



March 28, 2024

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 4:00PM on Wednesday April 3, 2024, at The Sequoia Regional Cancer Center Conference Room; 4945 W Cypress Avenue, Visalia 93277.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

The disclosable public records related to agendas are available for public inspection at Kaweah Health Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA and on the Kaweah Delta Health Care District web page <https://www.kaweahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
David Francis, Secretary/Treasurer

A handwritten signature in blue ink, appearing to read "Kelsie K. Davis".

Kelsie K. Davis
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:
Governing Board, Legal Counsel, Executive Team, Chief of Staff
<http://www.kaweahhealth.org>



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

Wednesday, April 3, 2024
Sequoia Regional Cancer Center Conference Room
4945 W. Cypress Avenue – Kaweah Health Sequoia Regional Cancer Center

ATTENDING: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Tellalian Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; Raymond Macareno, Sr. Communications Specialist; María Rodríguez Ornelas, Sr. Communications Specialist; Gary Rogers, Sr. Communications Specialist; Patrick Moorman, Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; and Lisette Mariscal, Recording

OPEN MEETING – 4:00 PM

1. **CALL TO ORDER** – *Ambar Rodriguez, Chair*
2. **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.
3. **MINUTES** - Approval of open meeting minutes from February 2024.
4. **MARKETING & MEDIA RELATIONS** – *Karen Tellalian Cocagne, Director of Marketing & Communications*
 - 4.1. [Marketing Update](#)
 - 4.2. [KSEE24 Round Table Discussion](#)
 - 4.3. [Review of Summer Vital Signs](#)
 - 4.4. [Media Relations Update](#)
 - 4.5. [Social Media Update](#)
 - 4.6. [Reputation Management](#)
5. **COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 5.1. Update on community engagement and events
 - 5.2. [Community Resident Hosting Program](#)
 - 5.3. [Community Advisory Council Application](#)

ADJOURN – *Ambar Rodriguez, Chair*

Mike Olmos – Zone I
President

Lynn Havard Mirviss – Zone II
Vice President

Dean Levitan, MD – Zone III
Board Member

David Francis – Zone IV
Secretary/Treasurer

Ambar Rodriguez – Zone V
Board Member

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

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.



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

Wednesday, February 21, 2024

Executive Office Conference Room

400 W Mineral King Avenue – Kaweah Health Executive Office Conference Room

PRESENT: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Tellalian, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; Raymond Macareno, Sr. Communications Specialist; María Rodríguez Ornelas, Sr. Communications Specialist; and Kelsie Davis, Recording

CALLED TO ORDER – 4:00PM

PUBLIC / MEDICAL STAFF PARTICIPATION – None.

MARKETING & MEDIA RELATIONS – *Karen Tellalian and her team reviewed the below which is attached to the minutes.*

