

June 13, 2024

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 2:00PM on Monday, June 17th, 2024, in the Kaweah Health Medical Center Executive Office Conference Room; 305 W. Acequia Avenue, Visalia, CA 93291.

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

Dave Francis, Secretary/Treasurer

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

Monday, June 17, 2024 Kaweah Health Medical Center 305 W. Acequia Avenue – Executive Office Conference Room

ATTENDING: Directors: Ambar Rodriguez (Chair) and Mike Olmos; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; 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 April 2024.
- 4. MARKETING & MEDIA RELATIONS Karen Cocagne, Director of Marketing & Communications
 - 4.1. Marketing Update
 - 4.1.1. Dr. Kim Promotion
 - 4.1.2. Digital Updates
 - 4.1.3. Lifestyle Fitness Center New window graphics
 - 4.1.4. Hospital Night at the Ballpark
 - 4.1.5. Hands-Only CPR Training
 - 4.1.6. Stroke Month
 - 4.1.7. SRCC New TV Commercial
 - **4.2.** Social Media Update
 - 4.3. Media Relations Update
 - 4.4. Reputation Management Update
- 5. COMMUNITY ENGAGEMENT Deborah Volosin, Director of Community Engagement
 - **5.1.** Update on community engagement and events
 - **5.2.** GME New Resident Mixer

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.

ADJOURN – Ambar Rodriguez, 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.

June 5, 2024 - Marketing and Community Relations Committee

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MINUTES OF THE 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

PRESENT: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Deborah Volosin, Director of Community Engagement; Raymond Macareno, Sr. Communications Specialist; María Rodríguez Ornelas, Sr. Communications Specialist; Gary Rogers, Sr. Communications Specialist; Samantha Torres, Sr. Communications Specialist; and Lisette Mariscal, Recording

CALLED TO ORDER – 4:00PM

PUBLIC / MEDICAL STAFF PARTICIPATION – None.

MINUTES – The open meeting minutes from February 21, 2024 were approved with a motion from *Ambar Rodriguez (Chair)* and seconded by *Dave Francis (Board Member)*. Motion Carried.

MARKETING & MEDIA RELATIONS – Raymond Macareno gave a Marketing update. Gary Rogers reviewed Summer Vital Signs that are attached to the agenda. Maria Rodriguez Ornelas gave a Media Relations and Social Media update which included total engagement regarding the KSEE 24 Round Table Kaweah Health was featured in. Samantha Torres reported on Reputation Management with February 13, 2024 – March 25, 2024 Rating Information.

COMMUNITY ENGAGEMENT – Deborah Volosin gave a verbal update on community engagement meetings and presented two flyers on the below topics. Both attached to the agenda.

- 5.2. Community Resident Hosting Program
- **5.3.** Community Advisory Council Application

ADJOURN - 5:00PM



MARKETING UPDATES

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



(559) 624-4820



• Print

- o Tulare Farm Bureau (Monthly publication) May 2024
 - ½ page (SRCC)
- o Tulare Farm Bureau (Monthly publication) June 2024
 - ½ page (Dr. Kim)
- o The Good Life (bi-monthly publication) May/June 2024
 - ½ page (SRCC)
- o Christian News Kings County May/June 2024
 - ½ page (SRCC)
- Local Newspapers
 - Full page (Hospital Week)
 - Visalia Times Delta, Tulare, Hanford Sentinel and Porterville
 - Double Truck (Nurses Week)
 - Visalia Times Delta, Tulare and Porterville



Honoring Our 2023-2024 World-Class Service Excellence Award Recipients



Madisson Emerson Certified Nursing Assistant Med-Surg Unit



Hichelle Hoope Registered Nurse



Carolyn Hainsworth Clinic Business Office Lead KH Medical Clinic—Ben Maddox



EID Santana Licensed Vocational Nurse, M/



Armando Gonzalez Zambran Environmental Services



Ody DaSitva Hedical Staff Coordinator-Medical Staff Services



David Marks Simulation Assistant Lynn Haward Mirviss Education Center



Michelle Wilson Clinical Informaticist



Ana Lopez Street Medicine Program Coordinate



Martie Duyst Clinical UR Specialist Administration



Yvette Lopez Clinical Lab Scientist-Cu Clinical Laboratory



Diana Seechao Senior Consultant-PN and Consulting Office

Kaweah Health employees are united by a single purpose—to meet the health care needs of our communities. And while the pursuit of healthiness is ongoing, we've chosen National Hospital Week as a time to honor our world-class

These individuals have been recognized by their peers for professionalism, dedication, and commitment to excellence. Some of them care for patients, some provide support services — all of them are deserving of our respect and admiration.

