

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/kaweahdeltahealthcaredistrictboardofdirectorsmeet>

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 Sequoia Regional Cancer Center Pauline & Maynard Faught Room {4945 W. Cypress Ave., Visalia, CA} on Wednesday, August 5, 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

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.*

DISTRIBUTION:

Governing Board, Legal Counsel, Executive Team, Chief of Staff, www.kaweahhealth.org

Mike Olmos • Zone 1
Board Member

Jonna Schengel • Zone 2
Board Member

Dean Levitan, MD • Zone 3
Secretary/Treasurer

David Francis • Zone 4
President

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Kaweah Delta Health Care District Board of Directors Meeting

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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

Sequoia Regional Cancer Center - Pauline & Maynard Faught Room
4945 W. Cypress Ave., Visalia, CA

Wednesday August 5, 2026 {Committee Meeting}

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OPEN SESSION – 4:00 PM

Attending: Directors: Armando Murrieta (Chair) & David Francis; Marc Mertz, Chief Executive Officer; Max Heckhausen, VP of Strategy; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Patient & Community Experience; Gary Rogers, Communications Manager; Samantha Torres, Social Media Specialist; Jaclyn Bunting, Sr. Digital Strategist; 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 June 2026.](#)

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

Kaweah Delta Health Care District

Board of Directors Meeting

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4.1. Update on Community Experience and events.

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

5.1. Marketing & Communications Update

- 5.1.1 AI & Kaweah Health Visibility
- 5.1.2 Summer 2026 Vital Signs Review
- 5.1.3 New Branding Commercial

5.2. Social Media/Media Relations Update

ADJOURN

ADA Notice

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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, or on the District website.

Kaweah Delta Health Care District

Board of Directors Committee

Meeting Minutes

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Marketing & Community Relations Committee – OPEN MEETING

Wednesday June 10, 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; 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 Chair David Francis.

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

MINUTES- The open meeting minutes from April 1, 2026, were reviewed.

COMMUNITY EXPERIENCE –

4.1. Deborah Volosin provided a verbal update regarding community events and sponsorships, reporting a total of 587 community touches in the second quarter.

MARKETING & MEDIA RELATIONS –

5.1.1. Amee Longbottom provided a verbal update on the materials being developed for the new commercial.

5.1.2. The committee received an update on the organization's website, which has now been live for one year. It was reported that the website has received more than 100,000 visits since April. (see Attachment 5.1.2 of the agenda)

5.1.3. The team reported 1100 projects came in from July 2025 – June 2026. (see Attachment 5.1.3 of the agenda)

5.1.4. It was reported that 784 patient visits resulted from recipients of the latest Vital Signs issue.

5.1.5. Discussion ensued regarding patient retention.

5.1.6. Jaclyn Bunting gave a verbal update on leads generated through the EDGE campaign.

Kaweah Delta Health Care District

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Meeting Minutes

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5.1.7. The team reported 18 service lines were featured this past quarter in the eNewsletter.

5.1.8. The Primary Care Campaign ran from August 2025 – April 2026. It was reported that there was strong engagement with the digital ad.

5.2. – A report on recent marketing performance and engagement metrics was shared. (see attachment 5.2. of the agenda.

