



March 23, 2022

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 6, 2022, at the Sequoia Regional Cancer Center, Pauline & Maynard Faught Conference Room; 4945 W. Cypress Avenue.

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.kawahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
Mike Olmos, Secretary/Treasurer

A handwritten signature in black ink that reads 'Cindy Moccio'.

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:

Governing Board
Legal Counsel
Executive Team
Chief of Staff

<http://www.kawahhealth.org>



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

Wednesday, April 6, 2022

Kaweah Health Sequoia Regional Cancer Center
4945 W Cypress Avenue – Pauline & Maynard Faught Conference Room

ATTENDING: Directors: Garth Gipson (Chair) and Ambar Rodriguez; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Director of Marketing & Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Sr. Communications Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; and Kelsie Davis, Recording

OPEN MEETING – 4:00 PM

CALL TO ORDER – Garth Gipson, Chair

- 1. 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 (Cindy Moccio 559-624-2330) or cmoccio@kaweahhealth.org to make arrangements to address the Board.
- 2. SOCIAL MEDIA/MEDIA RELATIONS**– *Laura Florez-McCusker, Director of Media Relations*
 - 2.1.** Updates relative to recent social Media Engagement and statistics, new studio and recruitment efforts
- 3. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 3.1.** Updates relative to recent webinars, and new advisory committees
 - 3.2.** Discussion on public perception
- 4. MARKETING & COMMUNICATIONS** – *Karen Tellalian, Director of Marketing & Communications*
 - 4.1.** Presentation by Reach Local about how our campaigns are managed and performing, what other healthcare organizations are doing and any new trends.
 - 4.2.** Updates relative to current marketing materials, rebranding, ads, vaccine clinics, and commercials

ADJOURN – Garth Gipson, Chair

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.

*Mike Olmos – Zone I
Secretary/Treasurer*

*Lynn Havard Mirviss – Zone II
Vice President*

*Garth Gipson – Zone III
Board Member*

*David Francis – Zone IV
President*

*Ambar Rodriguez – Zone V
Board Member*

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

ReachLocal Presentation



Introduction



Preferred, Elite, & Premier Partnerships

All major publishers recognize us as utilizing best practices to maximize results for our clients.

- More certified marketers
- Better client performance
- Higher standard of service



REACHLOCAL
LOCALiQ

Depth Of The ReachLocal Team



ReachLocal's organizational structure and large size provides the easy ability to flex and bend with clients as their needs change. We are able to increase support immediately as a result of the vast number of specialist teams at ReachLocal.

ReachLocal Organization:

Services Organization: The services organization is made up of **450 professionals** worldwide. These professionals are responsible for maintaining high levels of campaign performance.

Account Management Experience: All ReachLocal employees are certified. ReachLocal Account Managers are trained specifically in digital campaign set-up, strategy and best practices.

In addition to your core team, you get the benefit of having all of the following as part of your support team:

- **Digital Product Team**
- **Campaign Development & Implementation**
- **Social Media Certified Team**
- **Marketing Executives**
- **Executive Leadership Team**
- **Tracking and Reporting Team**

A Glimpse At Your Lead Team To Manage Your Campaigns

All have a **MINIMUM 7+** yrs experience within our company



JONATHAN CAMERATA
Vice President, Sales



JIM GIBSON
Regional Sales Manager



AMY HAZLEHURST
Senior Internet Marketing Consultant



Betsy Kohler-Flores
Team Hazlehurst, Senior Account Manager



ARIANA FAHRNEY
Strategic Partner Manager, Google



ERIN GREEN
National Strategy Director, Social Media



Emily D'Alessandro
Custom Solutions Social Media, Marketing Specialist



CHASE WATKINS
Sr. Client Success Manager Executive Accounts



DEB EDMOM
Sr. Client Success Manager Executive Accounts



CHARLES KEMP
Account Manager, Google

Our HealthCare Expertise



We guide you in the digital space

Our scope of work includes:

- Working closely with you to understand the key demographics and place media buys on the right platforms to the right audiences, in the right geographical locations.
- Create a custom but flexible strategy and budgets for digital spend. Run a consistent campaign throughout the fiscal year.
- Set up and monitor digital campaigns with on-going performance reviews for optimal campaign performance. Host regular meetings to review campaign performance and client goals.
- Set up dashboard access and provide custom regular reporting, comparing your campaigns to industry benchmarks.
- Work closely with Interact and you to analyze creatives, provide suggestions, identify new and emerging trends/audiences, review for creative/audience fatigue, implement and test new ideas as we see fit together.

AWARENESS

INTEREST

CONSIDERATION

PATIENT

RETENTION

Our Experience

Since 2004....
Our Health Care Clients
& Our Industry Experience

LOCAL DIGITAL ADVERTISING CAMPAIGN PERFORMANCE

HEALTHCARE

Results compiled from
13,877 DIGITAL CAMPAIGNS • 4,595 PARTNERS



LOCALiQ has driven
a total of

**3,052,495
Leads**

For healthcare clients in the past 24 months



LOCALiQ's PPC
conversion-rate is

**57%
Higher**

than industry average¹



The USA TODAY NETWORK'S
mobile ad viewability rate is

**25%
Higher**

than industry average¹



Digital & HealthCare Today

Healthcare systems and providers can no longer have a mediocre digital experience for their patients.



