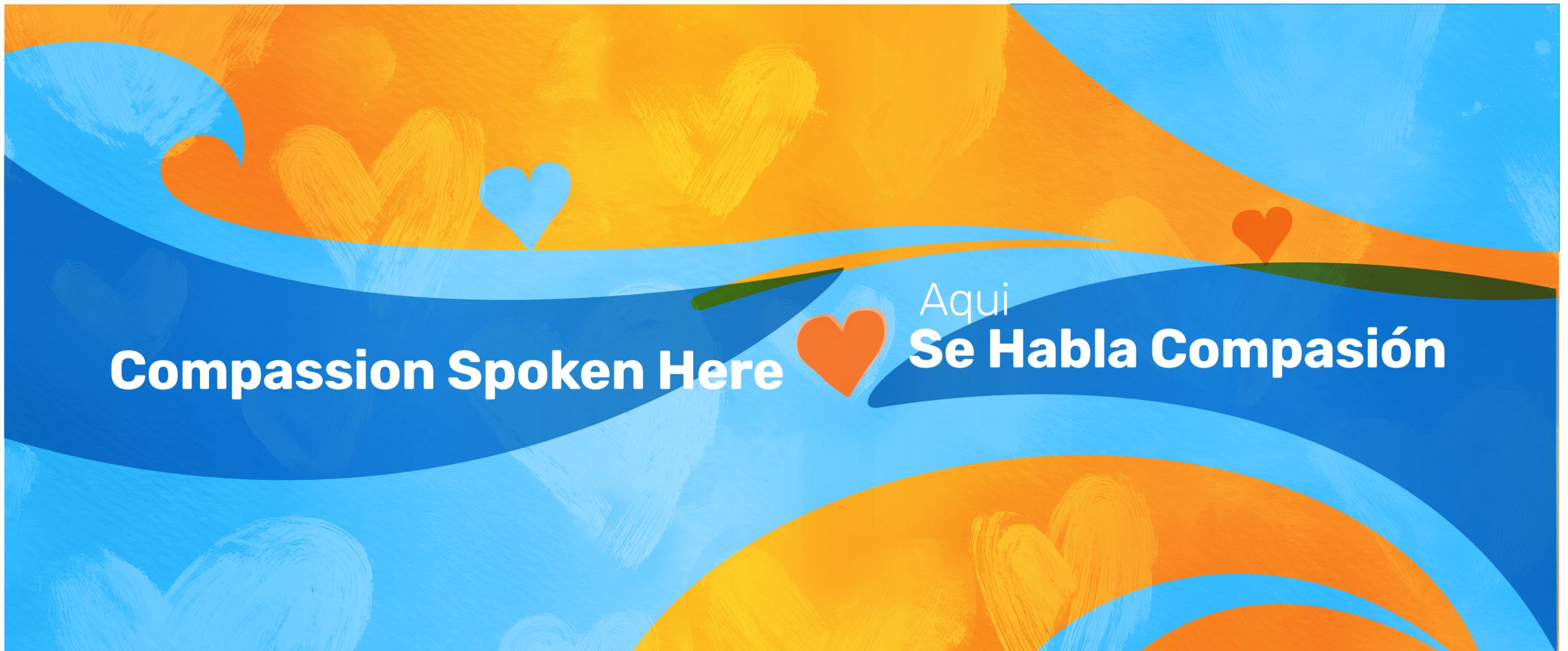


# OUTSIDE OF WEST ELEVATORS

MK 3W FLOOR - 141" x 59" (11'-9" x 4' - 11")

## UNIT - 3 WEST

INTERMEDIATE CRITICAL CARE UNIT (ICCU)