Adjourned at 4:54 PM

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Community Experience

Board Marketing Committee
August, 2026



kaweahhealth.org



Community Activities

6/1/2026-7/31/2026

(#) Community Members



Board Marketing Committee Report

Coverage Summary

06/01/2026 - 07/31/2026

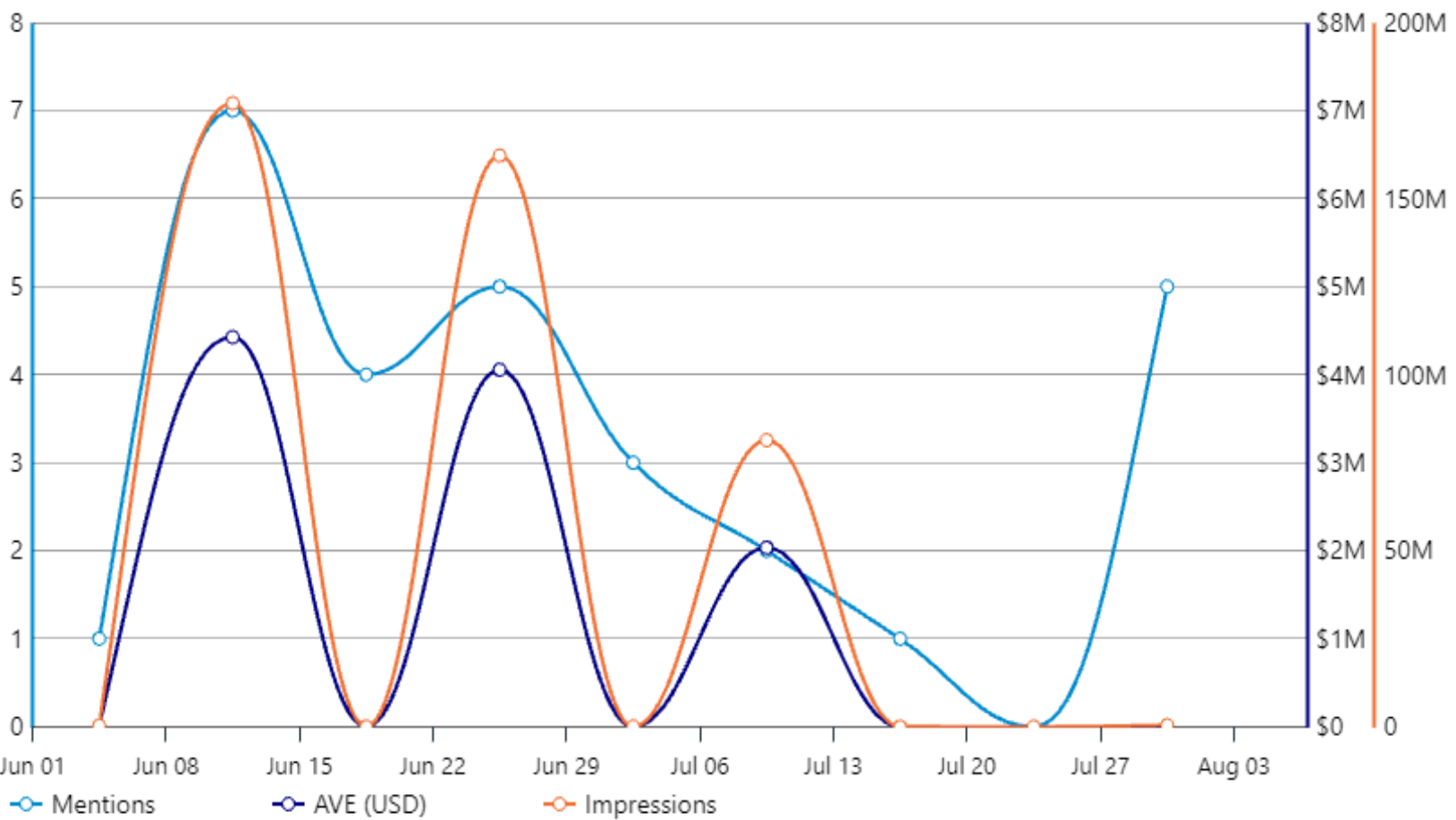
1. Kaweah Health News

Total Mentions	99	↘ -43%
Impressions	760.7M	↗ 31%
AVE(USD)	19.0M	↗ 31%

Coverage Trends

06/01/2026 - 07/31/2026

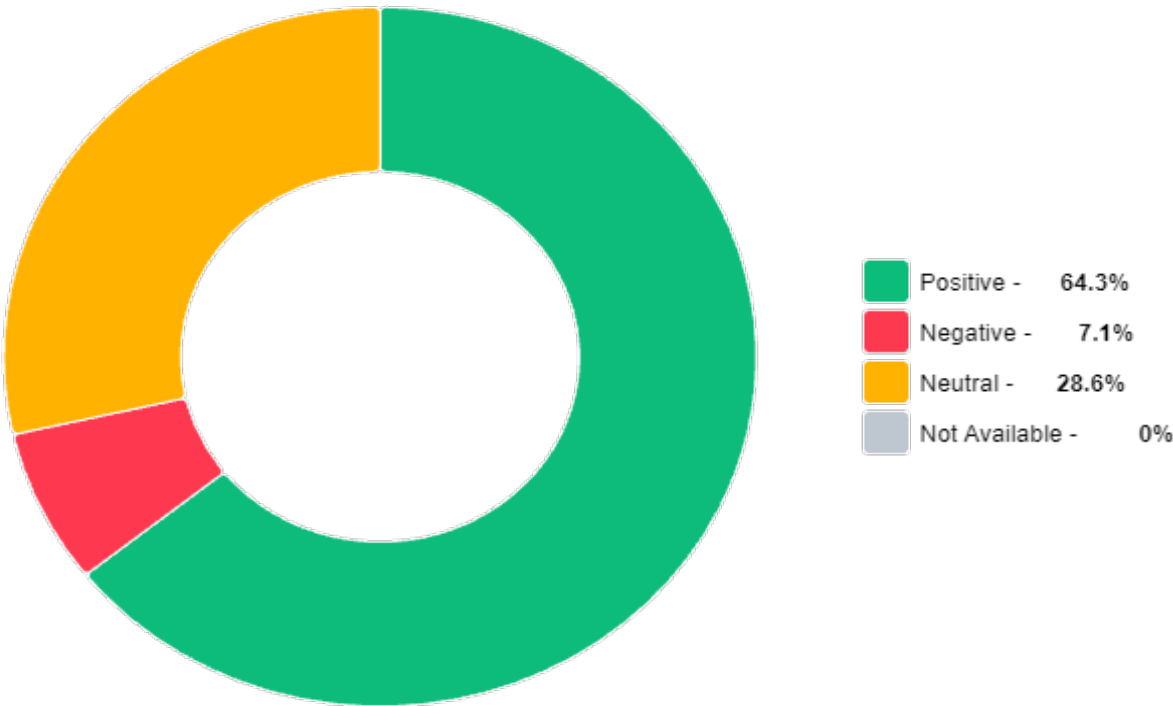
[Board Briefing](#)



Coverage Sentiment

06/01/2026 - 07/31/2026

[Board Briefing](#)



Top Mentions



Kaweah Health launches robotic knee surgery program

[The Business Journal](#)
Ben Hensley

Dr. Jun Kim, center, and his specialized surgical team performed Kaweah Health's first Mako robotic surgery on July 22, 2026. Photo courtesy of Kaweah Health published on July 28, 2026 - 5:08 PM Written b...

Impressions
29.7K

AVE (USD)
742

Published Date
07/28/2026 05:45 PM PDT
Domain Authority
56



Kaweah Health expands subacute care facility in Visalia

[Yahoo! US](#)
Danyelle Burke North

Kaweah Health is expanding its long-term subacute care facility in Visalia, reopening space that was closed after the COVID-19 pandemic and adding beds intended to help patients receive specialized car...

Impressions
80.8M

AVE (USD)
2.0M

Published Date
07/08/2026 06:01 PM PDT
Domain Authority
89



Kaweah Health performs its first robotic lung cancer surgery

