



July 30, 2020

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 10:00AM on Wednesday August 5, 2020, at the Kaweah Delta Medical Center, in the Support Services Building, 520 West Mineral King, Graduate Medical Education West Classroom, 5th Floor or via GoTo Meeting from 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

Dave Francis, 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, August 5, 2020

Kaweah Delta Medical Center / Support Services Building
520 West Mineral King – Graduate Medical Education Classroom (5th Floor)

Call in option: 1-786-535-3211 Access Code: 329-725-221

ATTENDING: Directors: Nevin House (Chair) and Garth Gipson; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Interim Director of Marketing and Communications; Deborah Volosin, Director of Community Engagement; Jennifer Corum, Senior Marketing Specialist; Raymond Macareno, Senior Communications Specialist; Melissa Withnell, Senior Communications Specialist; Jennifer Manduffie, Senior Graphic Designer; Yolanda Chavez, Senior Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; and Kelsie Davis, Recording

OPEN MEETING – 10:00 AM

1. **Call to order** – *Nevin House, 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. **Kaweah Connect**- *Brief overview of Centralized Patient Registration and Scheduling, Malinda Tupper, Chief Financial Officer; Alicia Rodriguez, Revenue Cycle Manager; Frances Carrera, Director of Revenue Cycle; Shauna Standridge, Patient Access Supervisor; Jessica Rodriguez, Director Operations and Business Development*
4. **Community Engagement** – *Update on community engagement initiatives, Deborah Volosin, Director of Community Engagement*
 - Town Hall Analytics/Feedback
 - Weekly Webinars
 - Speaker’s Bureau
5. **Marketing** – *Update on Marketing Initiatives, Karen Tellalian, Director of Marketing*
 - World Ag Expo

- Recent Marketing Campaigns
- Campaigns in Development
- Community Promotional Video

6. Social Media/Media Relations – *Update on social media and media relations, Laura Florez-McCusker, Director of Media Relations*

- Public Information Officer Team Update
- Current Projects
- Top Social Media Posts and Traffic Reports

7. Adjourn – *Nevin House, 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.

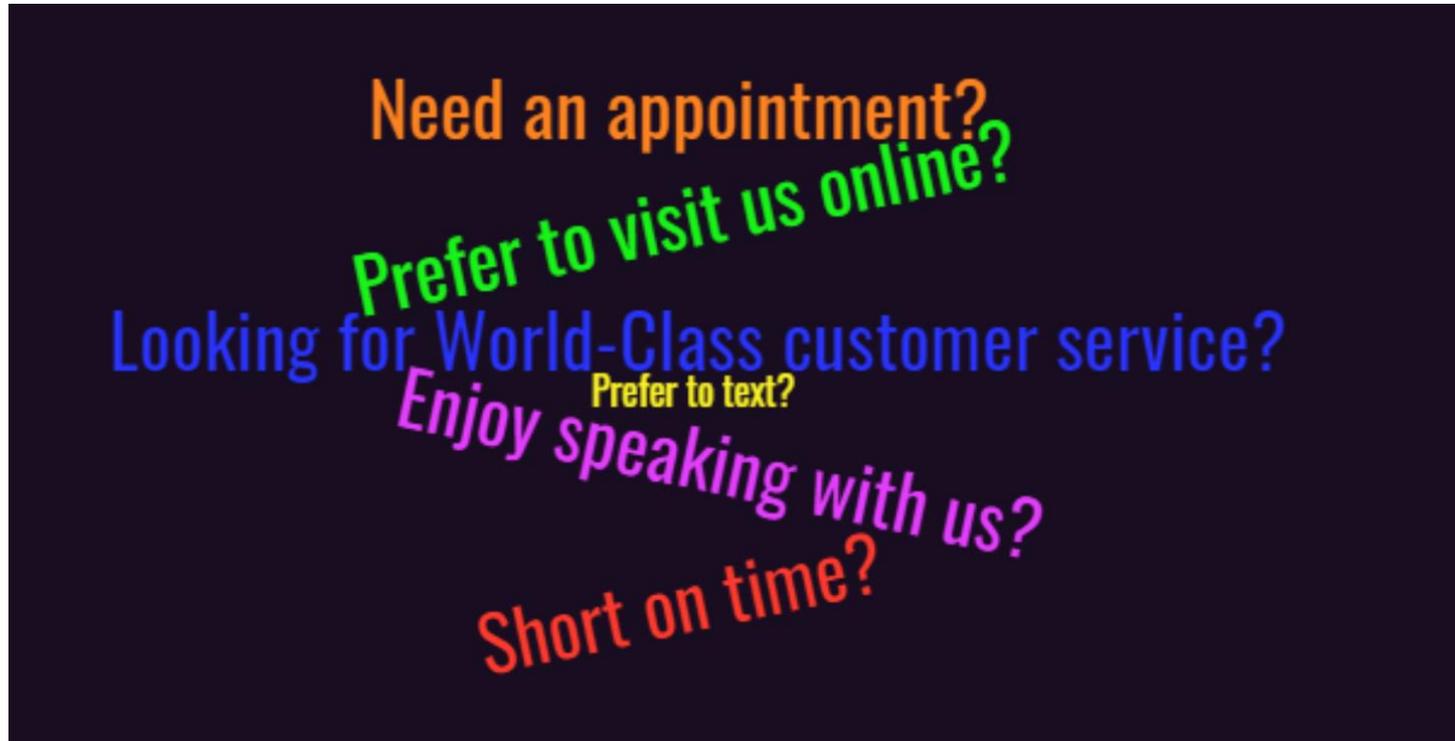


More than medicine. Life.