## NEAR EAST ELEVATORS

### LOBBY

MK LOBBY  
Replacing large landscape mural:  
309" (25'-8") x 112" tall



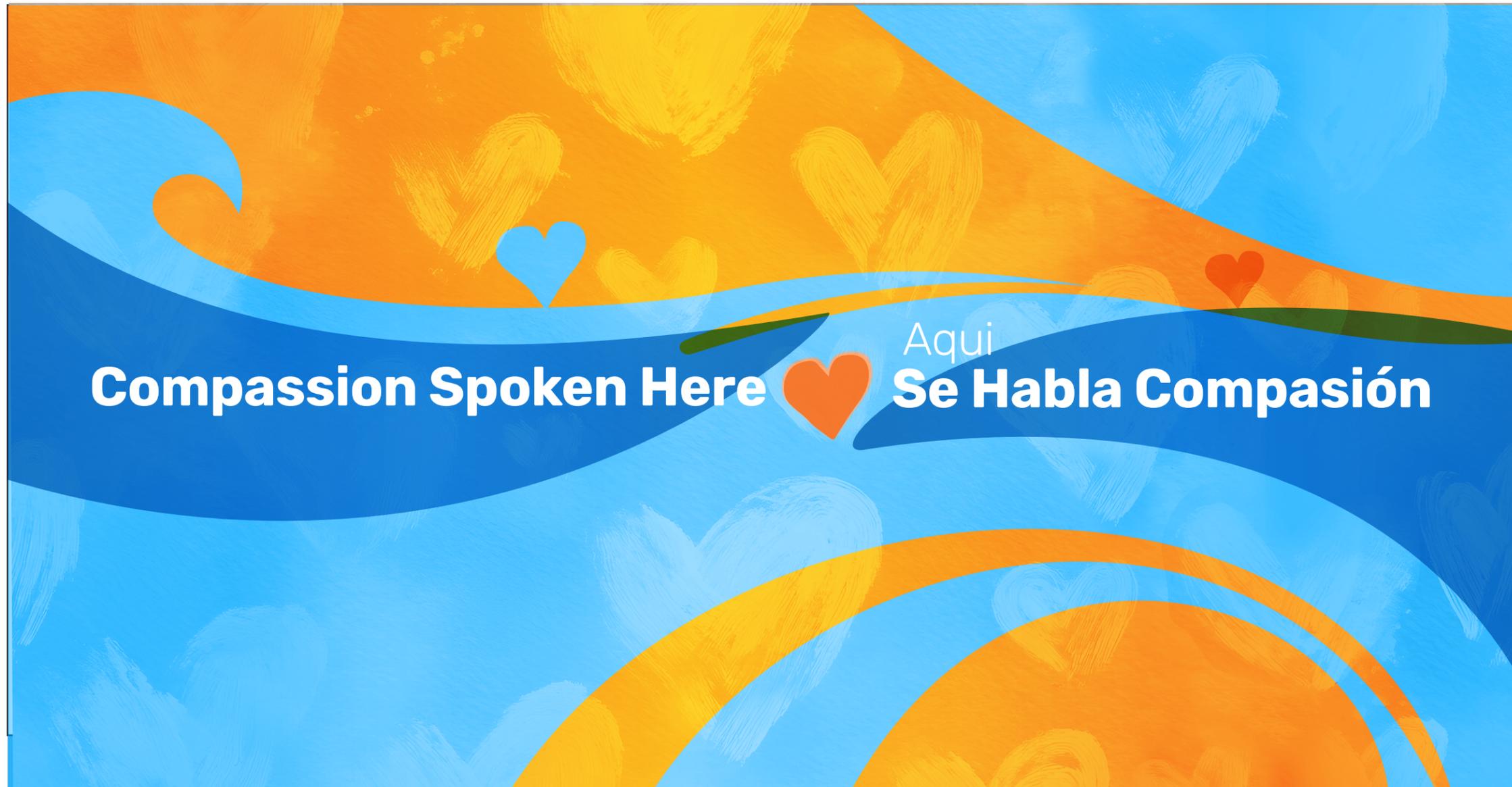


## UNITS - 4 NORTH AND 4 SOUTH

MK 4N AND 4S  
129-1/8" x 61-7/8"