Consumers are increasingly using technology and apps to measure and maintain their health



Consumers rank empathy and reliability as the top two focus when seeking out a health care experience.



Of consumers believe that a doctor or nurse needs to physically examine them to understand their health needs.

Health systems need to establish themselves as the trusted source of information for care within their communities

53%

Of consumers reported they still worry about going to their doctor.

↪ Facts

- Fear of exposure
- Financial barriers
- Difficulty getting an appointment
- Finding a physician
- Accessing a clinic or hospital where care is provided



Hospital searches are up 16% and telemedicine search is up 665% for California.

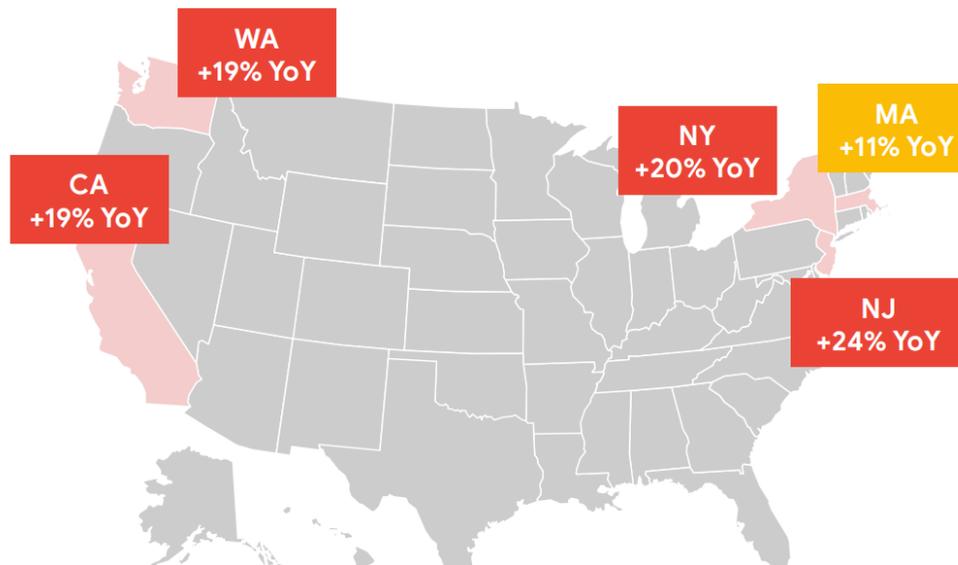
Provider search growth remains relatively consistent.

Proprietary + Confidential

US Hospital Searches

+16% YoY

(Jan 1 - May 1)



Year over year, there were significant increases by state

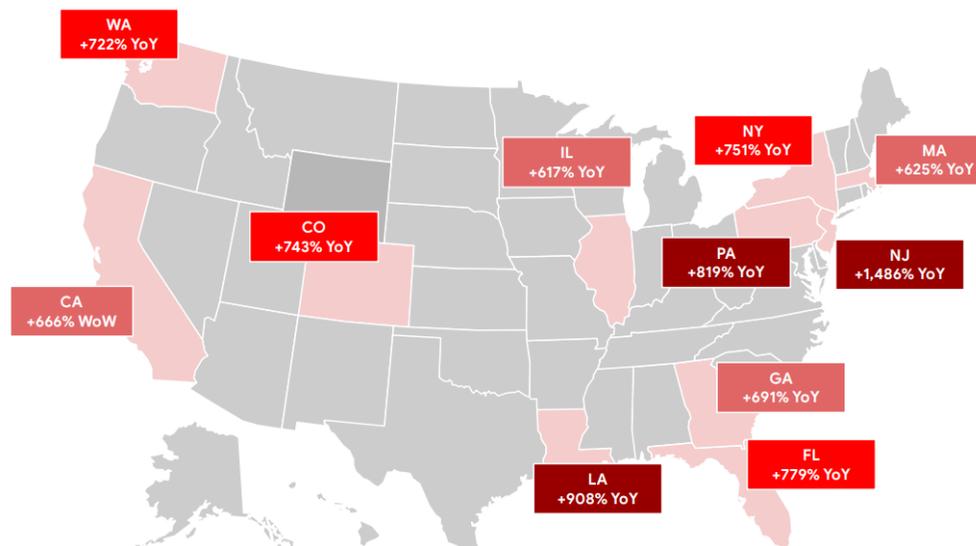
Provided under NDA
Proprietary + Confidential

US Telemedicine Searches

+737%

(c)

There has been **8x** the search volume in 2020 than there was at this time last year in 2019