KAWEAH CONNECT

Strategic Growth & Innovation

Goal: World Class Service beginning with the first point of contact with our patients: scheduling and preregistration



Through Kaweah Connect we can meet the needs of our customers in a way that is tailored to fit their personal preferences.

KAWEAH CONNECT

(Where)



- Kaweah Delta Imaging Center
 - Kaweah Delta Sleep Center
 - Kaweah Delta Clinics -RHC/FQHC
 - Outpatient Therapy Clinics
 - Sequoia Cardiology Clinic
 - Telehealth
- And many more!

Ultimate goal is to have all services a part of Kaweah Connect with easy access to schedule and preregister across the district.

KAWEAH CONNECT (How)

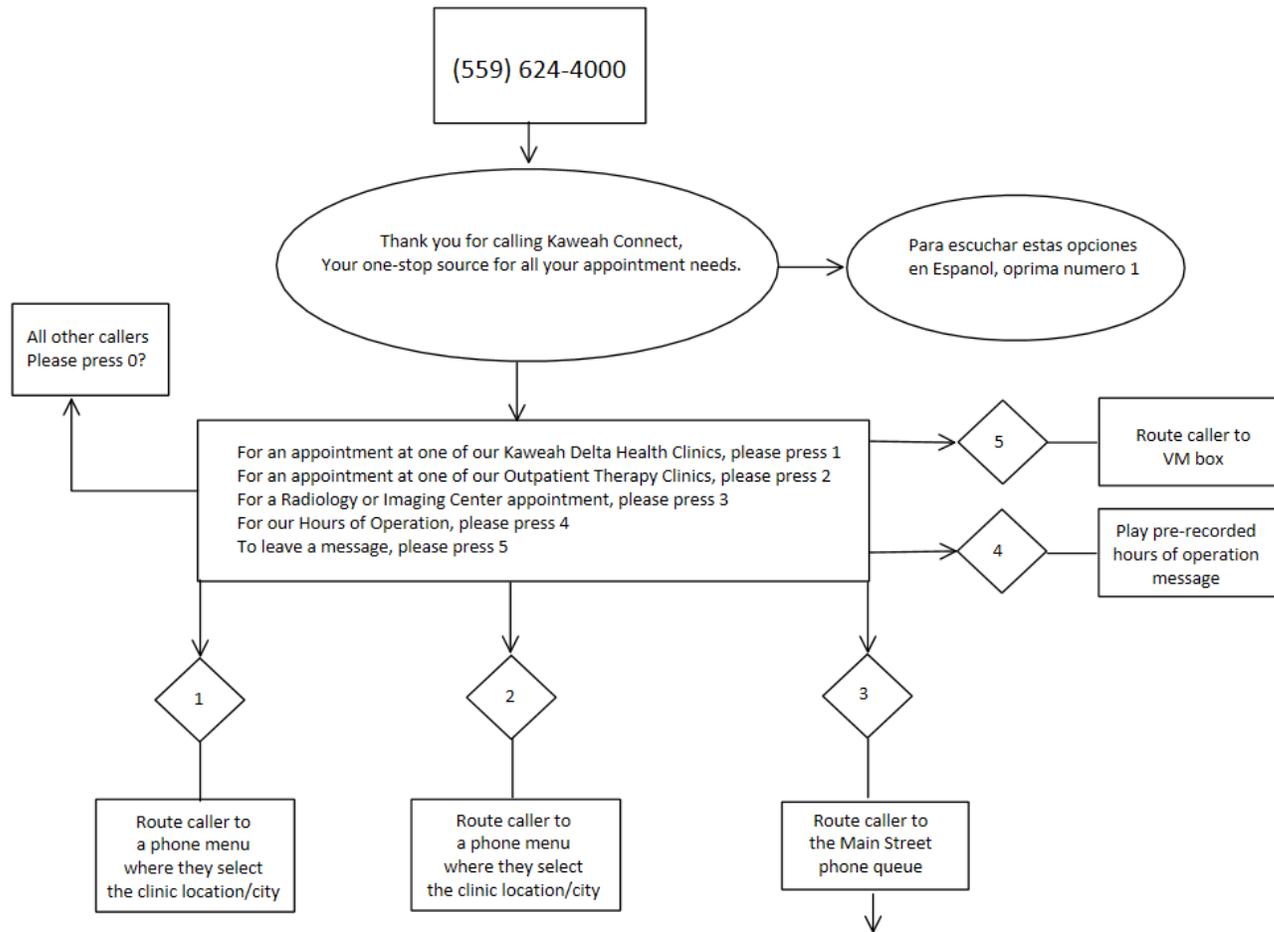


- 1) Call
- 2) Email
- 3) Text
- 4) Online
- 5) In Person
- 6) Chat



KAWEAH CONNECT (Call)

Call Routing Tree



-One centralized phone number

-Caller is routed to appropriate clinic or service based on menu options selected