MED/SURG • RENAL DIALYSIS  
MED/SURG • ORTHO • NEURO

## WEST ELEVATORS



# Coverage Summary

01/26/2026 - 03/26/2026

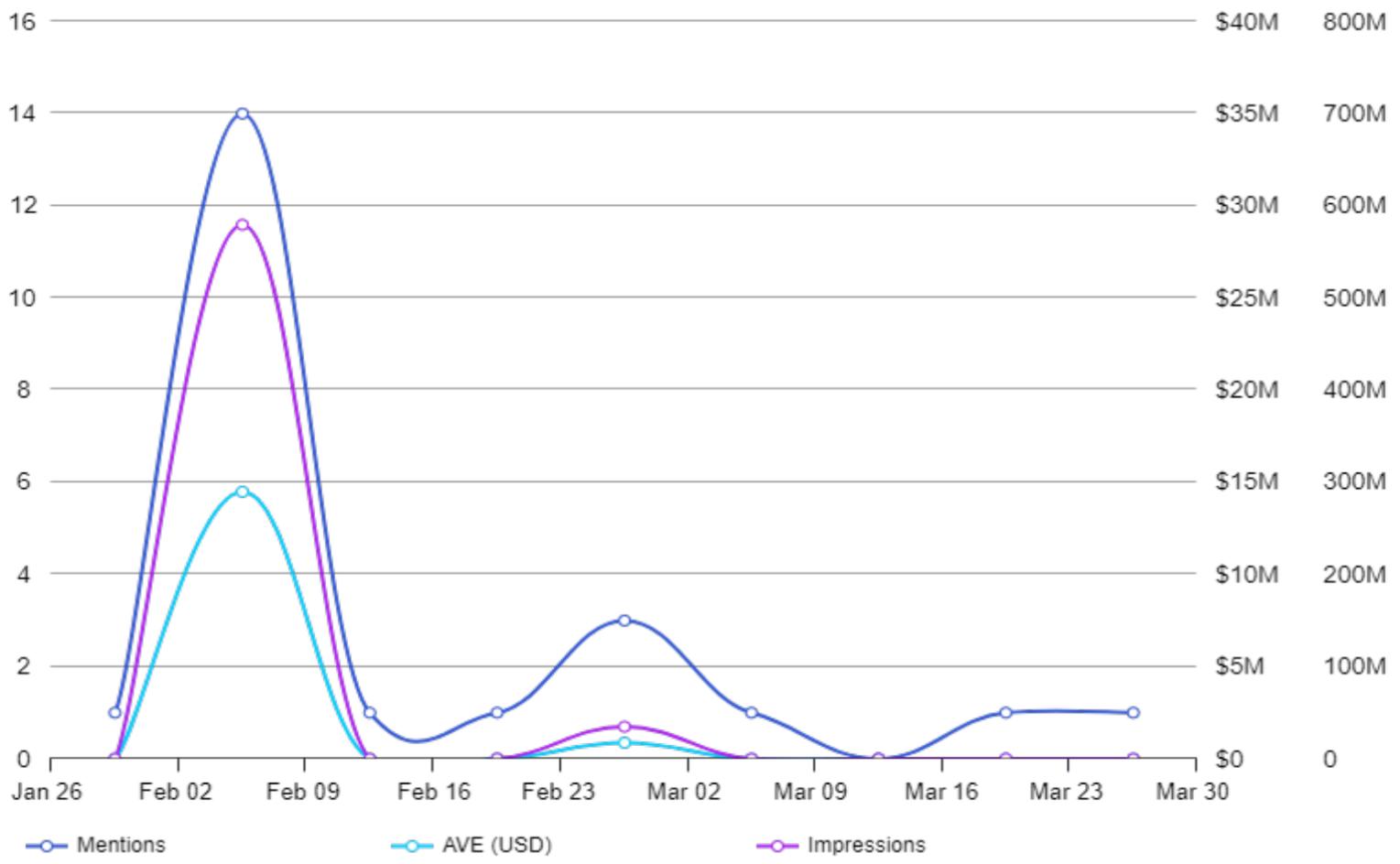
[Board Briefing](#)