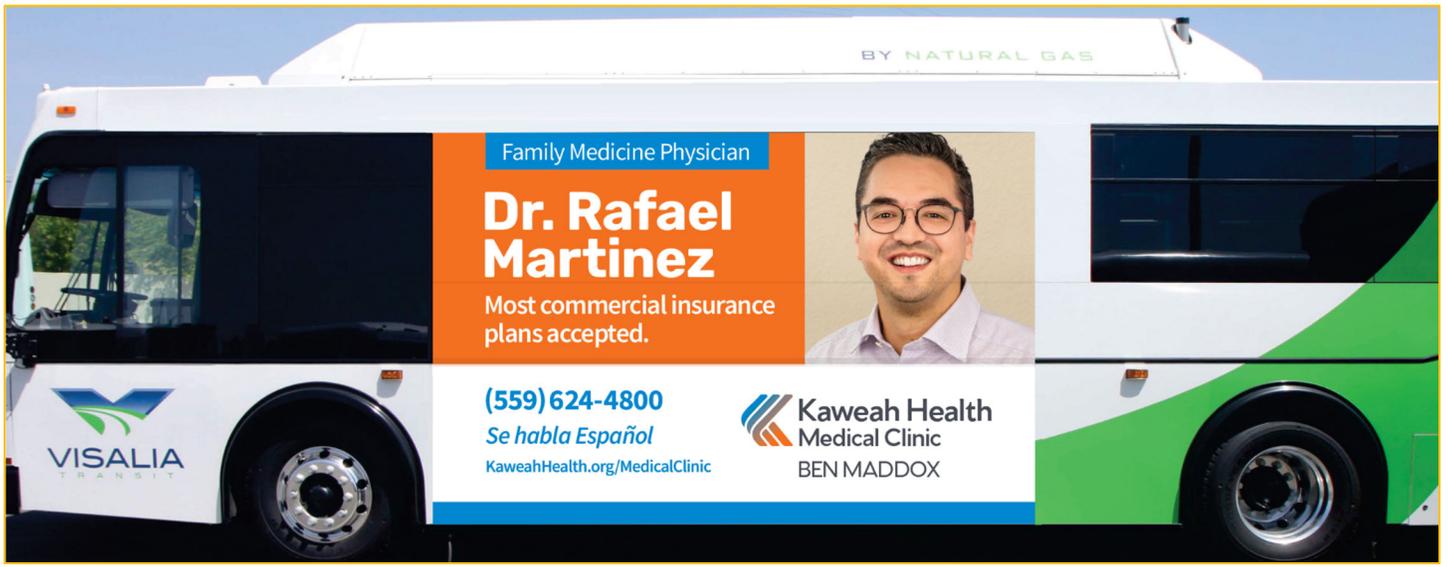
- Social Media Update
- Marketing Update
- Digital Campaign ROI report
- 2023 End of Year Internal Communications Report
- Review of Spring Vital Signs

COMMUNITY ENGAGEMENT – *Deborah Volosin gave a verbal update on community engagement meetings and events that Kaweah attended the past two months.*

ADJOURN – 4:50PM

MARKETING UPDATES

- **Bus ads**
 - **City of Visalia**
 - Population 157,347 covering 50 square miles
 - Dr. Martinez



- **Billboards**
 - **Visalia Rawhide 2024**
 - Kaweah Health Grandstands
 - **Highway 198** (Hanford)
 - Weekly traffic 112,998 impressions
 - Stanford Medicine

Kaweah Health and Stanford Health Care:

Providing advanced cardiothoracic surgery.



KaweahHealth.org/HeartSurgery

- **Print**
 - **Tulare Farm Bureau** (Monthly publication) March 2024
 - ½ page (Stanford Medicine and Dr. Mclean)
 - **Tulare Farm Bureau** (Monthly publication) April 2024
 - ½ page (SRCC)
 - **The Good Life** (bi-monthly publication)
 - ½ page (Stanford Medicine and Dr. Mclean)
 - **Local Newspapers**
 - ½ page (Stanford Medicine and Dr. Mclean)
 - Visalia Times Delta, Tulare, Sun Gazette, Fresno Bee, Hanford Sentinel and Porterville
 - Double Truck (Doctors Day, March 30)
 - Visalia Times Delta, Tulare, Fresno Bee, Hanford Sentinel, Kingsburg/Selma and Porterville

Kaweah Health and Stanford Health Care:

Providing advanced
cardiothoracic surgery.

Welcome Cardiothoracic Surgeon
Michael K. McLean, MD



Dr. Michael K. McLean is a board-certified cardiothoracic surgeon and Stanford Medicine faculty member. Through a new affiliation with Stanford Health Care, Dr. McLean joins Kaweah Health in providing world-class cardiothoracic surgery. This means that more of our community will have access to lifesaving treatments such as bypass surgery and valve repair while remaining close to home and family.

Kaweah Health, working together with Stanford Health Care — just part of our ongoing commitment to meeting health care needs for you and those you love.

TO LEARN MORE, VISIT: KaweahHealth.org/HeartSurgery



Kaweah Health Cardiothoracic Surgery Clinic
505 W. Main St. • Visalia, CA 93291
(559) 627-8600

More moments like these.