-Simple and easy to use

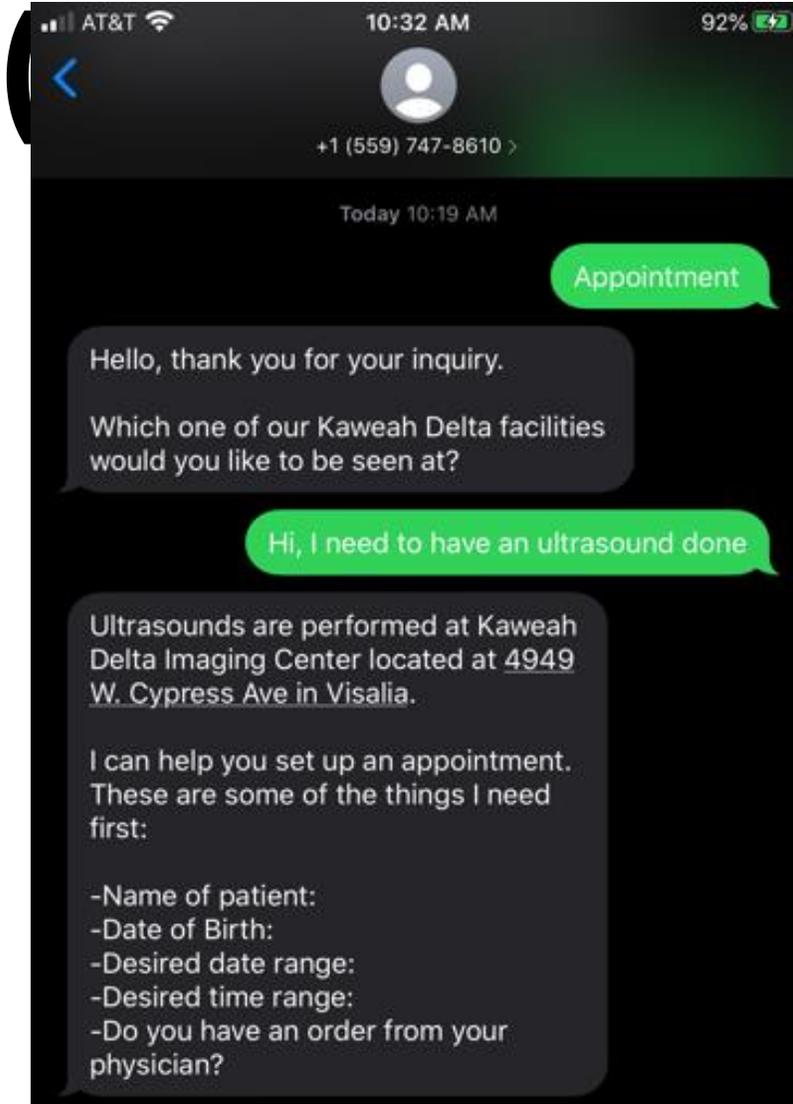
-English/Spanish + Interpreter Services

KAWEAH CONNECT (Email)



- Patients can correspond with our centralized scheduling team via email messages
- The Kaweah Connect inbox is monitored by a team of professionals
- Responses and solutions are offered in a prompt and timely manner

KAWEAH CONNECT



-Patients can correspond with our centralized scheduling team via text messaging

-Convenient and easy way to schedule, reschedule or cancel an appointment

-Responses and solutions are offered in a prompt and timely manner

KAWEAH CONNECT (Online)

(Appointment Request)

English (US)

Radiology / Imaging Services

At Kaweah Delta, we have skilled professionals who are available to assist you with your appointment needs. Please fill out the following fields if you would like to coordinate a convenient time that works for you to schedule an appointment for upcoming services performed at Kaweah Delta's Sequoia Imaging Center.

Type of service:
Ultrasound

I have a physician's order:
 Yes
 No

Name
Jane Doe
First Name Last Name

Email
jdoe@gmail.com
example@example.com

-Patients can initiate an appointment request by visiting our webpage

-A simple and easy to use form helps them outline their appointment needs

-Requests are routed to a centralized scheduling team member

-Patients are contacted in the method they prefer; call, text or email

KAWEAH CONNECT (Online)

(Preregistration Form)

Insurance Information

Primary Insurance Company Name

Insurance Phone Number

Please enter a valid phone number.

Insurance ID / Policy Number

-Safe and secure way for patients to preregister for their appointment online

-Takes 5-7 minutes to complete

-Easy and convenient to use

-Able to upload a photo of insurance card(s) - front & back

-Increase in the accuracy of demographic and insurance information

If on a mobile device, take/share a photo of the FRONT of your insurance card:



KAWEAH CONNECT (In-Person)



-Information Desk in the
Acequia Wing Lobby,
Main Hospital

*Once visitor restrictions are lifted
*Photo taken pre-pandemic

KAWEAH CONNECT (Flyer)

KAWEAH CONNECT
Connecting in more ways than one!

Need an Appointment? Here is how...

5 options available for you:

	CALL: (559) 624-4000, Press 1 for Clinics, Press 2 for Out-patient Therapies, or Press 3 for Radiology/Imaging Services
	TEXT: Text the word "Appointment" to (559) 747-8610
	EMAIL: KaweahConnect@kdhcd.org
	ONLINE: Please visit www.kawahdelta.org
	IN PERSON: Once visitor restrictions are lifted, please stop by the Information Area within our Acequia Wing Lobby, located at 305 W. Acequia Avenue, Visalia, CA 93291. <i>For your convenience: We offer free Visitor Parking adjacent to the Acequia Wing Lobby</i>

THE KAWEAH DIFFERENCE

-Outlines the various communication options we offer

-Can be posted online with links that route patients to their desired destination