 Total Mentions	23	-
 Impressions	614.8M	↗ ∞%
 AVE(USD)	15.4M	↗ ∞%

# Coverage Trends

01/26/2026 - 03/26/2026

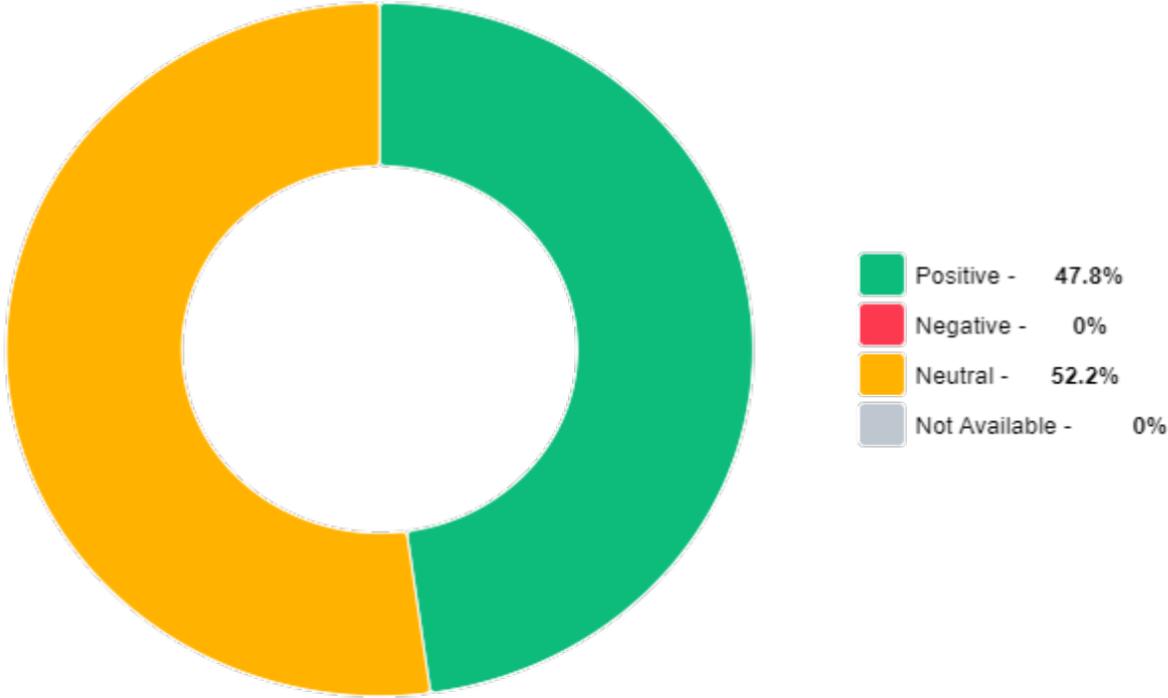
[Board Briefing](#)



# Coverage Sentiment

01/26/2026 - 03/26/2026

[Board Briefing](#)



Top Mentions



**Kaweah Health appoints new board member**

The Foothills Sun Gazette

Kaweah Health is the community name for the Kaweah Delta Health Care District, a public hospital district serving the greater Visalia area. The district covers 183 square miles, which encompasses all of Visalia, Goshe...

Impressions  
**3.1K**

AVE (USD)  
**76**

Published Date  
02/25/2026 01:13 PM PST  
Domain Authority  
53



**Sequoia Shuttle, fishing, Drink Weird launch top Tulare County news**

Visalia Times-Delta  
Steve Pastis

Visalia Times-Delta This is a collection of local news concisely presented to provide a quick overview of what you might otherwise have missed. Local SCE workers help restore power in Loui...

Impressions  
**63.9K**

AVE (USD)  
**1.6K**

Published Date  
02/11/2026 02:11 AM PST  
Domain Authority  
75



**Couple warns of heart disease after both have surgery**

NBC - Fresno - KSEE TV

VISALIA, Calif. (KSEE/KGPE) - A Visalia couple hopes to bring awareness of cardiovascular disease. They both had coronary bypass surgery within days of each other. On Friday, for the first...

Impressions  
**277.0K**

AVE (USD)  
**6.9K**

Published Date  
02/06/2026 10:05 PM PST  
Domain Authority  
72



**Kaweah Health opens its fifth laboratory patient service center**

Yahoo! USAna Torrea

Making care more convenient and closer for neighbors in the South Valley. "What it allows for is for patients to conveniently get access to laboratory services in their local community," said ...

Impressions  
**265.6M**

AVE (USD)  
**6.6M**

Published Date  
02/05/2026 05:36 PM PST  
Domain Authority  
89



**74-year-old woman dies after hit-and-run suspect stabs her after fleeing accident**

Yahoo! US

One person is in custody after a hit-and-run turned into a fatal assault in Visalia. Police say they responded to a crash just north of Lovers Lane at about 11:30 a.m. When ...

Impressions  
**265.6M**

AVE (USD)  
**6.6M**

Published Date  
02/04/2026 06:20 PM PST  
Domain Authority  
89



**Could Seismic Rule Change Save Kaweah Health Millions? CEO Talks Workforce, Future of Health Care**

GV WireEdward Smith

Hospitals have long said they face a crisis because of a looming California law. By 2030, the state wants all hospital facilities prepared to meet stringent bu...