Service Excellence Award recipients.

We also want to thank the thousands of unsuing heroes who are working quietly behind the scenes, doing the work so necessary to fulfilling our mission. Whether it's food preparation, laundry, maintenance, housekeeping, tech services, volunteer services, foundation, administration, patient care, or one of the many support services, we at Kaweah Health believe that each of us plays a vital role in helping to save lives and keeping our communities healthy.



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Care is what they do.



Saying thank you, is what we do.

Care.

We say it as a show of affection but at this very moment, somewhere, there's a nurse giving new meaning to those words. And to the patient receiving that care, it's making all the difference in the world.

It takes a special person to be a nurse. Everything they do is to ease someone's discomfort, help them heal, or quiet their fears. It takes smarts, discipline, compassion, stamina, and a mental toughness to deal with situations that the average person would be thankful to avoid.

Most of us simply could not do it.

If you meet a nurse this week offer them a heart-felt thanks. You can be sure they've earned it.

Honoring our 2024 Nursing Award Winners

Clinical Registered Nurse of the Year Award Winners







































Outstanding Achievement Award Winners







National Nurses Week 2024 is May 6 - May 12.

Kaweah Health would like to thank all nurses serving in our community. Every day, they go the extra mile to meet the needs of our community. Join us in honoring them during this very special week.





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



Visalia Cancer Center Location 4945 W. Cypress Ave., Visalia, California

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

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



Jun Kim, DO, is a board-certified orthopedic

surgeon specializing in primary and revision hip and knee replacement surgery. Dr. Kim's comprehensive, patient-centered approach is designed to return you to an active, pain-free lifestyle.

If knee or hip pain is keeping you from living your best life, schedule a consultation with Dr. Kim today.

(559) 624-4820

For doctors: EFax (559) 624-6590

Clinical interests and expertise:

- Hip Replacement
- Fracture Management
- Knee Replacement
- Hip and Knee Arthritis
- Robotic Total Knee Replacement
- Revision Hip and Knee Replacement
- · Avascular Necrosis (Hip and Knee)



WILLOW AVENUE

202 W. Willow Ave., Suite 502 (5th Floor) Visalia, CA 93291

VISIT: KaweahHealth.org/MedicalClinic

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Dr. Kim Flier



Jun Kim, DO, is accepting patients of all ages.

Dr. Kim is a board-certified orthopedic surgeon, specializing in primary and revision hip and knee replacement surgery, providing comprehensive solutions for hip and knee pain. Dr. Kim's goal is to create a patient- centered treatment plan in order to get patients back to an active, pain-free lifestyle.

If you would like to visit Dr. Kim for a consultation, please schedule an appointment at

Ph: (559) 624-4820 EFax: (559) 624-6590.



Areas of clinical interest and expertise:

- Hip Replacement
- Fracture Management
- Knee Replacement
- · Hip and Knee Arthritis
- · Robotic Total Knee Replacement
- · Revision Hip and Knee Replacement
- · Avascular Necrosis (Hip and Knee)



WILLOW AVENUE

202 W. Willow Ave., Suite 502 (5th Floor) Visalia, CA 93291

VISIT: KaweahHealth.org/MedicalClinic







- Radio English and Spanish commercials
 - o :60 Stanford Medicine, Dr. Martinez and Dr. Kim
 - o :30 Stanford Medicine (John Tesh endorsement)
 - Soft Rock, Podcast, Streaming













- **Television**:15 English,:30 English and Spanish commercials
 - o Rural Health, Baby spot and Grandma spot (:30)
 - May, Stroke Month