-Can be shared with patients via email

-To be shared with physicians' offices who can provide flyer to their patients

-Flyer available in English and Spanish

KAWEAH CONNECT

Next Steps

Recommended Approach:

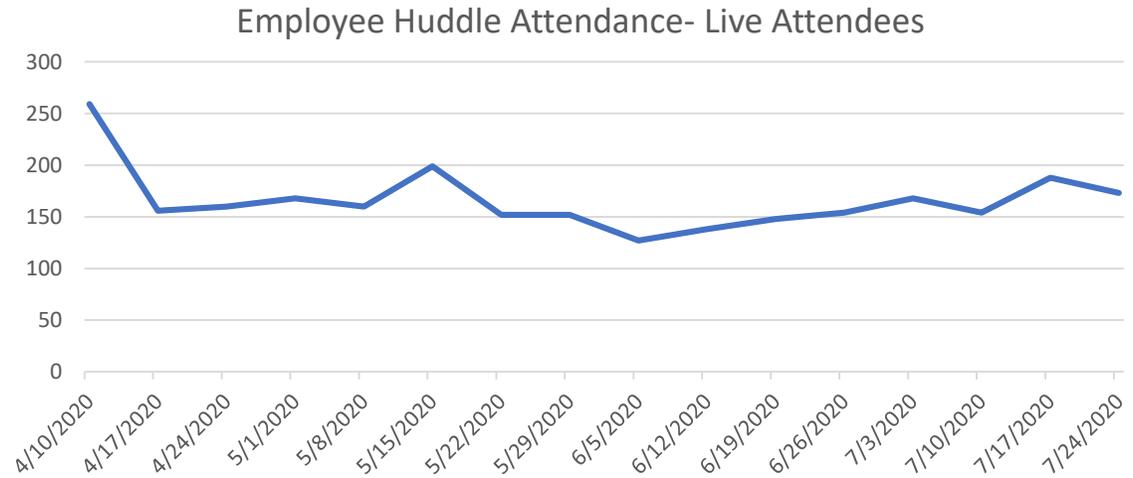
- **August: Finalize setup and fully test functionality and processes and scripting**
- **Sept/Oct/Nov: Soft launch our Main street call / preregistration team that currently offers centralized scheduling: Begin with Radiology then Noninvasive Cardiology, Sleep Center, Surgery, Endo, Cath Lab, Deliveries, Lab**
- **Work with marketing as service areas are rolled out: options - market online, email, attend office manager luncheons and share with physician offices**
- **Dec/Jan/Feb: Once process is fully vetted, roll out to Clinics. Begin with Sequoia Cardiology, Neurosciences, Wound Care, Therapies,, Urgent Care/Telehealth, RHC/FQHC, RHC, KDMF.**



Community Engagement

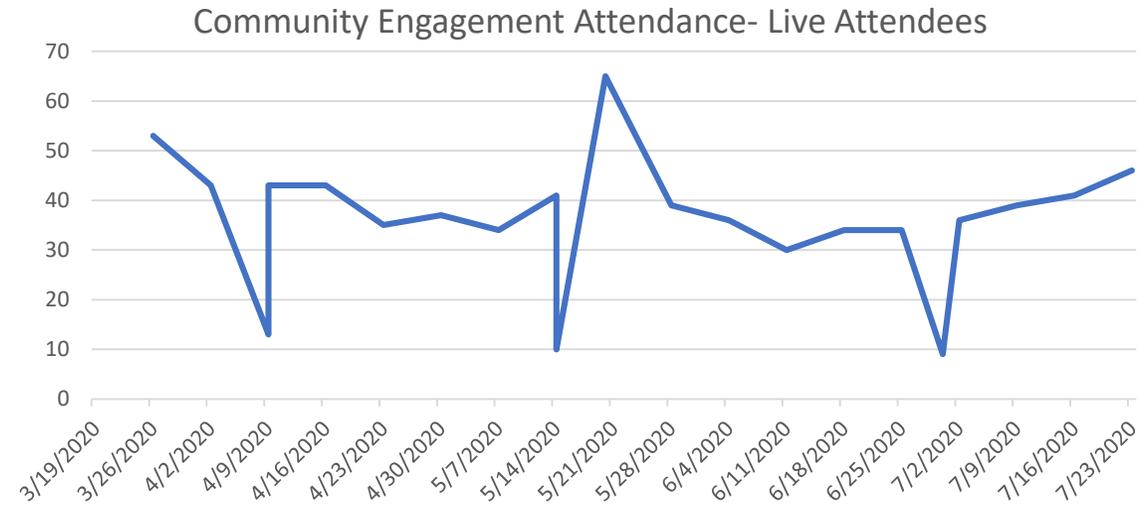
Employee Huddle Attendance

Employee Huddle Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
7/31/2020				
7/24/2020	173		422	121
7/17/2020	188		795	179
7/10/2020	154		601	184
7/3/2020	168		512	139
6/26/2020	154		251	105
6/19/2020	148		289	90
6/12/2020	138		332	111
6/5/2020	127		148	49
5/29/2020	152		264	84
5/22/2020	152		263	112
5/15/2020	199		140	85
5/8/2020	160		28	21
5/1/2020	168		9	6
4/24/2020	160		6	5
4/17/2020	156		6	5
4/10/2020	259		7	4