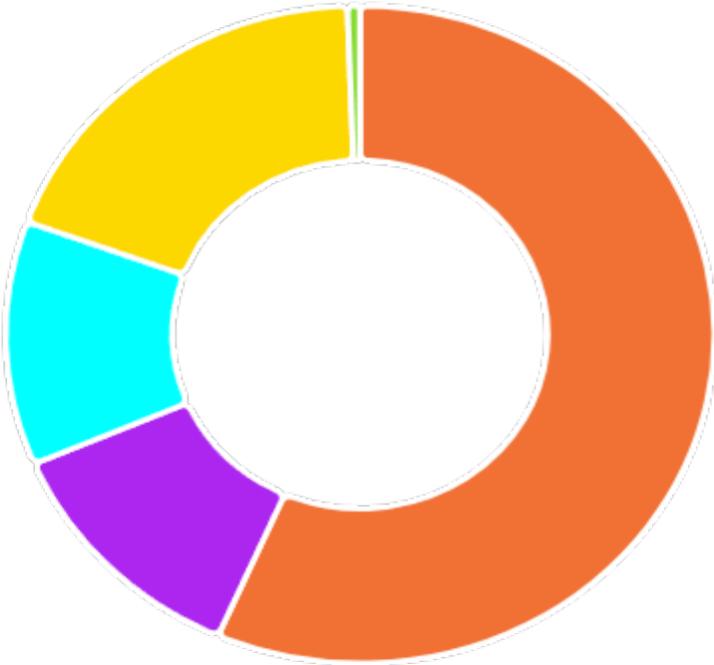
Impressions  
**239.8K**

AVE (USD)  
**6.0K**

Published Date  
02/04/2026 01:55 PM PST  
Domain Authority  
59

# Share of Voice

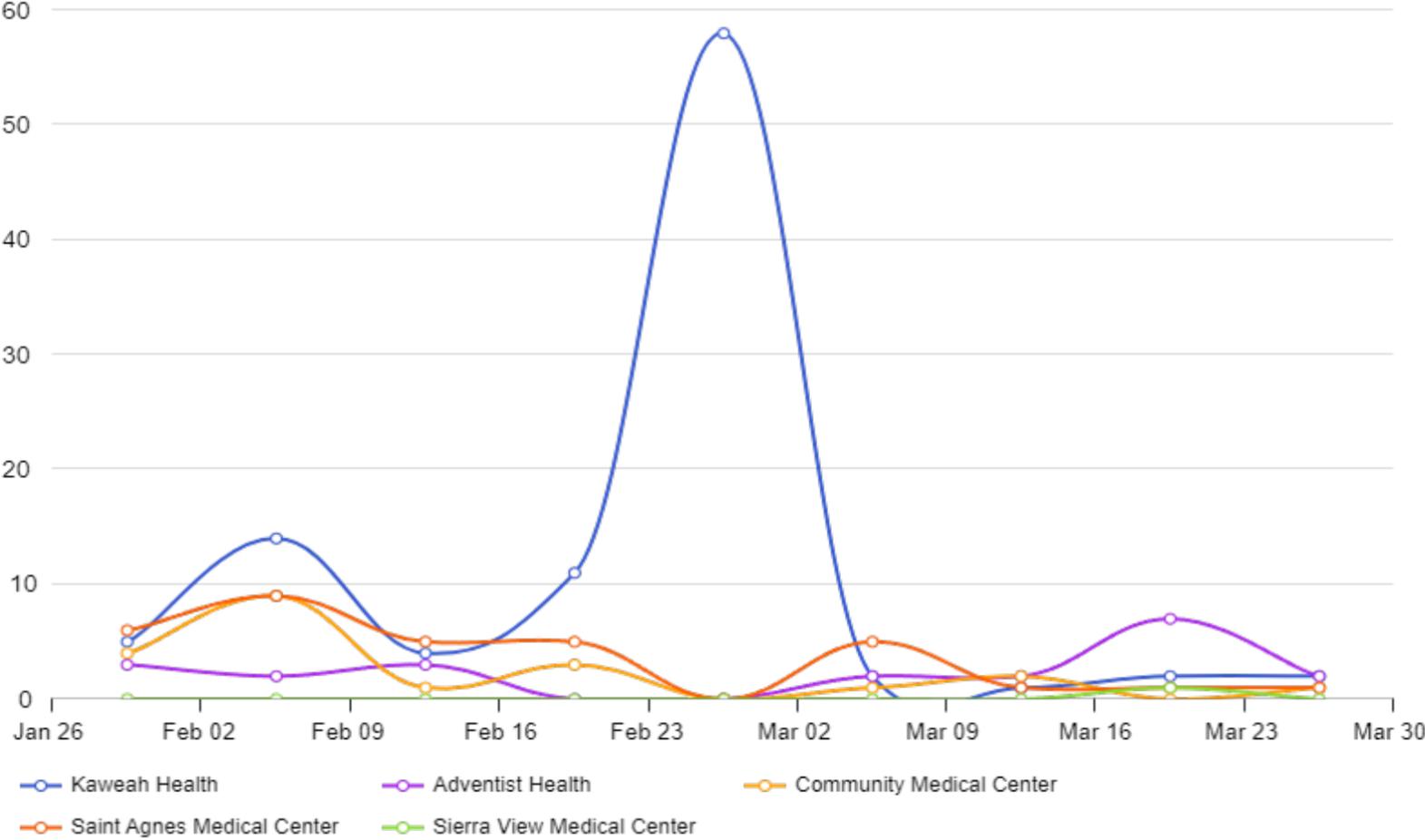
01/29/2026 - 03/26/2026



	Kaweah Health -	<b>56.6%</b>
	Adventist Health -	<b>12%</b>
	Community Medical Center -	<b>12%</b>
	Saint Agnes Medical Center -	<b>18.9%</b>
	Sierra View Medical Center -	<b>0.6%</b>

# Volume Trend Comparison

01/29/2026 - 03/26/2026



# Coverage Sentiment Comparison

01/29/2026 - 03/26/2026

Kaweah Health



Adventist Health



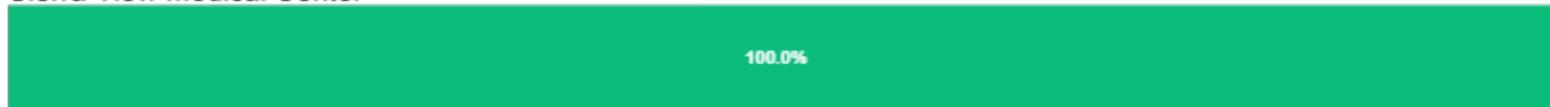
Community Medical Center



Saint Agnes Medical Center



Sierra View Medical Center



Positive Negative Neutral

# Social Media



[KaweahHealth.org](https://www.KaweahHealth.org)



# Performance Summary – February - March 2026

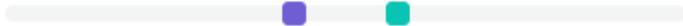
## Summary

Compare your profile performance to your competitors.



### Audience Average

Your Average	12,154.67
Competitor Average	8,959.17



### Public Engagements Average

Your Average	2,843.00
Competitor Average	1,297.71



### Public Engagements per Post

Your Average	86.15
Competitor Average	41.48



# Top Posts February - March 2026 – Post Engagements: Facebook

Resident Week	Cardiology Center	Lotus Award	Team of the Month