CANCER. Nobody likes to talk about it, but when it touches you or someone you love, it's all you can think about.

The staff at Sequoia Regional Cancer Center are literal life-savers, but they need you to do your part. Early detection and prevention are key to beating cancer. If you smoke, quit. If you don't get yearly checkups, start now. We want you to enjoy more moments like these.

To learn more about preventing and beating cancer, visit KaweahHealth.org/Cancer



**Sequoia Regional
Cancer Center**

Radiation Oncology - A division of Kaweah Health

Visalia Cancer Center Location

4945 W. Cypress Ave., Visalia, California
(559) 624-3100

Hanford Cancer Center Location

1443 W. 7th St., Hanford, California
(559) 585-7115

- **Email blast** (30-Minute Round Table Discussion with KSEE 24 (NBC))
 - February 27
 - 46,914 sent, 5,676 opens, 202 clicks

[View in browser](#)



February is National Heart Month, a time when the nation spotlights heart disease, the number one killer of Americans.

Heart Care in the Central Valley, a 30-minute educational program featuring Kaweah Health physicians and leadership. The program will air February 28 at 7 p.m. on **KSEE 24** and cover the recognition, diagnosis, and treatment of heart and vascular disease.

[Click to watch](#)



The program is hosted by **Stefani Booroojian** and will feature the following Kaweah Health team members:

- Dr. LaMar Mack, Vascular Surgeon
- Dr. Michael K. McLean, Cardiothoracic Surgeon
- Dr. Sarmad Said, Cardiologist
- Dr. Atul Singla, Interventional Cardiologist
- Tracy Salsa, Director of Cardiovascular Services
- Gary Herbst, Chief Executive Officer

Kaweah Health Medical Center
400 West Mineral King Avenue, Visalia, CA 93291
(559) 624-2000

- **Radio** :60 English and Spanish commercials
 - Stanford Medicine and Dr. Mclean
 - Dr. Martinez (April)



- **Television** :15 English, :30 English and Spanish commercials
 - Stanford Medicine and Dr. Mclean, March (:30)
 - Stanford Medicine and Dr. Mclean, March (:15)
 - Mother/Baby and SRCC, April (:15)



Dr. Michael K. McLean
Stanford Medicine Cardiothoracic Surgeon

Kaweah Health
MORE THAN MEDICINE. LIFE.

Kawe
MÁS QUE

our promise. Health is our excellence is our foc

Schedule a Cardiologist Appointment
Learn More at KaweahHealth.org/HeartDoctor

- **YouTube** (over 22,000 views)
 - :15 Stanford Medicine and Dr. Mclean

YouTube kaweah health × 🔍 🎤



Dr. Michael K. McLean
Stanford Medicine Cardiothoracic Surgeon

Stanford MEDICINE
Stanford University
Health Care

DOCTOR

0:05 / 0:15

Stanford Medicine | Kaweah Health | Welcome Commercial

 Kaweah Health
459 subscribers [Subscribe](#)

 2   Share  Save 

- Rosa Knee (Digital and PPC)
- Ben Maddox (Digital and PPC)
- Stanford (Digital, Your Central Valley.com)



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Accepting New Patients.
(559) 624-4800

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Kaweah Health and Stanford Health Care:

Providing advanced cardiothoracic surgery.



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(Discussion)

- Mercury Edge 2024 digital campaign
- New Movers

- **30-Minute Round Table Discussion with KSEE 24 (NBC)**
 - **Aired February 28th 7pm** (over 5,000 people tuned in)
 - Gary Herbst, Chief Executive Officer
 - Dr. Sarmad Said, Cardiologist
 - Dr. Atul Singla, Intervention Cardiologist
 - Dr. LaMar Mack, Vascular Surgeon
 - Dr. Michael McLean, Cardiothoracic Surgeon
 - Tracy Salsa, Director Cardiovascular Services

Website:

HEALTH

WATCH: Recognition, diagnosis, treatment for heart health: Kaweah Health round table

by: [Stefani Booroojian](#)
Posted: Feb 28, 2024 / 07:00 PM PST
Updated: Feb 27, 2024 / 05:49 PM PST



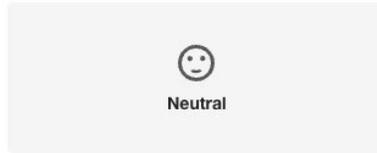


BNN Breaking • Olalekan Adigun
News | HK | Feb 28 · 7:15 PM

Fresno Emphasizes Heart Health: Kaweah Health Expe...