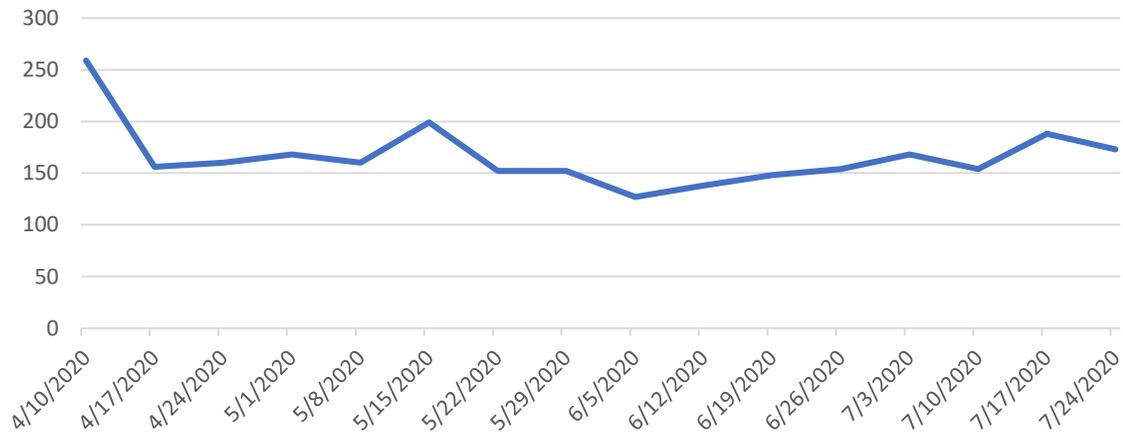
Community Engagement Attendance

Community Engagement Attendance				
Date	Live Attendees	Post Online Views		
		Views	Unique	
7/30/2020		Town Hall #4		
7/23/2020	46	138	38	
7/16/2020	41	165	52	
7/9/2020	39	209	72	
7/2/2020	36	126	49	
6/30/2020	9	Community Relations		
6/25/2020	34	88	34	
6/18/2020	34	171	61	
6/11/2020	30	128	46	
6/4/2020	36	117	45	
5/28/2020	39	117	38	
5/20/2020	65	Town Hall #3		
5/14/2020	41	59	45	
5/14/2020	10	Faith Leaders		
5/7/2020	34	13	8	
4/30/2020	37	24	17	
4/23/2020	35	177	110	
4/16/2020	43	38	25	
4/9/2020	13	Community Relations		
4/9/2020	43	154	153	
4/2/2020	43	133	71	
3/26/2020	53	44	28	
3/19/2020		17	16	



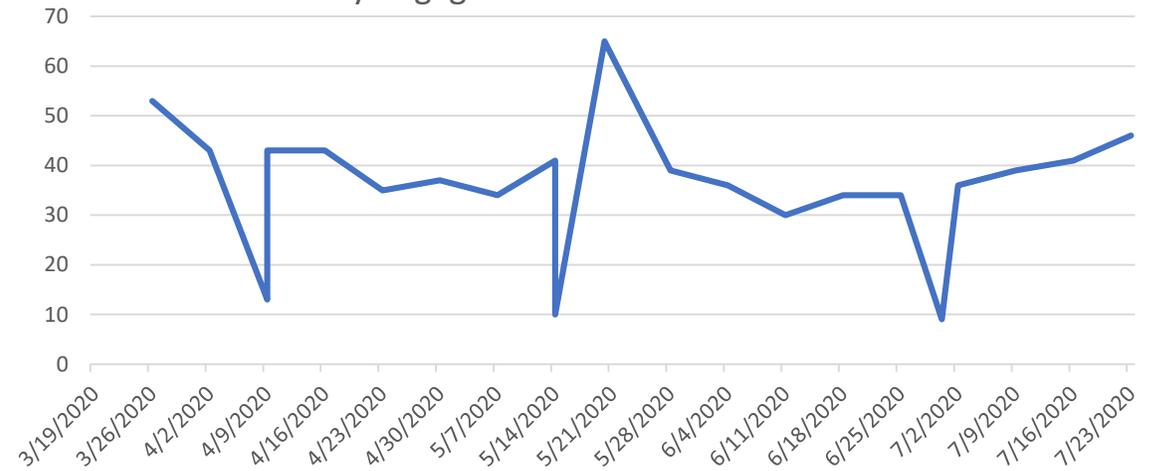
Employee Huddle

Employee Huddle Attendance- Live Attendees



Community Engagement

Community Engagement Attendance- Live Attendees





Kaweah Delta

MORE THAN MEDICINE. LIFE.

MARKETING BOARD NOTES – JULY-AUGUST 2020

EMAIL ENGAGEMENT

EMMA (existing platform)

- 9 campaigns/emails sent (148,246 total emails)
- 99.4% Delivery rate
- 16.81% Open rate
- 0.69% Click rate (but low CTAs, mostly informational content)
- Best performing emails: TLC closure messaging, VMC Telehealth

ELOQUA – New CIP (Consumer Intelligence Platform)

- IP warming completed and we are still onboarding campaigns and learning the platform. Analytics will start to come in as campaigns complete and will be tracked for 12 months post, measured against control group (10%) to measure ROI, contribution margin, etc.
- **Cardiac campaign** running via marketing automation through 8/31.
- **Telehealth campaign** running via marketing automation through 9/30.
- **Orthopedics seminar/event-based campaign** running August 2020.