<p><b>Resident Week</b></p> <p><b>Kaweah Health</b> Tue 3/3/2026 10:34 am PST</p> <p>We ❤️ our residents</p> <p>It's Resident Appreciation Week, a time t...</p>  <p><b>Engagements</b> 8,668</p> <p><b>Reactions</b> 123</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 1</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 8,544</p>	<p><b>Cardiology Center</b></p> <p><b>Kaweah Health</b> Wed 2/11/2026 10:23 am PST</p> <p>Kaweah Health Cardiology Center on Akers provides comprehensive heart care designed to support the community at...</p>  <p><b>Engagements</b> 8,095</p> <p><b>Reactions</b> 380</p> <p><b>Comments</b> 52</p> <p><b>Shares</b> 10</p> <p><b>Post Link Clicks</b> 15</p> <p><b>Other Post Clicks</b> 7,638</p>	<p><b>Lotus Award</b></p> <p><b>Kaweah Health</b> Fri 2/20/2026 1:15 pm PST</p> <p>"Maria is like the daughter we never had, very sweet, humble, caring. Truly an asset to Kaweah Health," Rick wrote in his...</p>  <p><b>Engagements</b> 5,963</p> <p><b>Reactions</b> 174</p> <p><b>Comments</b> 9</p> <p><b>Shares</b> 2</p> <p><b>Post Link Clicks</b> 10</p> <p><b>Other Post Clicks</b> 5,768</p>	<p><b>Team of the Month</b></p> <p><b>Kaweah Health</b> Tue 2/24/2026 6:56 pm PST</p> <p>We're proud to recognize our February World-Class Team of the Month, Emergency Department Night Shift. 🎉 ...</p>  <p><b>Engagements</b> 5,911</p> <p><b>Reactions</b> 390</p> <p><b>Comments</b> 37</p> <p><b>Shares</b> 11</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 5,473</p>