[Yahoo! US](#)
Danyelle Burke North

Kaweah Health Medical Center has completed its first robotic lung cancer surgery, marking an expansion of advanced health care services in the region. Cardiothoracic surgeon Dr. Trung Ly Tran per...

Impressions
80.8M

AVE (USD)
2.0M

Published Date
06/26/2026 05:46 PM PDT
Domain Authority
89



Hospitals prepare for medical supply shortages following Medline warehouse fire in Tracy

[Yahoo! US](#) Vincent Camarillo

Hospitals across California are working to manage critical medical supplies after a massive fire destroyed a Medline warehouse in Tracy, disrupting deliveries from one ...

Impressions
80.8M

AVE (USD)
2.0M

Published Date
06/12/2026 07:51 PM PDT
Domain Authority
89



Tulare County officials warn of water dangers after 4 rescues in one week

[Yahoo! US](#)
Kassandra Gutierrez

In just one week, the Tulare County Sheriff's Office has responded to 4 water-rescue calls. The latest was on Thursday, when a 9-year-old girl was pulled out of Lake Kaweah. "These ...

Impressions
80.8M

AVE (USD)
2.0M

Published Date
06/12/2026 04:56 PM PDT
Domain Authority
89



CEOs lean on balance, culture to retain leaders

[Beckers Physician Leadership](#) Kristin Kuchno

Advertisement Better work-life balance was selected as the most important factor in health systems' efforts to retain leaders, according to a May 26 Becker's LinkedIn poll. Of the 547 respondents, 38% pointed...