DIGITAL MARKETING

Demobilization Campaign (We're Open, We're Ready) – *analytics pending*

- Display
- OTT (Streaming)

Kaweah Delta Telehealth Services

- Display – *analytics pending*
- SEM (to date)

- 4,655 impressions
- 107 clicks
- 2.30% interaction rate
- \$151 spend thus far

Cardiac Services / Cleveland Clinic (Keep the Beat Going)

- Display - *analytics pending*
- SEM (to date)
 - 76,453 impressions
 - 447 clicks
 - 0.58% interaction rate
 - \$226 spend thus far
 - Top keywords: heart disease symptoms, heart doctor, kaweah delta cardiology, heart physician

Campaigns in Development:

- Vascular / Cleveland Clinic
- General Care – social distance doesn't mean medical distance
- Cleveland Clinic – Answer the Why? (radial access procedures, same day admits, same day discharge – see below)
- Orthopedics

WEBSITE STATISTICS

(Raymond)

DIGITAL OPPORTUNITIES

- Utilization of more digital marketing campaigns, in lieu of print and traditional, utilize targeted in HG CIP platform.
- Current Mobile Applications – KD Health, KD Surgery, Baby & Me – opportunities to enhance and better engage.
- Development of Employee Mobile App – better engagement with Interact, ability to push notifications, one-stop-shop for messaging – build 5,000 informed advocates for Kaweah Delta.

COMMUNITY / RECRUITMENT VIDEO

Marketing, partnered with Physician Recruitment and Engagement and GME, are producing a long format video that explores our community and our healthcare system with the intent to recruit physicians to the area and to attract and educate GME candidates as we aren't conducting in-person interviews in light of COVID-19. The video will explore the community in depth: economics, vibrancy of downtown, industrial and ag, diversity, events and philanthropy, schools, etc. as well as explain the services and programs of Kaweah Delta.

The intention for the video is to use as a recruitment tool, hosted on our website or a dedicated landing page, as well as through our social and digital channels. GME also plans on utilizing the video to introduce each of their programs in depth.

There is always the option to truncate this into shorter videos for use on social media, website, email and other channels.

Project is being led by Brittany Taylor.

MARKETING DATA & REPORTING

- **Healthgrades / Healthcare Decision Makers** – *to come from Healthgrades*
- **Behavioral/Lifestyle Reporting** – *to come from Healthgrades*
- **Media Consumption Habits** – *to come from Healthgrades*
- **Healthgrades Consumer Profile** - Better understand our population by exploring consumer demographics, financials, lifestyle, patient history, etc. Report is filtered by existing patients, in commercial, Medicaid, Medicare or self payor categories, who have had any services in inpatient, outpatient or emergency.
- **Healthgrades Patients Out of Area** - Fresno, Kings and Kern County: The reports show growth opportunity (impact if we were able to increase patient volume by 1% - target is the bubble the farthest to the right on the graph = biggest growth opp.), what service lines those patients encountered, what the total \$ charges were and in what service line, as well as year over year growth (by zip code) [filtered by Commercial, Medicare and Self Pay patients as the reimbursement/value of those patients is better].
- **KD Marketing/Communications Survey**, completed late June/early July:
<https://www.surveymonkey.com/results/SM-Z7NVYPVG7/>

TECHNOLOGY & PROGRAM HIGHLIGHTS

- **TRU BEAM** – laser point precious for oncology, brain tumors and other neuro conditions – better outcomes, more precise treatment, less pain and invasive procedures.
- **HYBRID SURGICAL SUITE** – upcoming Vascular story focused on this technology, how it's drawing physician to the area, the provider who saved his life and his KD experience.

- **CLEVELAND CLINIC** – affiliation has brought radial access procedures, same day discharge, same day admits – all leading to better patient experiences, shorter length of stay, minimally invasive procedures, less pain, faster recovery, better outcomes.
 - Just named No 1 Cardiac Program in the Nation by US News and World Report for 26th year.
- **PET CT coming to SEQUOIA CARDIOLOGY / KAWEAH DELTA DIAGNOSTIC CENTER** – exists at our Imaging Center, but now will have more capacity and capability. Has been beneficial in advance oncology imaging, but can/will also be used for more advanced cardiovascular imaging.