FAMILY HOUSEHOLDS 25-54 INTERNET STATS



ONLINE/MOBILE

- Heavy internet use
- Average 20+ hours/week
- **MOST TRUSTED MEDIA**



RADIO

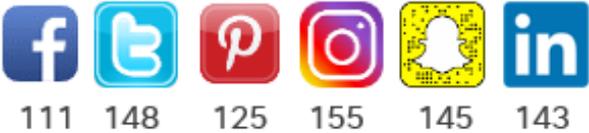
- Has paid streaming music subscription
- Preferred formats are Spanish Contemporary, Jazz & Classic Rock



SOCIAL MEDIA

- Average 3-5+ hours daily
- Use to support favorite brands
- Use to connect with friends / family

SOCIAL MEDIA USAGE BY INDEX

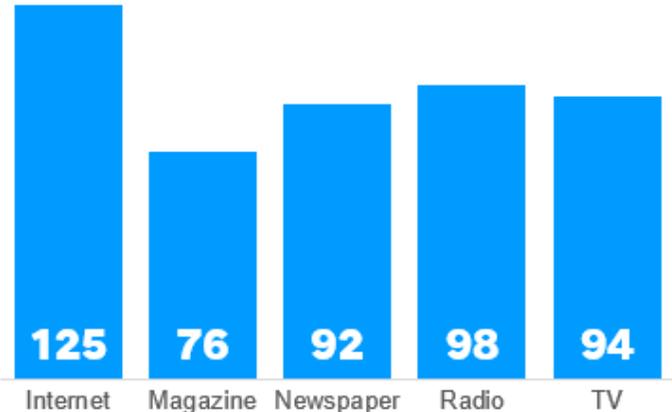


TELEVISION

- Light TV watchers
- Heavy OTT streamers
- Use Streaming TV: YouTube, Sling TV, PlayStation Vue, NBA League Pass
- Watch via DVR, OTT and on-demand

MEDIA MOST TRUSTED

by index



Educate around the importance of maintenance and preventative care with content targeted to specific audiences

In our 2021 Healthcare study we have broken down the data by generations to get a better understanding of how different audiences like Seniors, Parents, Millennial Adults and even Gen-Z audiences are making their healthcare decisions and what is important to them returning to care.



Chronic issues with age

SENIORS

Among adults with one or more chronic health conditions, **41% said they delayed or went without care**, the survey found.



Care for the whole family

PARENTS

Among parents with kids under age 19, **more than a quarter** said they had postponed or missed one or more types of health care appointments for their kids



Self-care is healthcare

MILLENNIAL ADULTS

One in five adults delayed or went without a visit to a general doctor or specialist; 15.5% delayed or went without preventive care

Your Digital Results

Your Benchmarks From June 2021-March 2022

All Time Results

Total Impressions:

2,351,367

Total Visits:

49,024

Total Video Views:

174,929

Total Walk-Ins:

1,999

Campaign Benchmarks

PPC Benchmarks Specific Service Line, Industry Average & Your Average

Average CPC is \$6-\$11, **Your Average is \$3.33**

Average CTR is 3.27%, **Your Average is 6%**

Average Cost Per lead is \$78, **Your Average is \$57**

PPC Benchmarks General, Industry Average & Your Average

Average CPC is \$5-\$8, **Your Average is \$0.52 cents**

Average CTR is 3.27%, **Your Average is 23%**

Average Cost Per lead is \$78, **Your Average is \$11**

YouTube Benchmarks, Industry Average & Your Average

Average completed video view rate 15-20%, **Your Average is 34.70%**

Average cost per completed video view .15 cents, **Your Average is \$0.08 cents**

Display Main Benchmarks, Industry Average & Your Average

Average OTT CPM \$10-\$18, **Your Average is \$8**

PPC Performance - Specific Service Lines

Leads:

