

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 Avenue, Visalia, CA} on Wednesday, August 20, 2025:

- 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

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KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS

Meeting held: Wednesday, August 20, 2025 • Kaweah Health Medical Center
305 W. Acequia Avenue - Executive Office Conference Room

Attending: Directors: Dave Francis (Chair) & 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; 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 June 2025.](#)

2. INTRODUCTIONS – Introduction of Nou Her, Sr. Social Media Specialist

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

3.1. Update on community experience and events.

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

4.1. Marketing & Communications Update

4.1.1. Website Update

4.1.2. Brand Study Results

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4.1.3. Physician Referral and Patient eNewsletter

4.1.4. Vital Signs

4.2. [Social Media/Media Relations Update](#)

ADJOURN – David Francis, Chair

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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

Kaweah Delta Health Care District

Board of Directors Committee

Meeting Minutes

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Marketing & Community Relations Committee – OPEN MEETING

Wednesday June 4, 2025

Kaweah Health Medical Center – Executive Office Conference Room

Present: Director: Armando Murrieta; Marc Mertz, Chief Strategy Officer; 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; 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 April 2, 2025 were reviewed.

COMMUNITY EXPERIENCE – A verbal update was provided regarding recent community engagement meetings and events.

MARKETING & MEDIA RELATIONS –

3.1.1 – Announcement of the new Kaweah Health exhibit at ImagineU Children’s Museum. (see Attachment 3.1.1 of the agenda)

3.1.2 – Presentation of new internal graphics. (see Attachment 3.1.2 of the agenda)

3.1.3 – Overview of the recent advertisements, including bus ads, digital ads, and QR code promotions focusing on lab services and Stroke Month. (see Attachment 3.1.3 of the agenda)

3.1.4 – Discussed the content and distribution of the Summer Edition of Vital Signs. (see Attachment 3.1.4 of the agenda)

3.1.5 – Recap of the Kaweah Night at the Rawhide event. (see Attachment 3.1.5 of the agenda)

3.1.6 – A verbal update was provided on the following items:

- May Stroke Month
- Website Enhancements
- Branding Commercial
- Media Planning & Budgeting

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- Medical Minute Segment
- Lab Online Appointments Rollout
- Nurses Week/Hospital Week
- Jennah 2-Year Extension

3.2 – An update on recent marketing performance and engagement metrics was presented. (see Attachment 3.2 of the agenda)

Adjourned at 4:46 PM

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Social Media



KaweahHealth.org



Performance Summary – June - July 2025

Profile	Audience	Net Audience Growth	Published Posts	Public Engagements	Public Engagements per Post	% Audience Growth	Published Carousels	Published Videos	Published Photos	Published Links	Published Text	Reactions	Comments	Shares
Your Profiles Average	7,338.80	30.40	15.20	1,623.00	106.78	0.42%	6	0.40	12.00	2.33	0.33	1,427.40	164.20	52.33
Competitor Profiles Average	16,317.55	90.45	28.42	1,766.08	62.15	0.56%	11.2	5.50	16.17	3.57	0.00	1,653.50	64.00	83.29
1  valleychildrens	26,379	264	21	7,847	373.67	1.01%	8	12	1	N/A	N/A	7,692	155	N/A
2  Kaweah Health	25,870	79	35	5,319	151.97	0.31%	N/A	0	27	7	1	4,445	717	157
3  kaweahhealth	7,782	65	31	2,796	90.19	0.84%	6	2	23	N/A	N/A	2,692	104	N/A
4  adventisthealth	19,231	234	59	2,709	45.92	1.23%	12	18	29	N/A	N/A	2,613	96	N/A
5  Valley Children's	63,348	95	27	2,661	98.56	0.15%	N/A	8	12	7	0	2,219	114	328
6  dignityhealthbakers...	4,070	125	34	1,857	54.62	3.17%	14	8	12	N/A	N/A	1,799	58	N/A
7  sierraviewmedical	2,145	59	50	1,672	33.44	2.83%	16	8	26	N/A	N/A	1,633	39	N/A
8  Sierra View Medical...	5,519	53	50	1,591	31.82	0.97%	N/A	4	39	7	0	1,340	157	94
9  saintagnesmedicalc...	3,460	74	27	1,209	44.78	2.19%	6	2	19	N/A	N/A	1,158	51	N/A

Top Posts June – July 2025 – Post Engagements: Facebook

GME

Kaveah Health
 Wed 7/23/2025 8:05 pm PDT

We are proud to welcome our newest class of resident physicians and fellows to Kaveah Health. These doctors have...