Impressions
290.3K

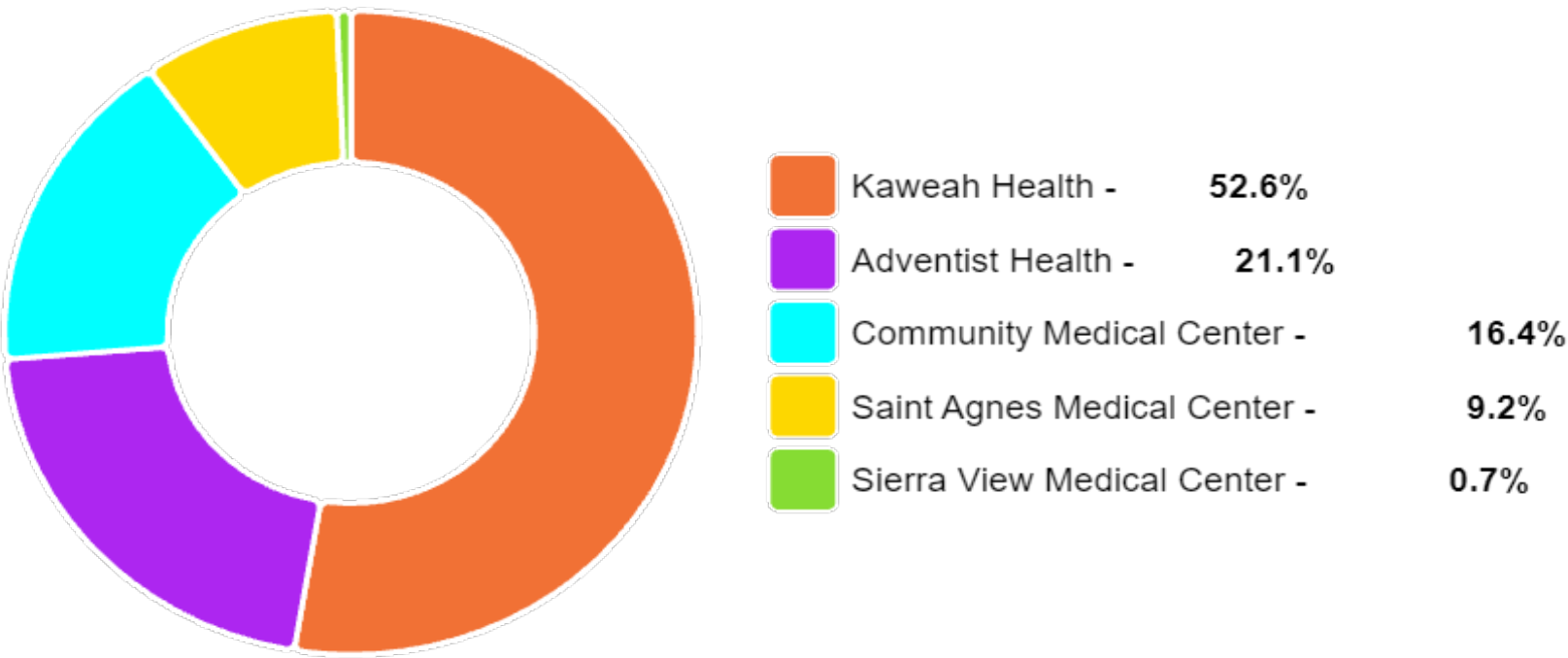
AVE (USD)
7.3K

Published Date
06/04/2026 12:01 PM PDT
Domain Authority
80

Kaweah & Competitors

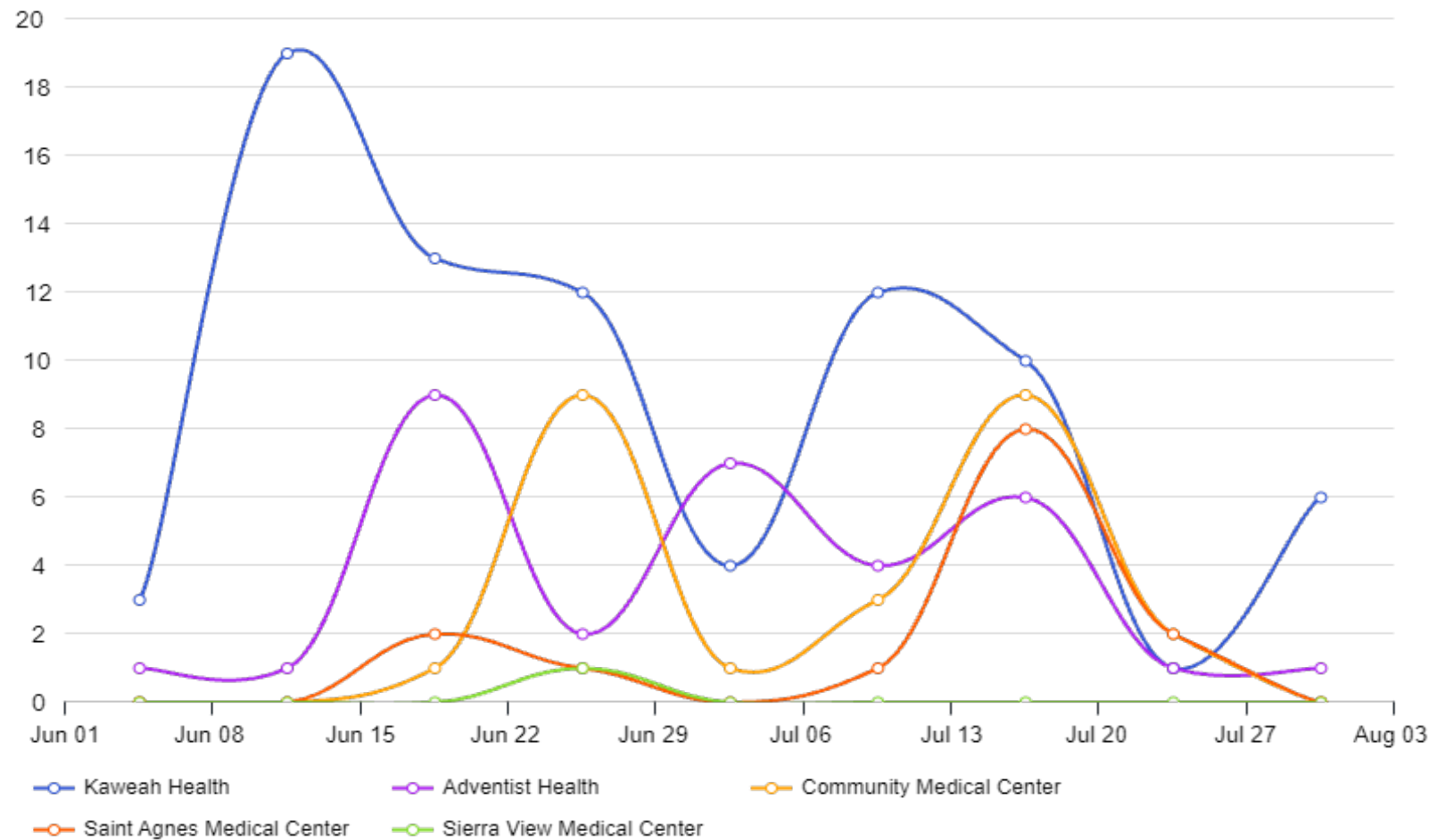
Share of Voice

06/01/2026 - 07/31/2026



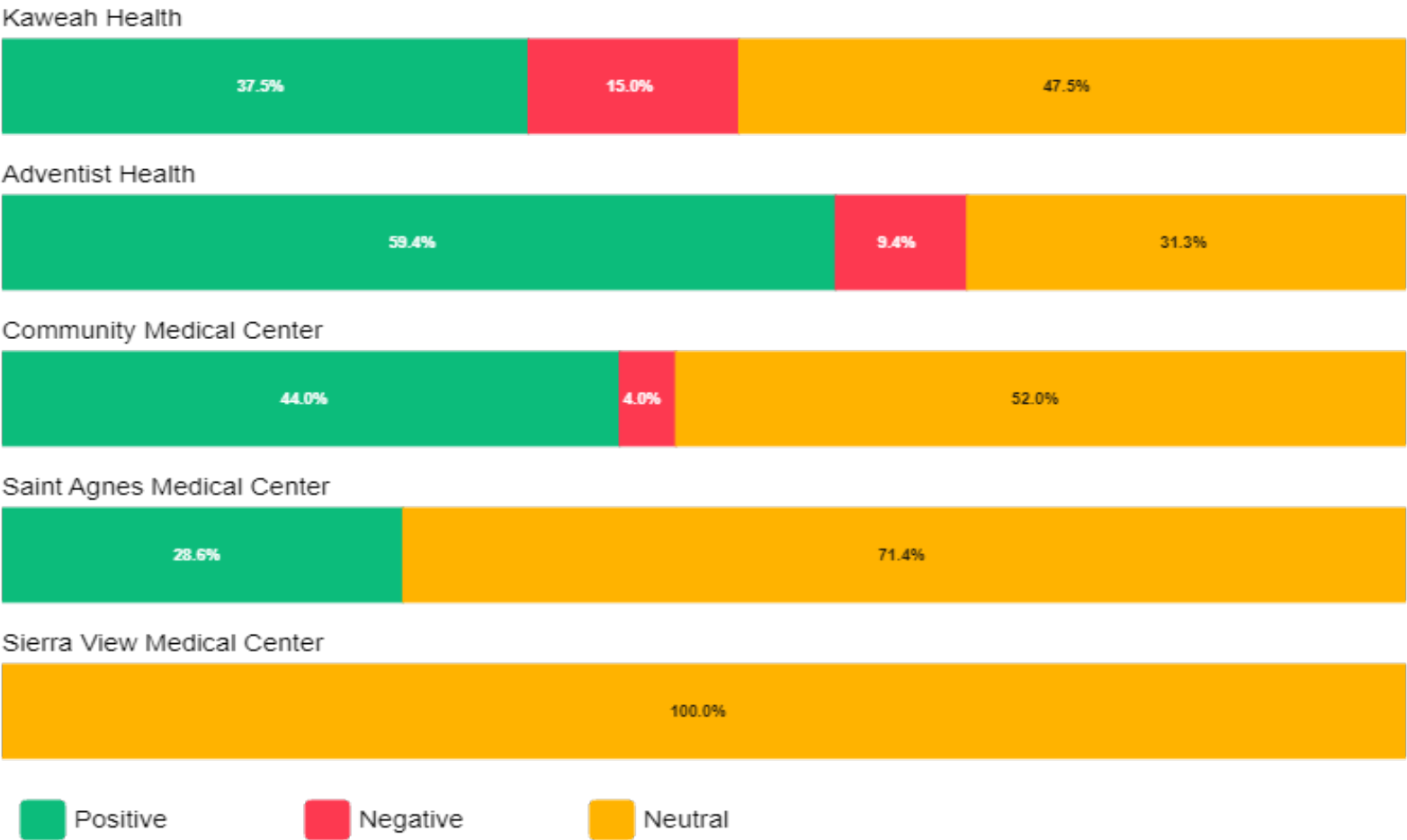
Volume Trend Comparison

06/01/2026 - 07/31/2026



Coverage Sentiment Comparison

06/01/2026 - 07/31/2026



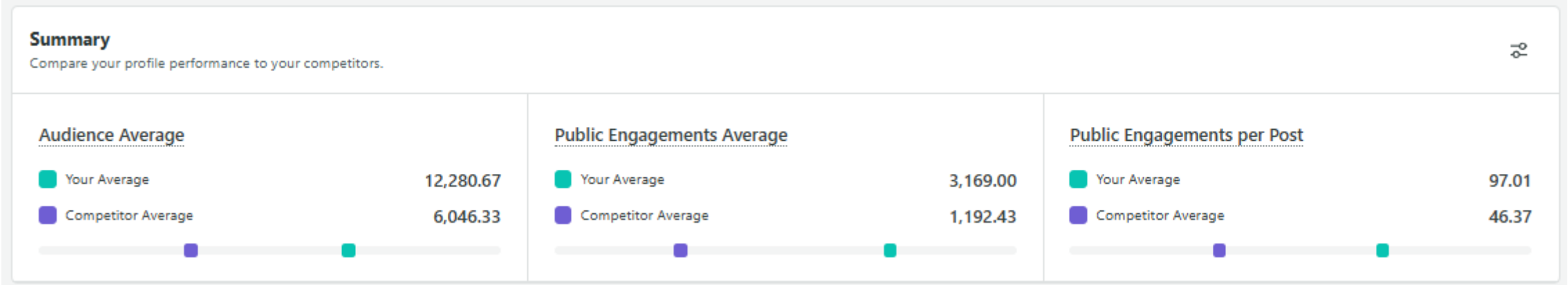
Social Media



KaweahHealth.org



Performance Summary – June – July 2026



Top Posts June – July 2026 – Post Engagements: Facebook

GME Mixer	Daisy Award	Ground breaking	Lotus Award
