



January 29, 2021

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 3:30PM on Wednesday February 3, 2021, at Kaweah Delta Support Services Building, 4th Floor Granite Room; 520 W. Mineral King, or via GoTo Meeting form your computer, tablet or smartphone. <https://global.gotomeeting.com/join/329725221> or call (786) 535-3211 Access Code: 329-725-221.

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.

Due to COVID 19 visitor restrictions to the Medical Center - the disclosable public records related to agendas can be obtained by contacting the Board Clerk at Kaweah Delta Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA via email: cmoccio@kdhcd.org, via phone: 559-624-2330 or on the Kaweah Delta Health Care District web page <http://www.kaweahdelta.org>.

KAWEAH DELTA HEALTH CARE DISTRICT

Garth Gipson, 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.kaweahdelta.org>

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

Wednesday, February 3, 2021

Kaweah Delta Medical Center / Support Services Building
520 West Mineral King – Granite Room (4th Floor)
Call in option: 1-786-535-3211 Access Code: 329-725-221

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; Melissa Withnell, Sr. Communications Specialist; Jennifer Manduffie, Sr. Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; and Kelsie Davis, Recording

OPEN MEETING – 3:30 PM

1. **Call to order** – Garth Gipson, Chair
2. **Public / Medical Staff participation** – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.
3. **Cardiac Campaign**- Update on Cardiac Services, Karen Tellalian, Director of Marketing & Communications and Laura Florez-McCusker, Director of Media Relations
4. **Marketing & Communications**– Update on Marketing Initiatives, Karen Tellalian, Director of Marketing & Communications
4.1 Rebranding Implementation Update
5. **Community Engagement** – Update on community engagement initiatives: Employee Huddle & Community Engagement Webinars, Deborah Volosin, Director of Community Engagement
6. **Social Media/Media Relations** – Update on social media/media relations & Public Information Officer Team, Laura Florez-McCusker, Director of Media Relations
7. **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.

The world needs more love.

And so does your heart.



That's why Kaweah Delta has worked for more than 30 years to build Central California's best heart care program. On our journey to world-class care, we've become one of America's top 50 hospitals for cardiac surgery and proud to be in affiliation with Cleveland Clinic's Heart, Vascular & Thoracic Institute. Cleveland Clinic is ranked #1 in the nation for heart care since 1995 by *U.S. News & World Report*.

So when it's time to show your heart some love, look to us. Because we put more heart into healing yours.



In affiliation with



LEARN MORE kaweahdelta.org/heart

2020-21 (FY)

Cardiac

Marketing Calendar (42)

	July	Aug.	Sept.	Oct	Nov.	Dec.	Jan.	Feb.	March	April	May	June
By channel of Communication												
TV												
TV/News 4 minute												
Print												
Radio (English)												
Radio (Spanish)												
Out of Home (Billboard)												
Out of Home (Bus)												
Digital												
Email												
Website												
Direct Mail												

2019-20 (FY)

Cardiac

Marketing Calendar (26)

	July	Aug.	Sept.	Oct	Nov.	Dec.	Jan.	Feb.	March	April	May	June
By channel of Communication												
TV												
Print												
Radio (English)												
Radio (Spanish)												
Out of Home (Billboard)												
Out of Home (Bus)												
Digital												
Email												
Website												
Direct Mail												

Heart Ad – The Link must be open in Google

<https://f.io/0qV358lt>

Cardiac Campaign - – The Link must be open in Google

https://www.dropbox.com/sh/ceip6rlw0d9rijg/AADbH6wG_w2iouYz9myAJZ-ma?dl=0

Industry Benchmarks



Campaign Benchmarks

PPC Benchmarks Service Line, Industry Average & Our Average

Average CPC is \$6-\$11, **Our Average is \$4.63**

Average CTR is 3.27%, **Our Average is 5.54%**

Average Cost Per lead is \$78, **Our Average is \$42.41**

PPC Benchmarks General, Industry Average & Our Average

Average CPC is \$5-\$8, **Our Average is \$5.34**

Average CTR is 3.27%, **Our Average is 7.62%**

Average Cost Per lead is \$78, **Our Average is \$43**

YouTube Benchmarks, Industry Average & Our Average

Average completed video view rate 15-20%, **Our Average is 29.29%**

Average cost per completed video view .15 cents, **Our Average is \$0.10**

Display Benchmarks , Industry Average & Our Average

Average CPM \$10-\$18 with OTT, **Our Average is 8.33**

Dec 2020 All Campaigns:

Total Impressions:

241,336

Total Visits:

1,231

Total Video Views:

17,863

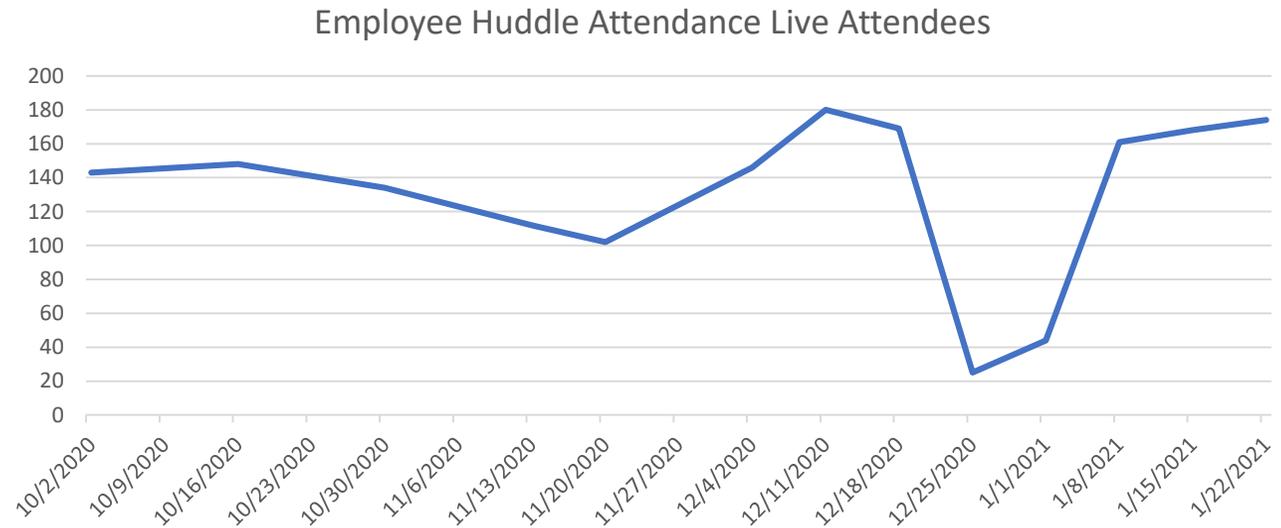




Community Engagement

Employee Huddle Attendance

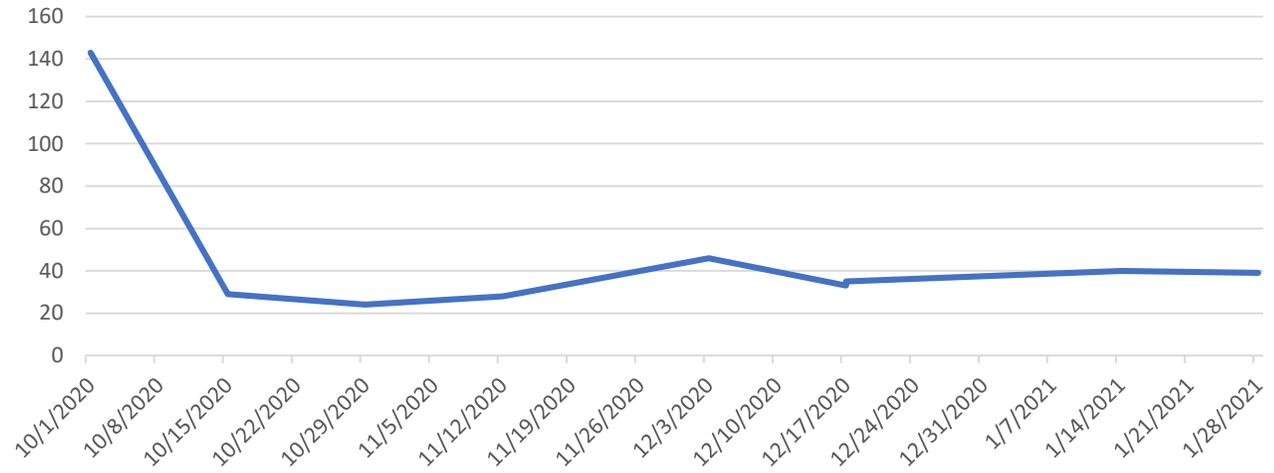
Employee Huddle Attendance						
Date	Live Attendees		K Compass	YouTube	Post Online Views	
					Views	Unique
1/22/2021	174		74	76	38	27
1/15/2021	168		84	58	48	32
1/8/2021	161		104	17	62	47
1/1/2021	44		93	93	60	46
12/25/2020	25		124	93	69	46
12/18/2020	169			81	72	52
12/11/2020	180			78	44	37
12/4/2020	146			55	64	48
11/20/2020	102			93	70	44
11/13/2020	112			117	27	23
10/30/2020	134			124	41	26
10/16/2020	148		73		22	14
10/2/2020	143		66		68	40
9/18/2020	170		56		71	49
9/11/2020	149		33		65	49
9/4/2020	139		63		58	36
8/28/2020	154		16		59	39
8/21/2020	179		6		200	117
8/14/2020	170				239	137
8/7/2020	168				264	188
7/31/2020	161				256	173
7/24/2020	173				508	182
7/17/2020	188				835	210
7/10/2020	154				630	204
7/3/2020	168				534	156



Community Engagement Attendance

Community Engagement Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
1/28/2021	39			
1/14/2021	40		45	35
12/17/2020	33	Kids Town Hall	25	19
12/17/2020	35		50	45
12/3/2020	46		83	67
11/12/2020	28		81	61
10/29/2020	24		71	44
10/15/2020	29		17	10
10/1/2020	143	Town Hall #5	38	27
9/17/2020	38		44	27
9/3/2020	39		21	19
8/27/2020	35		61	41
8/20/2020	36		32	20
8/13/2020	30		15	5
8/6/2020	41		57	36
7/30/2020		Town Hall #4	177	111
7/23/2020	46		171	61
7/16/2020	41		173	59
7/9/2020	39		214	77
7/2/2020	36		129	51

Community Engagement Attendance Live Attendees



Social Media / Media Relations – The Link must be open in Google

<https://youtu.be/pPuesauJwUo>