Profile Performance

March 1, 2020 - July 30, 2020

Understand growth and health of your social profiles

Included in this Report

 Kaweah Delta

 Kaweah Delta

 Kaweah Delta Health Care District

 Kaweah Delta Health Care District

Cross-Network Performance Summary

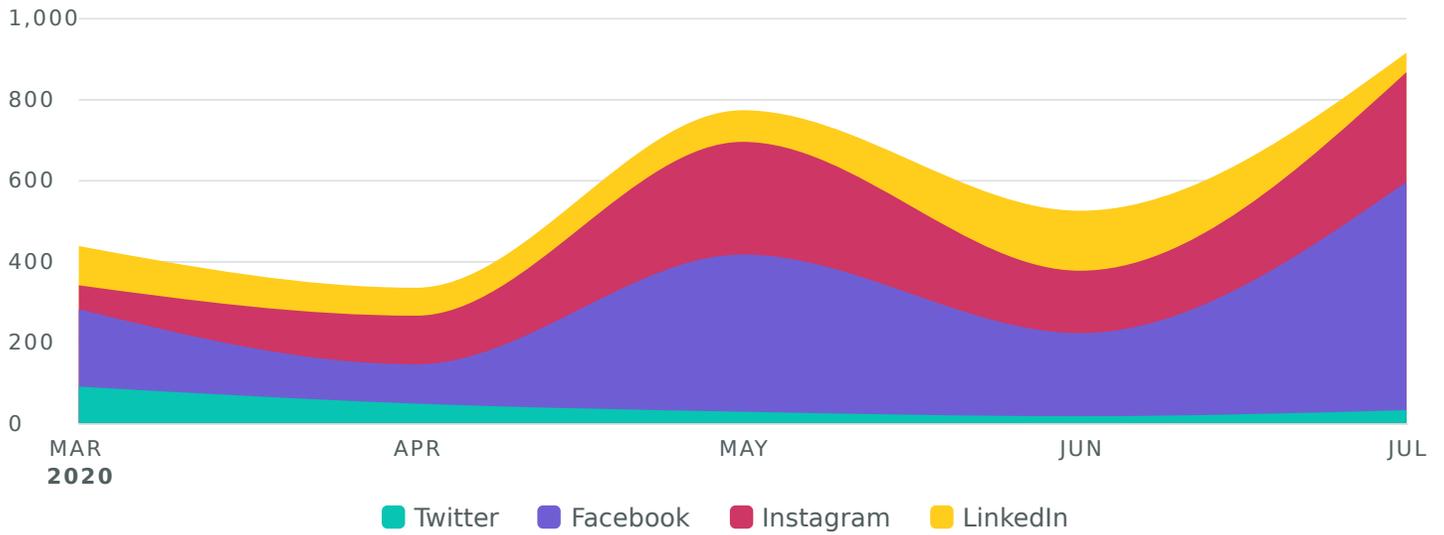
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>4,478,410</p> <p>↗ 13.8%</p>	<p>Engagements ⓘ</p> <p>284,785 ↗ 13.3%</p>	<p>Post Link Clicks ⓘ</p> <p>9,014 ↘ 25.7%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

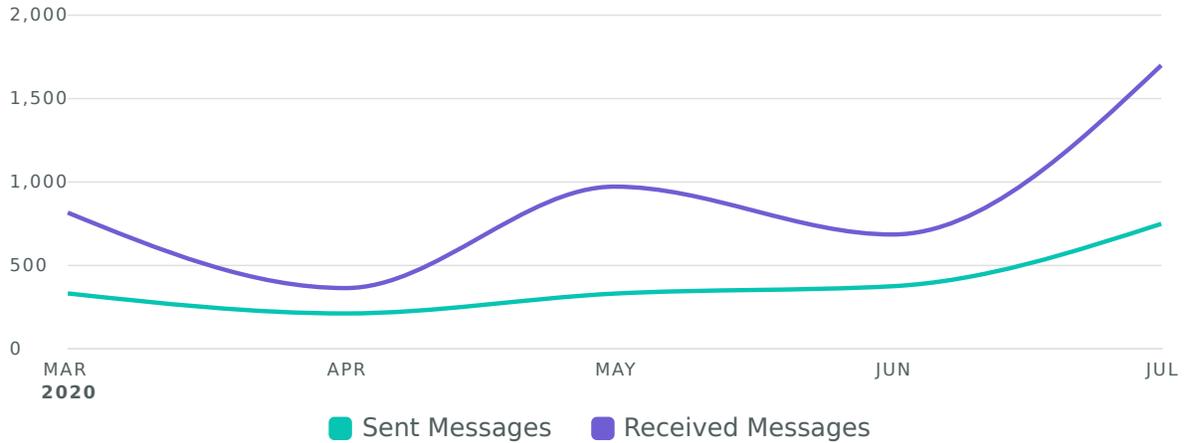


Audience Metrics	Totals	% Change
Total Audience ⁱ	31,082	↗ 21.8%
Total Net Audience Growth ⁱ	2,435	↗ 89.6%
Twitter Followers Gained	215	↗ 258%
Facebook Page Likes	1,444	↗ 78.1%
Instagram Followers Gained	882	↗ 103%
LinkedIn Followers Gained	440	↗ 5.5%

Cross-Network Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages Per Month



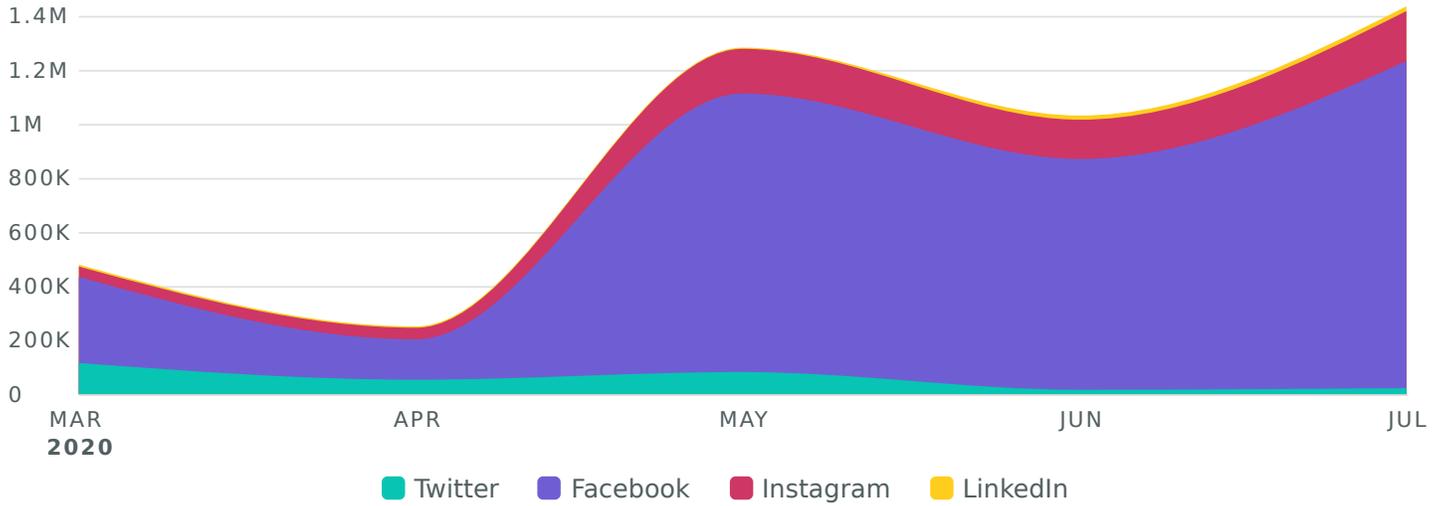
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	1,979	↗ 68.6%
Twitter Sent Messages	184	↗ 1.1%
Facebook Sent Messages	1,506	↗ 121%
Instagram Sent Messages	241	↘ 8.4%
LinkedIn Sent Messages	48	↗ 2.1%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	4,516	↗ 90.8%
Twitter Received Messages	514	↗ 221%
Facebook Received Messages	3,493	↗ 99.4%
Instagram Received Messages	500	↗ 20.2%
LinkedIn Received Comments	9	↘ 76.9%