# Top Posts February - March 2026– Post Engagements: Instagram

Dr. Jaques Award	Daisy Award	Daisy Award	Endoscopy Team																																								
<p> <b>kaweahhealth</b> Fri 3/20/2026 6:28 pm PDT</p> <p>Congratulations to Dr. Cory D. Jaques 🎉</p> <p>Dr. Jaques was recently honored with the...</p>  <table border="1"> <tr><td>Engagements</td><td>342</td></tr> <tr><td>Likes</td><td>291</td></tr> <tr><td>Comments</td><td>7</td></tr> <tr><td>Shares</td><td>40</td></tr> <tr><td>Saves</td><td>4</td></tr> </table>	Engagements	342	Likes	291	Comments	7	Shares	40	Saves	4	<p> <b>kaweahhealth</b> Thu 3/19/2026 10:25 am PDT</p> <p>"She was so understanding, compassionate and just so wonderful in such an ugly moment for all of us. Truly a..."</p>  <table border="1"> <tr><td>Engagements</td><td>331</td></tr> <tr><td>Likes</td><td>302</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>18</td></tr> <tr><td>Saves</td><td>5</td></tr> </table>	Engagements	331	Likes	302	Comments	6	Shares	18	Saves	5	<p> <b>kaweahhealth</b> Tue 2/3/2026 11:00 am PST</p> <p>"I cannot tell you how grateful we all are for the care my aunt received at Kaweah Health. If it weren't for Chali's amazing w..."</p>  <table border="1"> <tr><td>Engagements</td><td>300</td></tr> <tr><td>Likes</td><td>280</td></tr> <tr><td>Comments</td><td>8</td></tr> <tr><td>Shares</td><td>10</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Engagements	300	Likes	280	Comments	8	Shares	10	Saves	2	<p> <b>kaweahhealth</b> Tue 3/17/2026 12:34 pm PDT</p> <p>March is Colorectal Cancer Awareness Month ❤️</p> <p>...</p>  <table border="1"> <tr><td>Engagements</td><td>265</td></tr> <tr><td>Likes</td><td>243</td></tr> <tr><td>Comments</td><td>7</td></tr> <tr><td>Shares</td><td>13</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Engagements	265	Likes	243	Comments	7	Shares	13	Saves	2
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# Paid Social Media



[KaweahHealth.org](https://www.KaweahHealth.org)



## Performance Summary – 2026 Infusion Center

### Overall Performance Snapshot

- **Spend:** \$666.94
- **Reach:** 19,802 people
- **Views (Impressions):** 136,248
- **Landing Page Views:** 2,249
- **Cost per Landing Page View:** \$0.30
- 2,249 LP views ÷ 136,248 impressions ≈ 1.65% click-through to the site
  - Above average for healthcare/social services (often ~0.8–1.5%).