... of KSEE24 led a compelling conversation with experts from **Kaweah Health**, focusing on the importance of maintaining heart health and ...

Sentiment



Potential reach ⓘ



Mobile
81% 3.09M

Web
19% 719k

Top Entities ⓘ

NAME	SENTIMENT
📍 fresno	😊 Neutral
🏢 kaweah health	😊 Neutral
📍 u.s.	😊 Positive
👤 stefani booroajian	😊 Neutral
🏢 Eureka Advertisement	Not Rated

[Show more](#)

- **Vital Signs Articles for Summer 2024**

1. Letter from CEO: 1 page
2. Starlight Awards – 2 pages
3. Patient-EMS Reunion; Steven Fulleylove – 2 page
4. Ortho/Spine; Dr. Daniels, Dr. Fang 1-2 pages
5. Strathmore Coach Success Story; Jeromy Blackwell – 2 pages
6. Urgent Care of ER? – 1 page
7. Local Docs profile – 1 page
8. PEDs storytime 1 page
9. Mother Baby Unit 1-2 pages
10. Foundation – Heritage Club Ad – 1 page
11. How to get the most out of your visit/Clinics - 1 page
12. Guild Services – 1 or 2 pages



Media Relations Update



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



Top Performing News Content – February 13, 2024 – March 25, 2024

Yahoo! News · Stefani Booroojian
News | US | Feb 28 · 7:00 PM

WATCH: Recognition, diagnosis, treatment for heart health: Kaweah Health round table

... special round table, KSEE24's Stefani Booroojian finds out from **Kaweah Health** experts what we can do to stay healthy and make sure we

Kaweah Health

60.8M Reach 4.25k Views 1 Duplicates



Positive

BNN Breaking · Olalekan Adigun
News | HK | Feb 28 · 7:15 PM

Fresno Emphasizes Heart Health: Kaweah Health Experts Share Vital Insights

... of KSEE24 led a compelling conversation with experts from **Kaweah Health**, focusing on the importance of maintaining heart health and ...

Kaweah Health

3.8M Reach

Positive

The Bond Buyer @thebondbuyer
X | Feb 15 · 9:04 AM

Beleaguered **Kaweah Health** Care District in central California had its rating outlook revised to stable from negative by Moody's Investors Service, which cited significant traction by management on its financial turnaround plans.

<https://t.co/QWcPxXZPUx>

Kaweah Health

11.9k Reach

Positive

The Bond Buyer
News | US | Feb 14 · 10:22 AM

Improved financials at Kaweah Health spur Moody's rating outlook boost

Beleaguered **Kaweah Health** Care District in central California had its rating outlook revised to stable from negative by Moody's Investors ...

Kaweah Health

31.7k Reach 2 Social Echo 153 Views 1 Duplicates

Positive

Top 10 Best Hospitals in California 2024 by Healthgrades & US News

By Jenny Lee | March 15, 2024 | 09:03

Share Tweet Email In Share

A ranking of the top 10 hospitals in California for 2024 has been compiled by Knowinsiders.com. The rankings were established by assessing a number of US News and Healthgrades criteria.