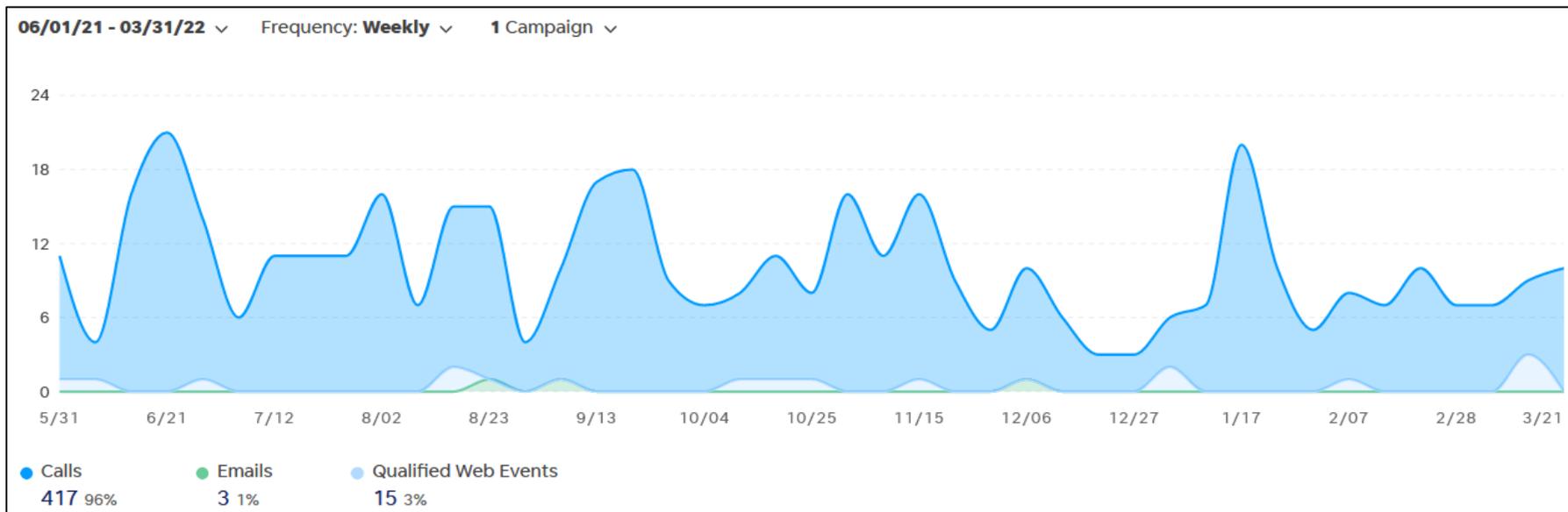
Calls: 417
 Emails: 3
 Forms submitted: 15

Key Metrics:

CPC: \$3.77
 CTR: 6.00%
 CPL: \$57.00/Lead

Activity:

Impressions: 109,126
 Clicks: 6,545
 Web Events: 4,860



Impression Share



Specific Service Lines - Top Keywords, Page Visits, Activity

Top 20 Keyword Performance:

Keyword
+neurologist Visalia
+orthopedic +surgeon
+neurological specialist
+Cardiologist Visalia
+Neurologist Fresno
+orthopedic doctors Visalia
+orthopedic +doctors
+orthopedic +surgeons Visalia
+neurologists +near me
rotator cuff injury
+cardiovascular +specialists
+neurologist doctors
+spine +surgeon
+neurosurgeon Visalia
+hand +specialists
+orthopedic dr Visalia
cardiac ablation
+cardiology +specialist
+vascular +surgeon
+cardiologists Fresno

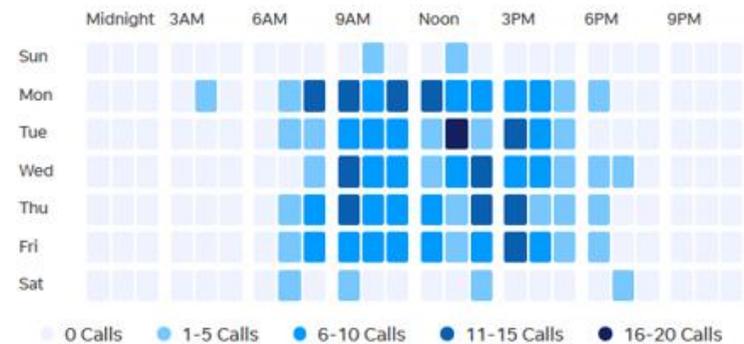
Page Visits

Page Name	Hits
*Virtual Visitations	1
*Care Insurance Plans	1
*Medical Forms	1
*Prepare for your Visit - Heart and Vascular	1
*Online Scheduling Submitted	2
*Parking	2
*Find A Physician Submitted	2
*Expected Costs & Rates	4
*Online Pre-Registration	4
*COVID-19 informacion en Espanol	8
*Contact Us Submitted	11
*Insurance Plans	11
*Orthopedics - What to Expect	31
*About Us	36
*Online Scheduling	75
*Patient Guide	93
*General Surgery	100
*Find A Physician	504
*Locations	552
*Neurosciences Center	888
*Our Services	1,086
*Orthopedics - Joint Replacement Institute	1,447

CALLS BY TIME & DAY

You're generating an average of **10 phone calls** each week.

06/01/21 - 03/31/22 ▾ 1 Campaign ▾

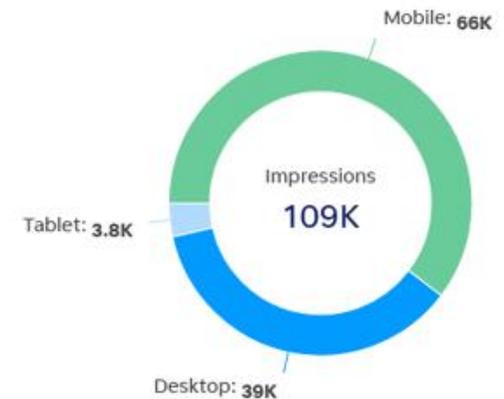


Calls 417 Calls Connected 416 Average Call Length 1:54

DEVICE BREAKDOWN

60% of your Impressions came from prospective customers on their mobile devices.