 Kaweah Health Wed 6/24/2026 2:38 pm PDT Say hello to our newest resident physicians and help us give them a warm welcome! 🎉 ...  Engagements 6,284 Reactions 117 Comments 4 Shares 1 Post Link Clicks — Other Post Clicks 6,162	 Kaweah Health Wed 7/15/2026 3:39 pm PDT "On my husband's final day of life our children and grandchildren were there to say their goodbye's. Anthony was..."  Engagements 5,009 Reactions 473 Comments 38 Shares 4 Post Link Clicks 10 Other Post Clicks 4,484	 Kaweah Health Thu 6/4/2026 9:09 am PDT Kaweah Health broke ground on a new adolescent wing at our Mental Health Hospital, expanding access to...  Engagements 4,039 Reactions 344 Comments 21 Shares 23 Post Link Clicks — Other Post Clicks 3,651	 Kaweah Health Tue 6/30/2026 6:02 pm PDT "She supported my dad physically, and gave our family peace of mind, knowing he was in such caring and capable..."  Engagements 2,810 Reactions 139 Comments 5 Shares 2 Post Link Clicks 7 Other Post Clicks 2,657

Top Posts June – July 2026 – Post Engagements: Instagram

Water Safety	Daisy Award	Lotus Award	Lung Cancer care
 kaweahhealth Fri 7/3/2026 9:14 am PDT Ahead of the Fourth of July weekend, our Emergency Department team is sharing a few important water safety...  Engagements636 Likes400 Comments3 Shares227 Saves6	 kaweahhealth Wed 7/15/2026 10:45 am PDT "On my husband's final day of life our children and grandchildren were there to say their goodbye's. Anthony was..."  Engagements391 Likes339 Comments12 Shares32 Saves8	 kaweahhealth Tue 6/30/2026 3:03 pm PDT "She supported my dad physically, and gave our family peace of mind, knowing he was in such caring and capable..."  Engagements306 Likes268 Comments1 Shares33 Saves4	 kaweahhealth Tue 6/16/2026 9:09 am PDT Advanced lung cancer care is available at Kaweah Health.  Engagements298 Likes259 Comments2 Shares32 Saves5