 Kaweah Health Medical Center

Social Media



kaweahhealth.org



Competitor Performance - February 13, 2024 – March 25, 2024

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	5,982.57	29.29	34.14	2,192.29	64.21	0.49%	14.5	7.29	21.29	1.25	1.25	2,061.57	104.14	46.50
Competitor Profiles Average	14,300.58	95.58	20.85	1,008.38	48.37	0.67%	9.8	3.77	11.77	2.38	0.13	928.38	31.77	78.38
1 Valley Children's	62,734	352	11	1,091	99.18	0.56%	N/A	1	9	1	0	652	47	392
2 Kaweah Health	26,425	62	81	7,255	89.57	0.24%	N/A	20	58	2	1	6,558	533	164
3 valleychildrens	23,609	295	8	3,591	448.88	1.27%	6	2	0	N/A	N/A	3,567	24	N/A
4 @CareForKids	19,348	25	26	143	5.50	0.13%	N/A	0	17	8	1	112	12	19
5 adventisthealth	16,239	248	33	1,615	48.94	1.55%	6	16	11	N/A	N/A	1,572	43	N/A
6 Community Region...	14,813	23	7	304	43.43	0.16%	N/A	1	3	3	0	260	18	26
7 Saint Agnes Medica...	13,066	21	14	383	27.36	0.16%	N/A	2	12	0	0	299	34	50
8 Adventist Health in ...	7,321	37	38	822	21.63	0.51%	N/A	10	21	7	0	669	67	86
9 kaweahhealth	7,109	72	73	7,387	101.19	1.02%	19	18	36	N/A	N/A	7,225	162	N/A
10 Sierra View Medical...	5,143	28	30	852	28.40	0.55%	N/A	0	30	0	0	728	70	54
11 Kaweah Health Lif...	3,912	6	8	27	3.38	0.15%	N/A	1	5	2	0	25	1	1
12 dignityhealthbak...	3,016	75	33	1,321	40.03	2.55%	13	15	5	N/A	N/A	1,289	32	N/A
13 saintagnesmedicalc...	2,871	29	23	1,240	53.91	1.02%	10	2	11	N/A	N/A	1,197	43	N/A

Top Posts - February 13, 2024 – March 25, 2024 – Partnership Posts, Heart Health and DocBand

Kaweah Health Heart Health Round Table



Video Post Performance:

Views: 7478

Reactions: 618

Engagement (clicks, comments, reposts) : 261

Welcome, Dr. Michael K. McLean

the best hands in the Central Valley. ❤️ Please join us in welcoming Dr. Michael K. McLean, a world-class cardiothoracic surgeon, and Stanford Medicine faculty member. Dr. McLean has world-class expertise in heart bypass surgery, valve repair, and other procedures. He is the first of three Stanford Medicine cardiothoracic surgeons to work in Visalia as part of the Kaweah Health Cardiothoracic Surgery Program.



<https://www.facebook.com/kaweahhealth/videos/726671076289778>

Video Post Performance:

Views: 3,037

Reactions: 177

DocBand 2024



<https://www.facebook.com/kaweahhealth/videos/940536601080131>

Video Post Performance:

Views: 4,090

Reactions: 128



Post Performance:

Reach: 9,389

Reactions: 357

@kawahhealthspanol |  1K+ LIKES, 1,129 FOLLOWERS |  82 FOLLOWERS
February 13, 2024– March 25, 2024 - Partnership Post, DocBand