Cross-Network Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month

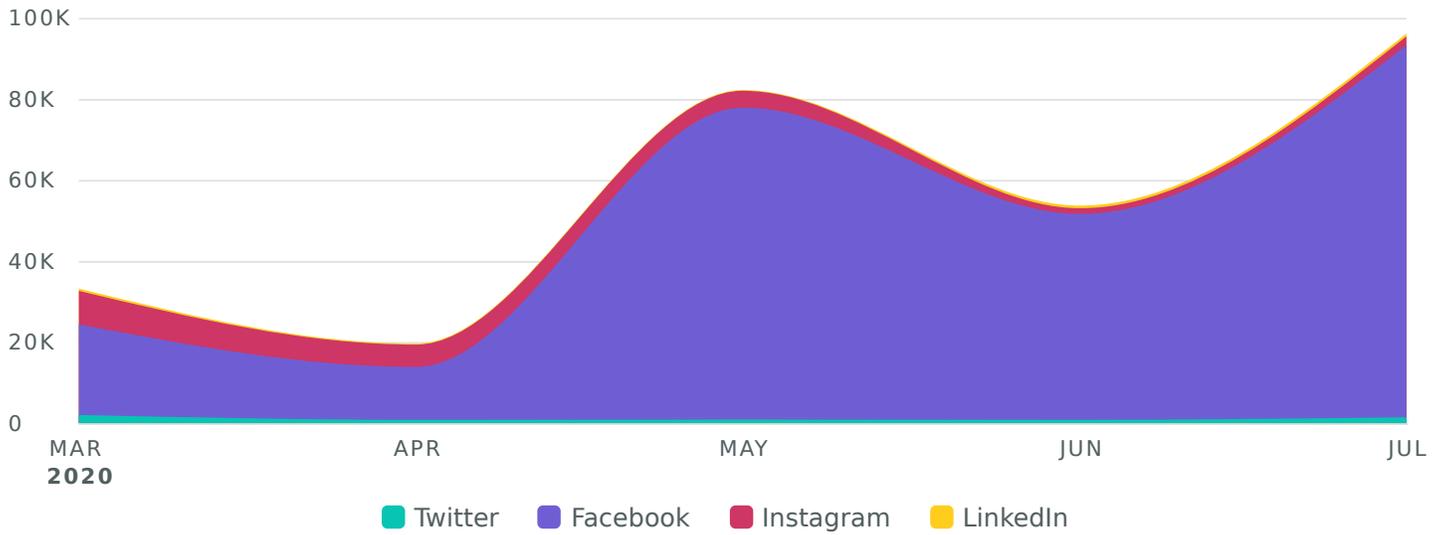


Impression Metrics	Totals	% Change
Total Impressions ⓘ	4,478,410	↗ 13.8%
Twitter Impressions	288,034	↗ 141%
Facebook Impressions	3,564,365	↗ 9.4%
Instagram Impressions	576,725	↗ 21.7%
LinkedIn Impressions	49,286	↘ 40.8%

Cross-Network Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	284,785	↗ 13.3%
Twitter Engagements	5,889	↗ 216%
Facebook Engagements	255,079	↗ 11.5%
Instagram Engagements	21,472	↗ 66.9%
LinkedIn Engagements	2,345	↘ 69.4%
Engagement Rate (per Impression) ⓘ	6.4%	↘ 0.4%

Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Mar 1, 2020 - Jul 30, 2020	31,082 ↗ 21.8%	2,435 ↗ 89.6%	687 ↘ 19.5%	4,478,410 ↗ 13.8%	284,785 ↗ 13.3%	6.4% ↘ 0.4%
Compare to Oct 1, 2019 - Feb 29, 2020	25,520	1,284	853	3,934,801	251,245	6.4%
  Kaweah Delta	4,350	660	178	576,725	21,472	3.7%
 Kaweah Delta	1,641	184	183	288,034	5,889	2%
 Kaweah Delta Hea...	20,198	1,159	278	3,564,365	255,079	7.2%
 Kaweah Delta Hea...	4,893	432	48	49,286	2,345	4.8%