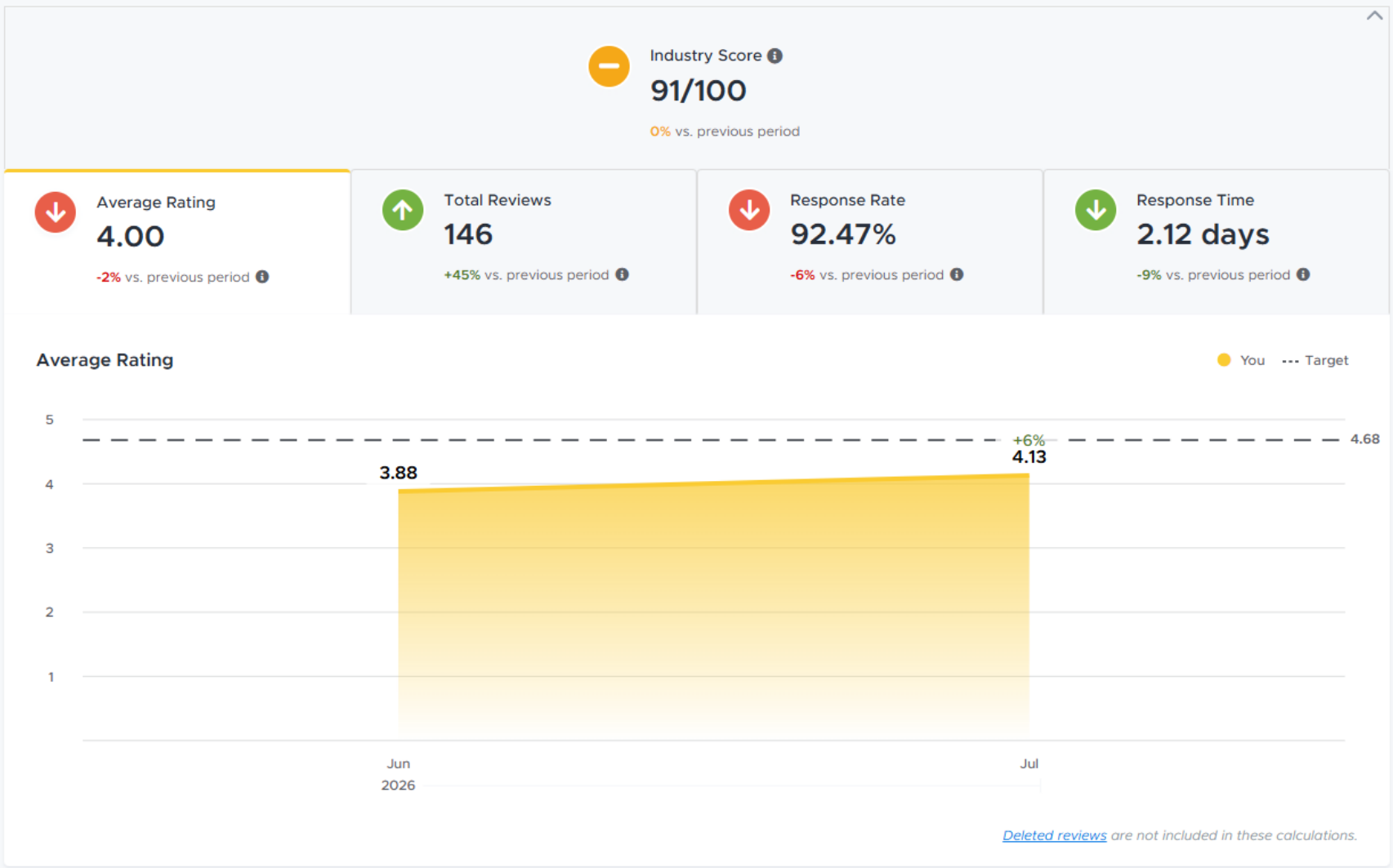
Reputation Management



KaweahHealth.org



Average Rating – June – July 2026

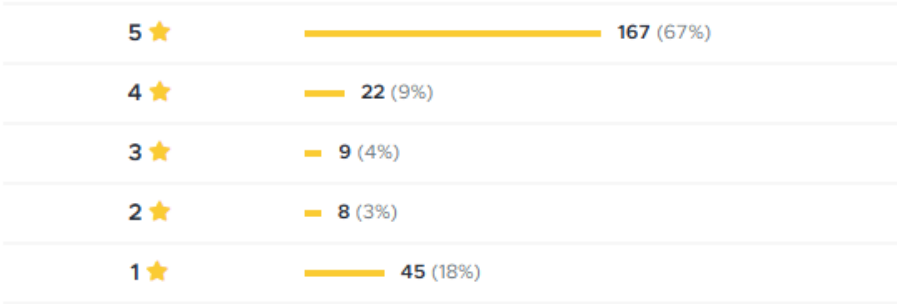


Rating Info – June – July 2026

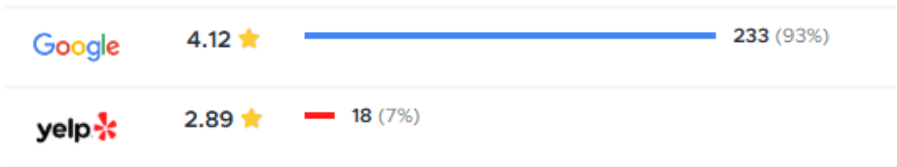
DISTRIBUTIONS

Breakdown of ratings and review sources during the selected period

Ratings Distribution



Review Sites Distribution



Rank	Location	Industry Score
1	Kaweah Health Dinuba Clinic 355 Monte Vista Dr Dinuba CA	92 / 100
2	Kaweah Health Medical Clinic - Akers 5300 W Tulare Ave Visalia California	92 / 100
3	Kaweah Health Medical Center 400 W Mineral King Ave Visalia CA	91 / 100