Video Post Performance:
Views: 236
Reactions: 21



Post Performance:
Reach: 330
Reactions: 20

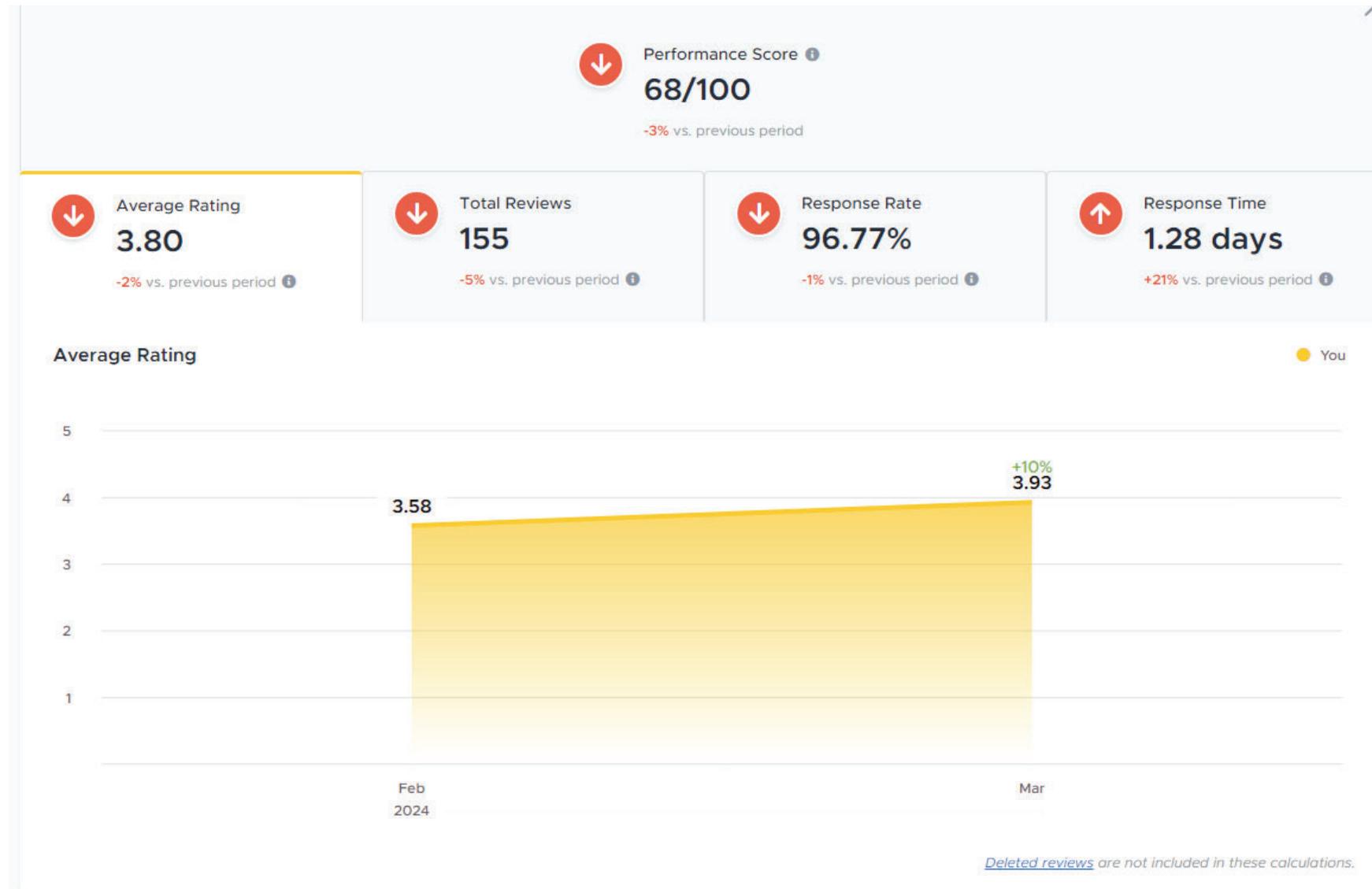
Reputation Management



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



Average Rating – February 13, 2024 – March 25, 2024



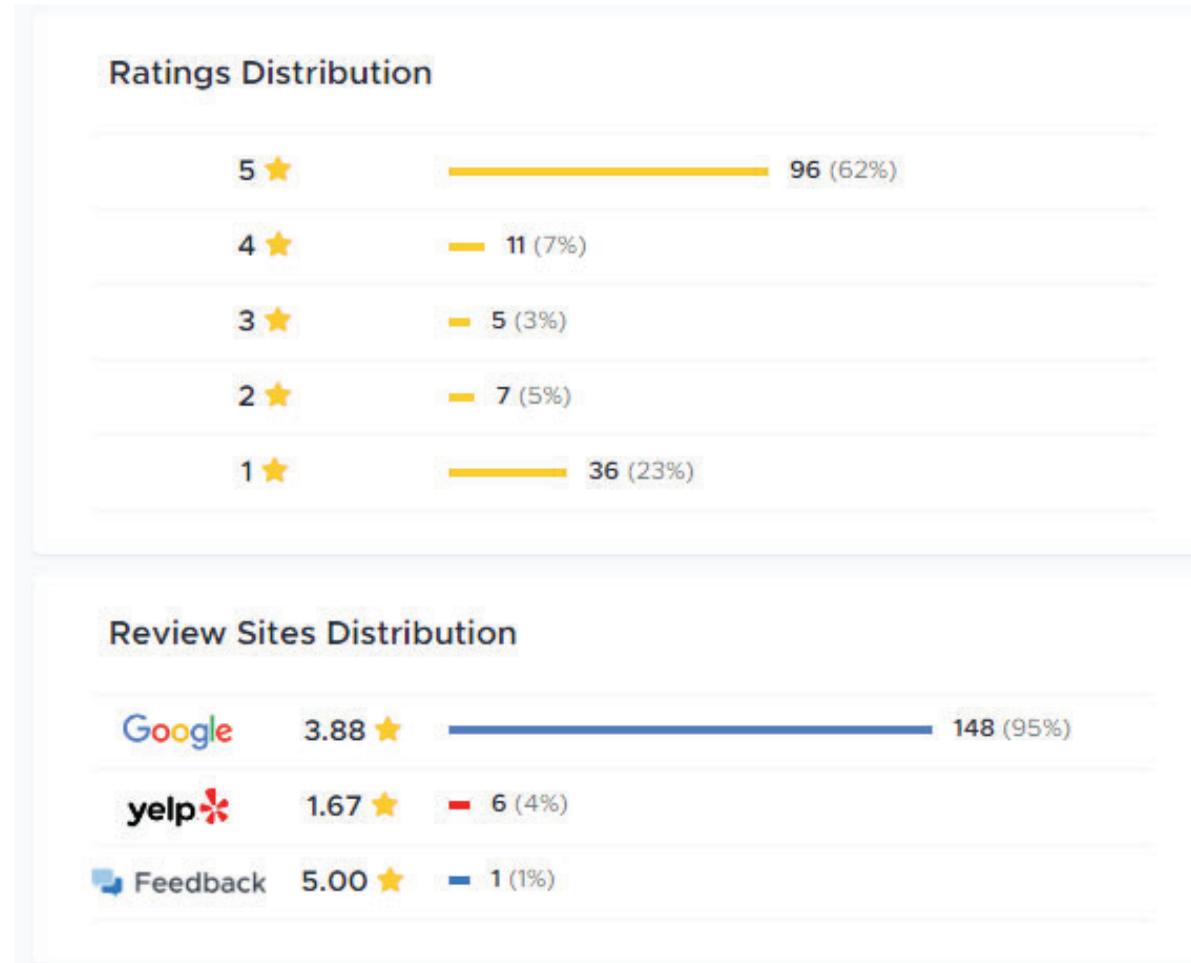
Top Locations – October 26, 2023 – February 12, 2024

Top Locations - February 13, 2024 – March 25, 2024

Rank	Location	Score
 1	Kaweah Health Medical Center 400 W Mineral King Ave Visalia CA	87 / 100
 2	Kaweah Health: Emergency Room 400 W Mineral King Ave Visalia California	79 / 100
 3	Kaweah Health Therapy Specialists Spine and 820 S Akers St Visalia California	78 / 100

Rank	Location	Score
 1	Kaweah Health Therapy Specialists Spine and 820 S Akers St Visalia California	83 / 100
 2	Kaweah Health: Emergency Room 400 W Mineral King Ave Visalia California	80 / 100
 3	Kaweah Health Hand Therapy Specialist (Visalia) 2342 W Sunnyside Ave Visalia CA	71 / 100

Rating Info - February 13, 2024 – March 25, 2024



Kaweah Health

Community Resident Hosting Program

We are looking for community partners who will welcome a Resident into their home, free of charge, for a few weeks while they acclimate to the community. A Resident is a medical school graduate and doctor in training who is taking part in a graduate medical education (GME) program. A community host will need to provide a private bedroom and access to shared living space for four to six weeks, until they are able to find their own lodging.