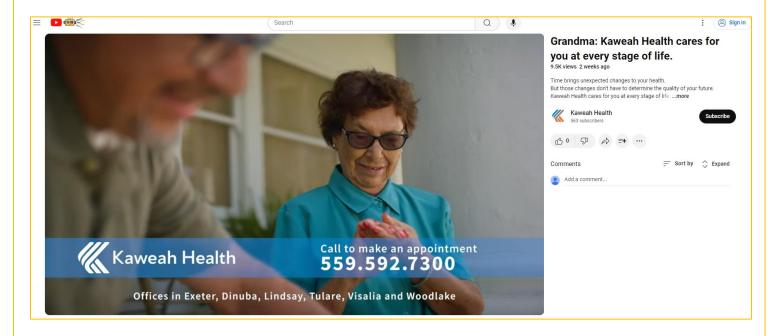








- YouTube (over 9,500 views)
 - :15 Stanford Medicine and Dr. Mclean



- Digital April and May
 - Rosa Knee (Digital and PPC)
 - Display 139,137 impressions, 279 clicks
 - PPC 2,048 impressions, 206 clicks
 - Ben Maddox (Digital and PPC)
 - Display 124,920 impressions, 158 clicks
 - PPC 16,324 impressions, 1,268 clicks

For Pediatrics and Primary Care.



Accepting New Patients. (559) 624-4800 LEARN MORE



ROSA' KNEE LEARN MORE
Keeps Us Moving











• Kaweah Health Lifestyle Fitness Center

New window graphics













Hospital Night at the Ballpark:

- First pitch, Chief Nursing Officer, Keri Noeske and the 2024 Kaweah Health Employee of the Year, Julio Sanchez
- National Anthem to be performed by Kaweah Health Consulting Services staff member Joshua Day
- o 7th "Take me out to the ball game", Medical Staff Services









Hands-Only CPR Training

- o KJUG and Hitz 104.9
- Email Blast
- Social
- Shirt, magnet, banner



Learn how to save the lives of infants, children, and adults.

Tuesday June 4 Garden Plaza Main Street Visalia

10:00 AM - 12:00 PM



Our hands can do so many things. The most important may be saving someone's life.



VISIT: KaweahHealth.org/HandsOnlyCPR

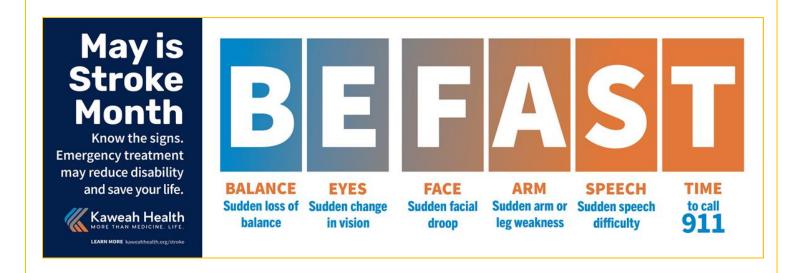


May, Stroke Month

- :15 second TV (KSEE 24 & CBS47)
- o Dr. Oldroyd video on lobby TVs
- o BE FAST header on Compass and lobby TVs
- o May 16, Hospital Night at the Rawhide
 - Recognized Dr. Richard Pantera and Alice Goodin, RN
- Stroke Heroes: new photos and posted on website
- Sent out on communications board