06/01/21 - 03/31/22 ▾ 1 Campaign ▾



PPC Performance - General

Leads:

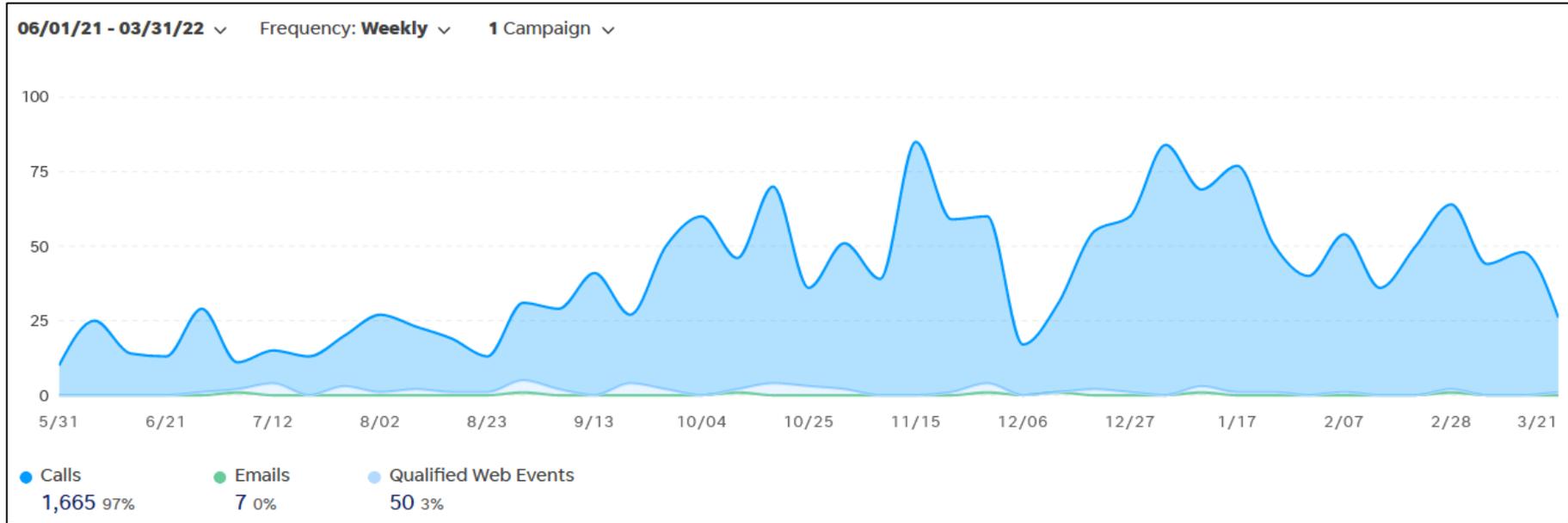
Calls: 1,665
 Emails: 7
 Forms submitted: 50

Key Metrics:

CPC: \$0.52
 CTR: 22.55%
 CPL: \$11.00/Lead

Activity:

Impressions: 175,782
 Clicks: 39,640
 Web Events: 2,345



Impression Share



General Top Keywords, Page Visits, Activity

Top 20 Keyword Performance:

Keyword
kaweah delta
kaweah health
+covid +19 +testing
+covid +testing
kaweah health hospital
+covid19 +testing
+covid +testing Visalia
+covid +19 +testing Visalia
kaweah health directions
+rapid +covid +testing
+rapid +covid +19 +testing
+covid +testing Tulare
+same +day +covid +19 +testing
+coronavirus +testing
+doctors +clinic
+same +day +covid +testing
+covid +testing Dinuba
+covid +testing Lindsay
+covid +testing Exeter
+doctors +in Visalia

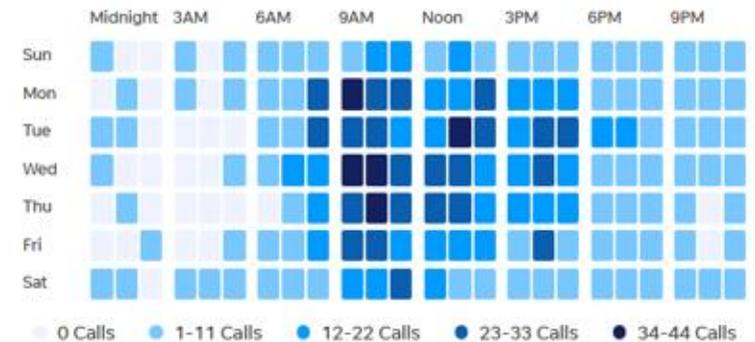
Web Events:

Page Name	Hits
*Pharmacy	1
*Our Services Submitted	1
*Find A Physician Submitted	3
*Online Pre-Registration Submitted	4
*Expected Costs & Rates	5
*Request Medical records	6
*Medical Forms	7
*Care Insurance Plans	7
*Online Scheduling Submitted	8
*Parking	8
*Insurance Plans	10
*Phone Directory	25
*COVID-19 informaci?n en Espa?ol	27
*Patient Guide	33
* Contact Us Submitted	34
*Online Pre-Registration	52
*About Us	104
*COVID-19 Rapid Testing	303
*Online Scheduling	310
*Find A Physician	413
*Locations	455
*Our Services	529

CALLS BY TIME & DAY

You're generating an average of **39 phone calls** each week.