Welcoming Residents into this community is very important. Tulare County has a shortage of physicians and the more involved in the community a Resident is, the more likely they will be to stay and practice here once their residency is completed.



“We had a positive experience hosting our GME Resident. She was very busy working at the hospital and studying for exams, so we hardly saw her. She did not need entertaining and was the easiest house guest to date. We hope that in opening our home, we show the friendliness of our city and that this small service provided helps to shape the future of healthcare in our community.”

– Laurie & Brian Diamant

“I have been pleased to now have hosted two incoming Residents and it was a positive experience for me on both occasions. I enjoyed their time in my home and hope they will stay in our community and contribute to our community’s medical resources.”

– Mark Fulmer

For more information please contact:

Deborah Volosin
Director of Community Engagement
dvolosin@KaweahHealth.org
(559) 624-2529



Hosting Application

Date Rec'd ___/___/___

Host Applicant Information

Full Name: _____ Gender: _____
Last
First
M.I.

Full Name: _____ Gender: _____
Last
First
M.I.

Age Group of Hosts: 25-34 35-44 45-54 55-64 65+

Host is: Married Single

Address: _____
Street Address
Apartment/Unit #

_____ City
State
ZIP Code

Phone: _____ Email _____

- Our home has a private bedroom and bathroom that is available for the Resident to use. Yes
- Our home has a private bedroom and a bathroom that the Resident will share. Yes
- Our home has secure Wi-Fi Yes
- Our home has a parking space for the Resident's personal vehicle. Yes

Our home is available to the Resident for: 4 weeks. 6 Weeks 8 Weeks 12 Weeks or more

We prefer to host a Male Female Family No Preference Please indicate your feelings about a Resident who smokes Will receive a smoker Will not receive a smoker

We have pets in the house Dog Cat We prefer not to have animals in the house.

Country of Birth: _____

Religious Affiliation: _____

Are you willing to host Residents who practice other religions? Yes No

Foreign Language Background: _____

Host Family Information

List All Children and others living in the home:

Name: _____ Age: _____

Family's hobbies & interests: _____

List organizations and clubs the family belongs to.

Have family members traveled abroad? If so, where to?

Indicate briefly your main reason for wishing to participate in this program.

Describe other hosting experience you have.

Please describe your family/home and any expectations you have for the Resident who will be staying in your home.

Please submit photos of your shared living space and the bedroom that is available to the Resident when you submit your application.

Once completed, application and photos needs to be submitted to Deborah Volosin, Director of Community Engagement, at dvolosin@kaweahhealth.org (559)624-2529

Host Personal References

Name: _____	Phone: _____
Name: _____	Phone: _____
Name: _____	Phone: _____

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.
If this application leads to hosting a Resident, I understand that false or misleading information in my application or interview may result in my being removed from consideration for this program. I understand that Kaweah Health will be doing a background check on me and all other adults that live in my residence.

Host Signature: _____	Date: _____
Host Signature: _____	Date: _____

For Official Business Only

The background check has been completed for the Host Family	<input type="checkbox"/> Yes
The personal references have been called for the Host Family	<input type="checkbox"/> Yes
GME Signature: _____	Date: _____

Want a Voice in Your Health Care?



Kaweah Health is listening.



Kaweah Health is accepting applications for membership opportunities on our advisory councils. These councils help generate feedback and ideas about our community health needs and work closely with Kaweah Health leaders to ensure that all community members have access to and education around their healthcare needs.

Ways to apply:

Complete the Community Advisory Committee application form online at KaweahHealth.org/cac



For a shortcut to the form, just scan the above QR code with your smart phone camera.

For more information, contact

Deborah Volosin

Director of Community Engagement

dvolosin@KaweahHealth.org

(559) 624-2529