**KAVEAH HEALTH
 FAMILY MEDICINE RESIDENTS**


Dr. J. J. J. J. J.
 Dr. J. J. J. J. J.
 Dr. J. J. J. J. J.
 Dr. J. J. J. J. J.
 Dr. J. J. J. J. J.
 Dr. J. J. J. J. J.
 Dr. J. J. J. J. J.

Metric	Count
Total Engagements	27,797
Reactions	446
Comments	26
Shares	10
Post Link Clicks	11
Other Post Clicks	27,304


Rubber Duck Race

Daisy Award




Kaweah Health
 Thu 6/12/2025 4:37 pm PDT

We're proud to recognize Ginger Scott, RN, from our Mother/Baby unit. Ginger is the heart of compassionate care. Her...



Total Engagements

Reactions

Comments

Shares

Post Link Clicks

Other Post Clicks

6,874





518

115

10

12

6,219

Daisy Award




Kaweah Health
 Wed 7/2/2025 3:40 pm PDT



Please join us in recognizing Emily Cain, RN, a DAISY Award honoree from our Intensive Care Unit. Emily is the heartbe...
























Total Engagements	5,329
Reactions	293
Comments	29
Shares	7
Post Link Clicks	9
Other Post Clicks	4,991






Top Posts June – July 2025 – Post Engagements: Instagram

Daisy Award	Daisy Award	GME	CNO Announcement
<div><div><div><div>kaweahhealth</div><div>Thu 6/12/2025 2:14 pm PDT</div></div></div><div><p>We're proud to recognize Ginger Scott, RN, from our Mother/Baby unit. Ginger is the heart of compassionate care. Her...</p><div></div></div><div><div>Total Engagements268</div><div>Likes232</div><div>Comments20</div><div>Shares11</div><div>Saves5</div></div><div><div>...</div><div></div><div></div></div></div>	<div><div><div><div>kaweahhealth</div><div>Wed 7/2/2025 6:52 pm PDT</div></div></div><div><p>Please join us in recognizing Emily Cain, RN, a DAISY Award honoree from our Intensive Care Unit. Emily is the heartbe...</p><div></div></div><div><div>Total Engagements260</div><div>Likes235</div><div>Comments18</div><div>Shares5</div><div>Saves2</div></div><div><div>...</div><div></div><div></div></div></div>	<div><div><div><div>kaweahhealth</div><div>Thu 6/26/2025 1:55 pm PDT</div></div></div><div><p>We're excited to welcome our newest class of resident physicians and fellows as they begin their journey through our six...</p><div></div></div><div><div>Total Engagements232</div><div>Likes190</div><div>Comments6</div><div>Shares29</div><div>Saves7</div></div><div><div>...</div><div></div><div></div></div></div>	<div><div><div><div>kaweahhealth</div><div>Thu 7/3/2025 12:24 pm PDT</div></div></div><div><p>We are pleased to announce Schlene Peet as Kaweah Health's new Chief Nursing Officer (CNO). With more than 20 years ...</p><div></div></div><div><div>Total Engagements192</div><div>Likes156</div><div>Comments8</div><div>Shares24</div><div>Saves4</div></div><div><div>...</div><div></div><div></div></div></div>