06/01/21 - 03/31/22 | 1 Campaign

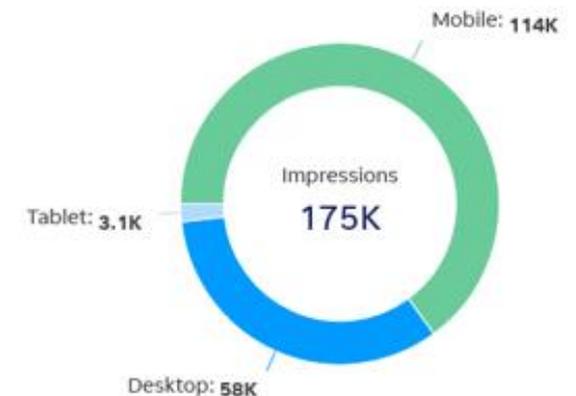


Calls | Calls Connected | Average Call Length

DEVICE BREAKDOWN

65% of your Impressions came from prospective customers on their mobile devices.

06/01/21 - 03/31/22 | 1 Campaign



YouTube Performance



Impressions: 332,349
Clicks: 221
Video Views: 115,324
Ave. View Thru Rate: 34.70%
Cost Per Visit: \$0.08
Videos 100% Watched: 31.87%

\$9,131.06
 Cost
 ▲ 1,051.58%

332,349
 Impressions
 ▲ 825.14%

115,324
 Views
 ▲ 800.76%

34.70%
 View rate
 ▼ -2.64%

221
 Clicks
 ▲ 904.55%

\$0.08
 CPV
 ▲ 27.85%

AD GROUP PERFORMANCE

2021-06-01 - 2022-03-31

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Health	332,339	115,314	34.70%	221	60.20%	42.65%	36.02%	31.87%
Total	332,339	115,314	34.70%	221	60.20%	42.65%	36.02%	31.87%

General YouTube Performance



AD PERFORMANCE

2021-06-01 - 2022-03-31

Ad Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Kaweah Health cares for you at every stage of life: 30sec 8.5.21	103,490	38,570	37.27%	39	67.81%	48.66%	41.59%	37.40%
Kaweah Health Television Commercial 5.21.21	79,458	23,499	29.57%	67	63.27%	41.20%	34.26%	29.62%
Kaweah Health Television Commercial 5.4.21	47,057	14,140	30.05%	36	40.60%	29.89%	24.50%	20.74%
Kaweah Health cares for you at every stage of life: 60sec 8.5.21	42,511	14,456	34.01%	42	46.83%	34.01%	27.36%	23.30%
Kaweah Health has become one of America's top 50 hospitals for cardiac surgery.	32,367	12,156	37.56%	28	66.53%	47.73%	41.46%	37.82%
Kaweah Health has become one of America's top 50 hospitals for cardiac surgery. 1.31.22	14,792	7,195	48.64%	1	75.22%	58.81%	52.74%	48.98%
Kaweah Health cares for you at every stage of life. 60s 2.24.22	7,253	2,708	37.34%	7	51.36%	37.39%	30.64%	26.16%
Kaweah Health cares for you at every stage of life 2 30s 2.24.22	2,727	1,284	47.08%	1	77.86%	58.77%	51.52%	47.34%
Kaweah Health cares for you at every stage of life 1 30s 2.24.22	2,684	1,306	48.66%	0	75.94%	60.57%	52.58%	49.05%
Total	332,339	115,314	34.70%	221	60.18%	42.64%	36.01%	31.87%

Display





Display OTT/Geofence Performance

Key Metrics:

Impressions: 1,734,110
 Clicks: 2,618
 View Through Visits: 389

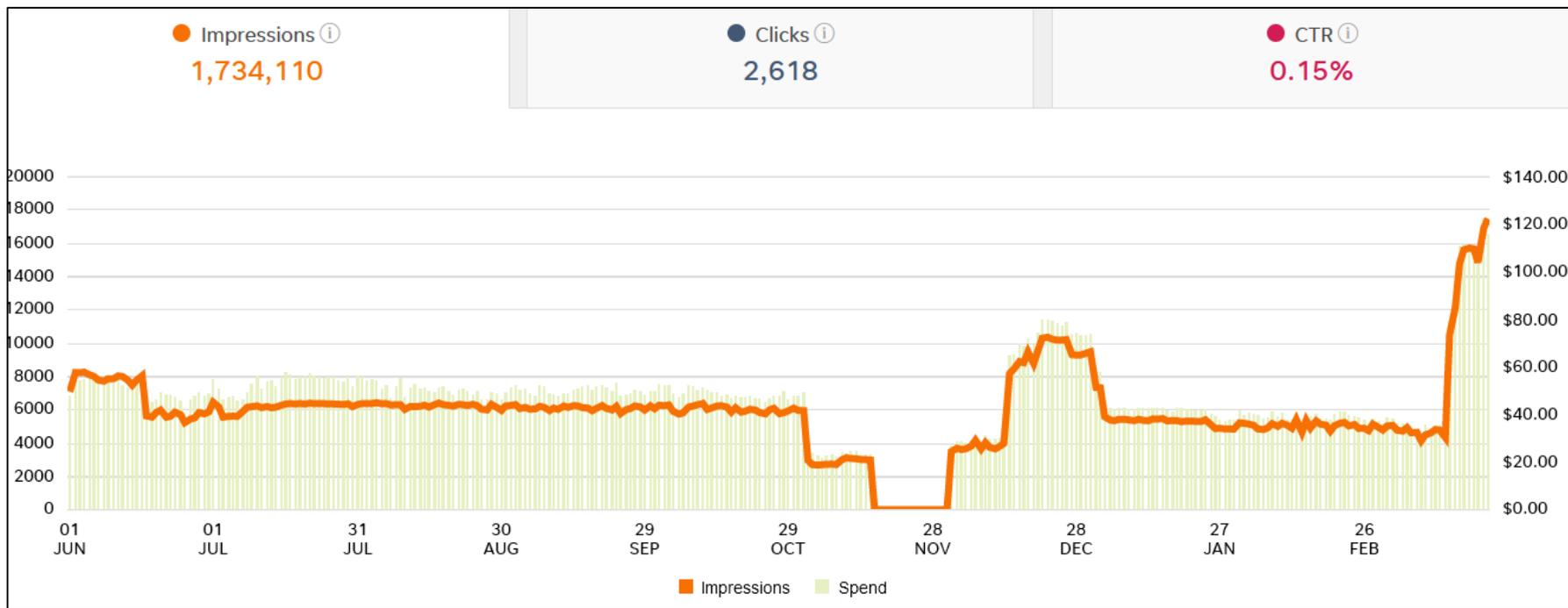
CPC: \$5.26
 CPM: \$7.94
 CTR: 0.15%

Video Views 100%
 Watched: 59,605

CPV: \$0.23

Video Completion
 Rate: 91.13%

Geofence Walk-ins: 1,999



OTT Video Performance

Targeted Tactic	Impressions	Clicks	Start	Complete	Complete Rate
Spanish OTT Large Screen	27,618	23	27,757	26,839	96.69%
Spanish OTT Small Screen	12,997	19	11,700	8,432	72.07%
Neurology Search Keyword Retargeting OTT Large-Screen	9,925	6	10,021	9,505	94.85%
Telehealth Search Keyword Retargeting OTT Large-Screen	5,789	8	5,780	5,601	96.90%
General Search Keyword Retargeting OTT Large-Screen	5,245	12	5,238	5,068	96.75%
Cardio Search Keyword Retargeting OTT Large-Screen	2,489	4	2,488	2,378	95.58%
Neurology Search Keyword Retargeting OTT Small-Screen	1,208	6	1,234	908	73.58%
Telehealth Search Keyword Retargeting OTT Small-Screen	570	2	596	466	78.19%
General Search Keyword Retargeting OTT Small-Screen	390	0	417	297	71.22%
Cardio Search Keyword Retargeting OTT Small-Screen	153	1	176	111	63.07%
	26/30	66,384	81	65,407	91.13%

Main Location Display Performance

All Tactic Performance:

Targeted Tactic	Impressions	Clicks	CTR
Spanish	345,235	563	0.14%
Geofencing	331,317	517	0.16%
General Website Remarketing	289,120	448	0.15%
Search Keyword Retargeting_Mammography	143,474	250	0.17%
Telehealth Search Keyword Retargeting	130,556	129	0.10%
Cardio Search Keyword Retargeting	127,798	202	0.16%
Search Keyword Retargeting_Neuro	100,300	119	0.12%
General Search Keyword Retargeting	70,648	99	0.14%
Telehealth Website Remarketing	68,679	78	0.11%
Search Keyword Retargeting_Ortho	29,329	41	0.14%
Spanish OTT Large Screen	27,618	23	0.08%
Website Remarketing_Mammography	15,252	46	0.30%
Spanish OTT Small Screen	12,997	19	0.15%
Website Remarketing_Neuro	12,116	25	0.21%
Neurology Search Keyword Retargeting OTT Large-Screen	9,925	6	0.06%
Telehealth Search Keyword Retargeting OTT Large-Screen	5,789	8	0.14%
General Search Keyword Retargeting OTT Large-Screen	5,245	12	0.23%
Website Remarketing_Ortho	3,854	20	0.52%
Cardio Search Keyword Retargeting OTT Large-Screen	2,489	4	0.16%
Neurology Search Keyword Retargeting OTT Small-Screen	1,208	6	0.50%
Telehealth Search Keyword Retargeting OTT Small-Screen	570	2	0.35%
General Search Keyword Retargeting OTT Small-Screen	390	0	0.00%
Cardio Search Keyword Retargeting OTT Small-Screen	153	1	0.65%
Search Keyword Retargeting_Ortho_Rosa Knee	48	0	0.00%
	1,734,110	2,618	0.15%