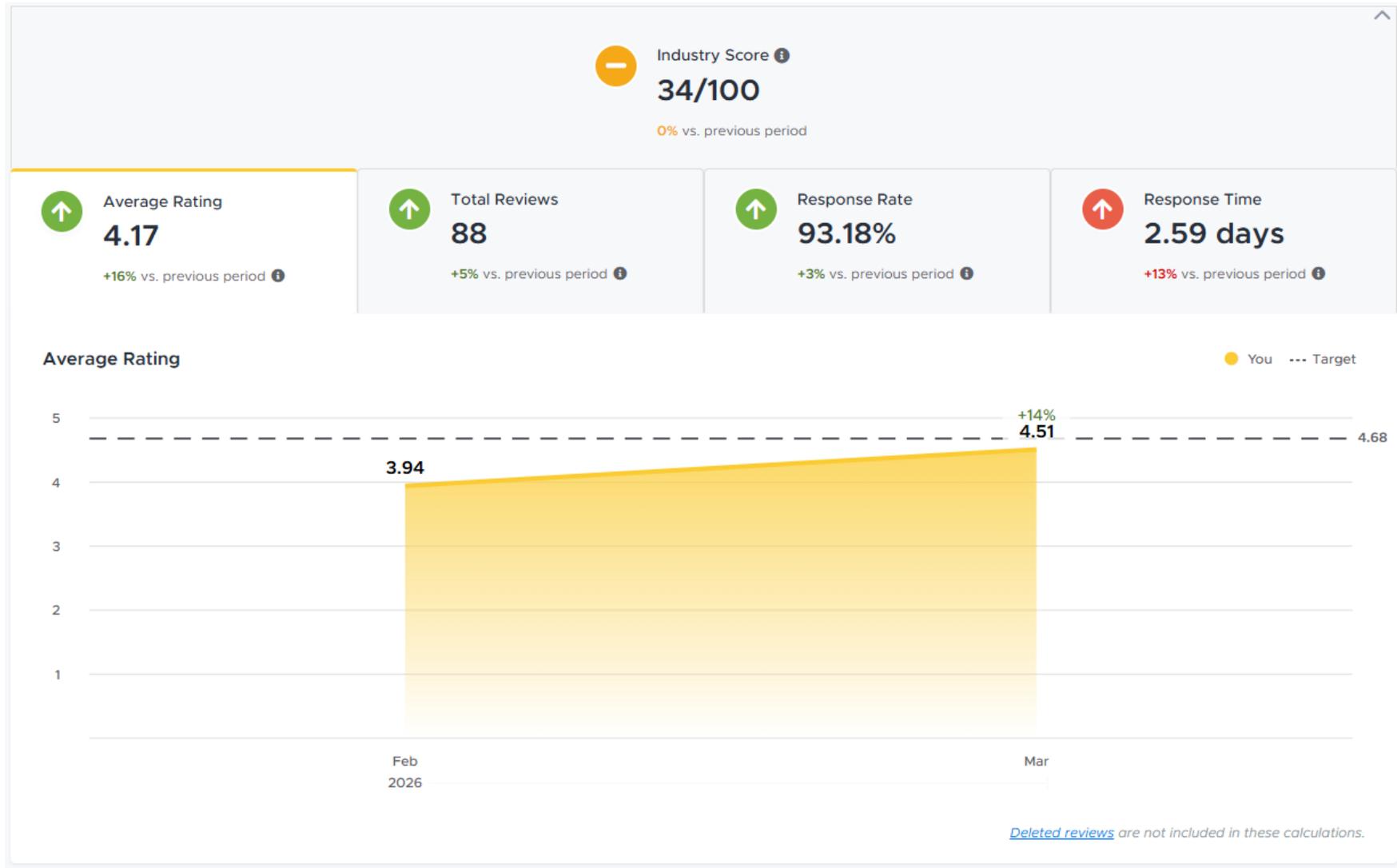
# Reputation Management



[KaweahHealth.org](https://www.KaweahHealth.org)

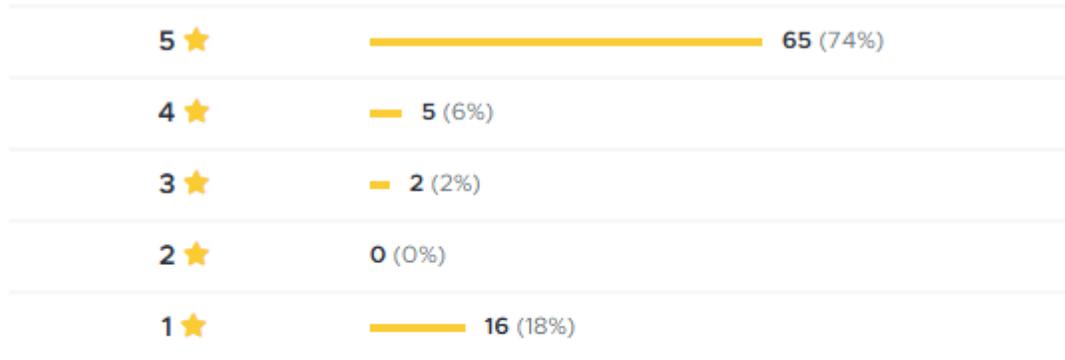


# Average Rating – February - March 2026

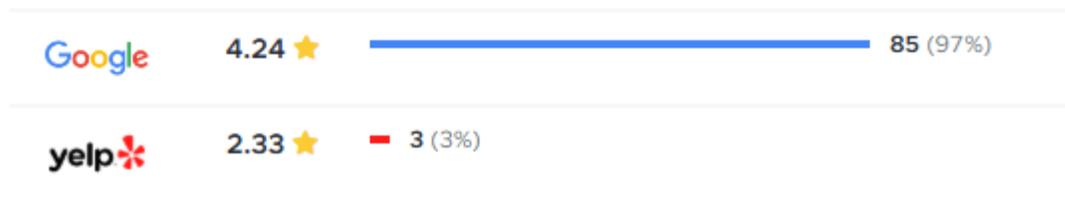


## Rating Info – February - March 2026

### Ratings Distribution



### Review Sites Distribution



Rank	Location	Industry Score
1	<b>Kaweah HealthTherapy Specialists (Visalia)</b> 1337 S Lovers Ln Visalia CA	36 / 100
2	<b>Kaweah Health Rehabilitation Hospital</b> 840 S Akers St Visalia CA	36 / 100
3	<b>Kaweah Health Therapy Specialists Spine and...</b> 820 S Akers St Visalia California	36 / 100