Kaweah Health en Español
@kaweahhealthspanol

 1K LIKES, 1,146 Followers
 117 Followers

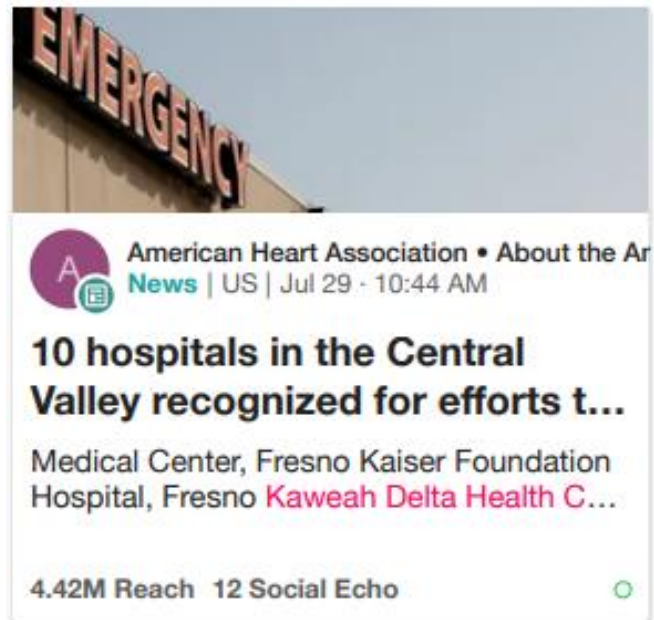
Media Relations Update



KaweahHealth.org



Top Performing News Content – June - July 2025



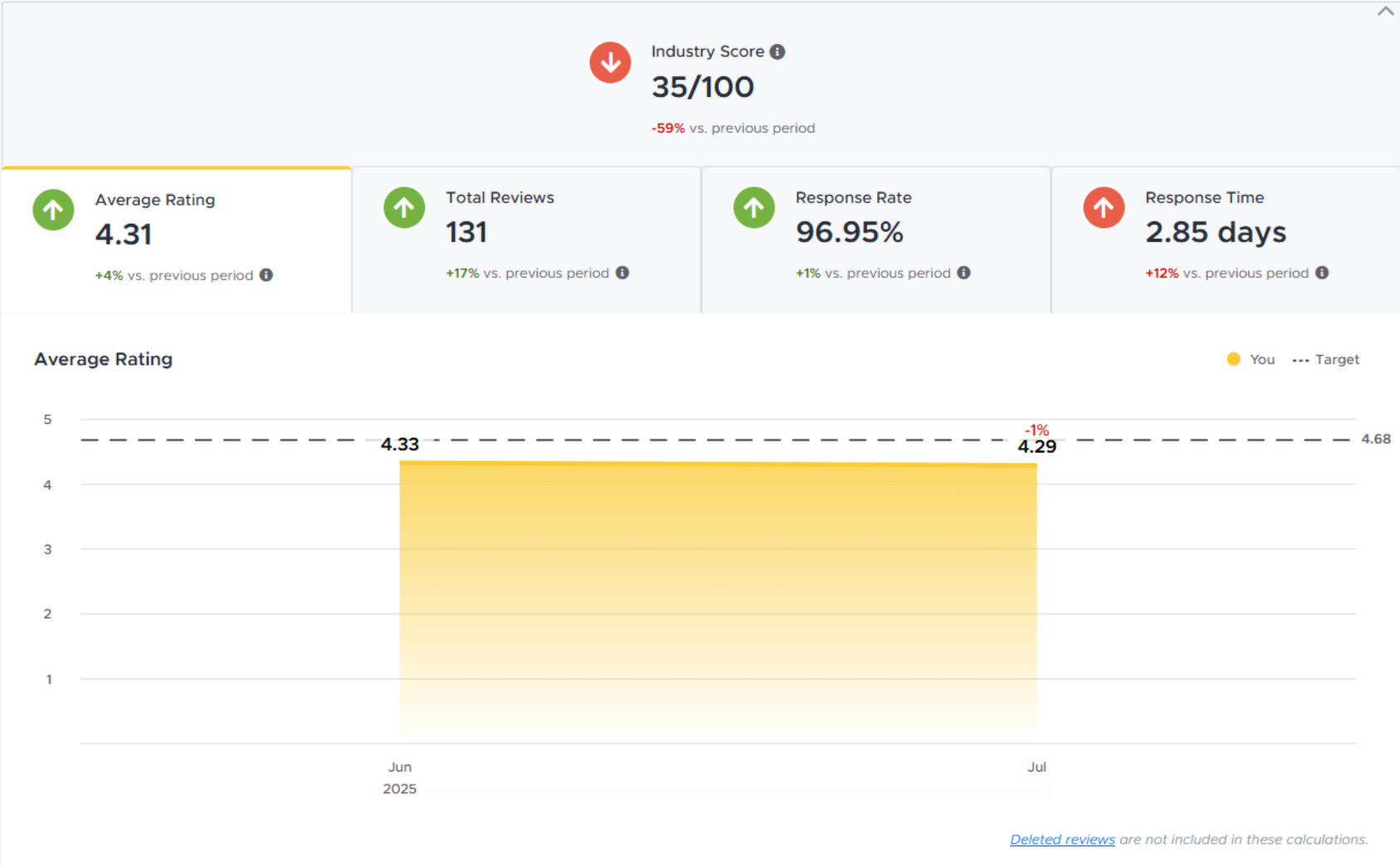
Reputation Management



KaweahHealth.org



Average Rating – June – July 2025



Rating Info – June – July 2025



Rank	Location	Industry Score
 1	Kaweah Health Cardiology Center 820 S Akers St Visalia CA	36 / 100
 2	Kaweah Health Exeter Clinic 1014 San Juan Ave Exeter California	36 / 100
 3	Kaweah Health Hand Therapy Specialist (Visalia) 2342 W Sunnyside Ave Visalia CA	36 / 100