Top OTT Domain Performance by Impressions:

Domain Name	Impressions	Clicks
com.pixel.art.coloring.color.number	168,514	91
https://quizlet.com	154,698	325
com.peoplefun.wordcross	60,923	151
com.myfitnesspal.android	50,396	66
com.tripledot.solitaire	40,964	72
com.americasbestpics	31,844	23
https://www.dailymail.co.uk	23,722	21
com.easybrain.sudoku.android	18,892	39
com.easybrain.jigsaw.puzzles	18,394	17
com.europosit.pixelcoloring	17,737	24
jp.gocro.smartnews.android	16,516	28
com.easybrain.block.puzzle.games	16,373	36
https://www.foxnews.com	12,959	20
com.dna.solitaireapp	12,338	19
coloring.color.number.happy.paint.art.drawing.puzzle	12,039	20



Main Location Display Performance

Top Performing Geofence Locations by Conversions:
 1,999 Walk-ins into main location

Geofence Name	Impressions	Clicks	Weighted Actions
Visalia Family Health (Fariba Akhavan, MD)316 W. Acequia Ave #1. Visalia	28,038	50	673
VIP specialists119 S Locust St suite bVisaliaCA93291	15,599	24	444
Compassionate Family Care306 N Conyer Street, Suite AVisaliaCA93291	5,446	9	143
Target 3308 N Dinuba Blvd	46,730	78	99
Vallarta Supermarkets 3112 N Dinuba Blvd	30,728	46	90
Riverway Medical Care 1827 S Court St. Suite A Visalia CA 93277	9,372	11	76
Visalia Medical Clinic 5400 W Hillsdale VisaliaCA93291	12,997	21	76
Costco 1405 W Cameron Ave	15,802	19	48
Premier Walk In Clinic 4045 W. Caldwell Ave AVisaliaCA93277	12,771	19	35
Target 2195 E Prosperity Ave	23,220	45	31
Target 4247 S Mooney Blvd	10,349	19	29
Maj Medical Clinic5109 W Goshen Ave VisaliaCA93291	6,275	7	23
Tulare Family Practice Med Group 1070 N Cherry StTulare CA93274	6,747	12	23
Raman Verma, MD5128 W Cypress Ave.VisaliaCA93277	4,063	4	22
Immediate Care Center231 E Caldwell AveVisaliaCA93277	1,928	3	19
Chawki Gerges, MD~+131 Tamarack St. Suite AVisaliaCA93291	3,990	3	18
Holvik Family Health Center 221 E Caldwell Ave VisaliaCA93277	2,486	3	17
Best Buy 4145 S Mooney Blvd	3,220	4	14
Tulare Outlets 1407 Retherford St	3,082	7	14
Visalia Family Practice 107 N Hall St. C VisaliaCA92391	6,465	8	14
Vallarta Supermarkets 1111 N Cherry St	8,998	11	12
Central Valley Endocrinology 1124 N Chinowth St Suite 102VisaliaCA93291	2,403	4	11
Costco 2395 Lacey Blvd	10,952	14	10
Adventist Health Hanford 115 Mall Dr	14,745	21	10
Visalia Walk -In Medical Clinic 2431 W. Caldwell Ave VisaliaCA93277	3,738	4	9
Said Medical Group 3632 W Packwood Ave Visalia CA 93277	4,008	7	8
Adventist Health Tulare 869 N Cherry St	4,908	5	5
Miyakawa Medical Group901 N Blackstone St. Tulare CA93274	3,051	6	5
Sarmad Said 938 N Cherry St Tulare CA 93274	2,634	4	5
Central Valley Endocrinology 515 W Grangeville BlvdHanford CA93230	7,769	18	4
Rajinderpal Chahal, MD3632 W Packwood AvenueVisaliaCA93277	2,335	3	4
Advanced Medical Care Clinic 3130 W Caldwell AveVisaliaCA93277	1,974	2	3
Target 140 12th Ave	10,314	20	3
Adventist Health Reedley 372 W Cypress Ave	4,180	6	2
			Walk-ins 1,999

Display Ads



La salud emerge. 



Orthopedic care from head to toe.
We keep you moving forward.




La salud emerge.

 kaweahhealth.org 



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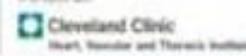
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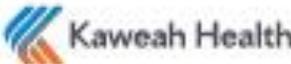


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