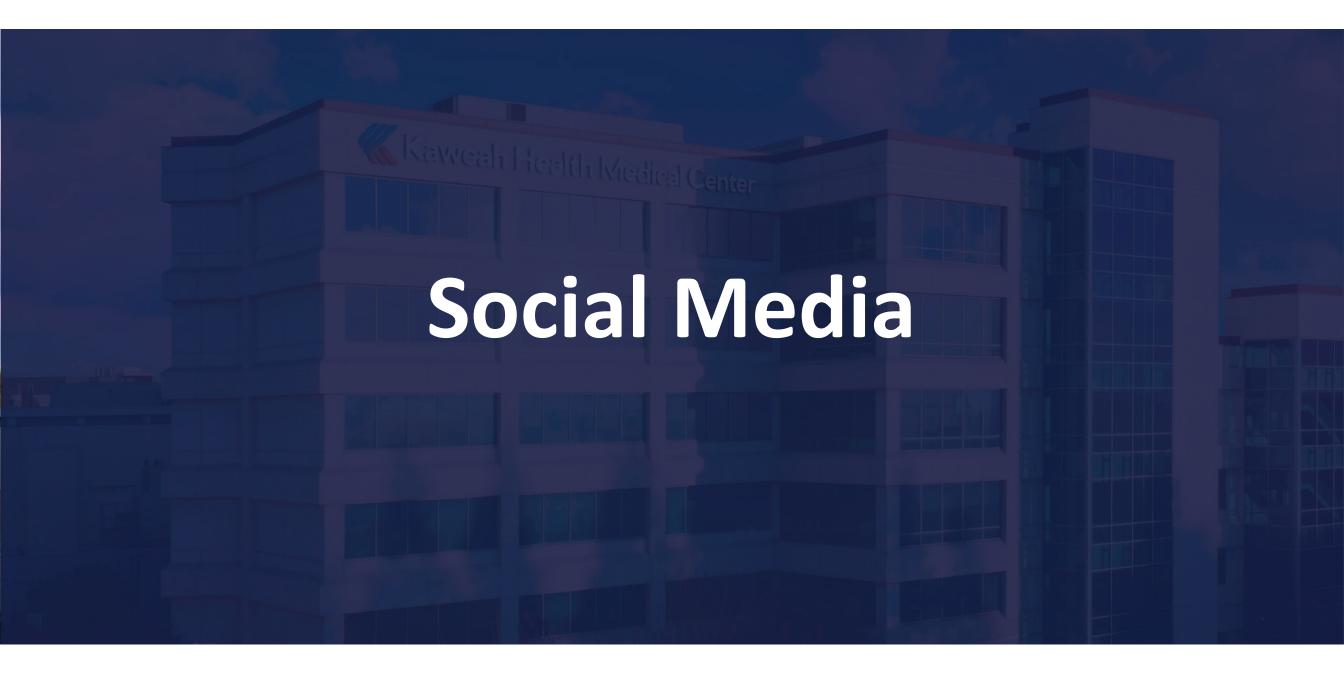






Topics of discussion

- o SRCC New TV Commercial
- Mercury Digital
 - Vascular, Cardiac, Mother/Baby, Spine
 - New Movers (new creative)
- Service Directories and Patient Guides
- SOMA communication pieces
- SafeGait promotional video for Rehab















Competitor Performance - March 26, 2024 - May 23, 2024

Profile ♥	Audience	Net Audience Growth	Published Posts \$\display\$	Public Engagements \$	Public Engagements per Post \$	% Audience Growth \$	Published Carousels \$	Published Videos \$	Published Photos \$	Published Links \$	Published Text \$\displaystyle{\pi}\$	Reactions \$	Comments ‡	Shares ‡
Your Profiles Average	6,028.14	39.14	42.00	2,765.86	65.85	0.65%	14.33	8.29	25.86	2.00	1.00	2,596.71	130.43	67.75
Competitor Profiles Average	14,393.33	92.75	27.69	1,974.00	71.28	0.65%	13.8	6.92	14.62	1.38	0.00	1,900.23	46.23	44.75
1 (7) Valley Children's	62,665	-69	6	470	78,33	-0.11%	N/A	0	4	2	0	345	28	97
2 (7) Kaweah Health	26,520	95	92	7,944	86.35	0.36%	N/A	20	66	6	0	7,136	575	233
3 O valleychildrens	23,876	267	15	12,293	819.53	1.13%	8	6	1	N/A	N/A	12,120	173	N/A
4 🗶 @CareForKids	19,319	-29	0	0	0.00	-0.15%	N/A	0	0	0	0	0	0	0
5 o adventisthealth	16,706	467	58	3,060	52.76	2.88%	10	29	19	N/A	N/A	2,986	74	N/A
6 (3 Community Region	14,845	32	20	235	11.75	0.22%	N/A	11	6	3	0	196	8	31
7 (3 Saint Agnes Medica	13,209	143	27	740	27.41	1.09%	N/A	9	17	1	0	601	50	89
8 (7) Adventist Health in	7,350	29	40	1,576	39.40	0.40%	N/A	3	33	4	0	1,516	20	40
9	7,284	133	101	10,730	106.24	1.86%	32	27	42	N/A	N/A	10,432	298	N/A
10 😝 Sierra View Medical	5,196	53	41	1,227	29.93	1.03%	N/A	1	39	1	0	1,005	121	101
11 (7) Kaweah Health Lif	3,919	6	16	95	5.94	0.15%	N/A	0	16	0	0	84	5	6
12 odignityhealthbakers	3,115	99	36	1,351	37.53	3.28%	11	17	8	N/A	N/A	1,318	33	N/A
13 🖸 saintagnesmedicalc	2,963	92	38	1,804	47.47	3.20%	9	12	17	N/A	N/A	1,745	59	N/A



Top Posts - March 26, 2024 - May 23, 2024 - Partnership Posts

Annual EMS BBQ



Kaweah Health hosted its Annual #EMS BBQ today in appreciation of the selfless individuals who serve as paramedics, emergency medicin...



Reach 22,310







Nurse Partnership



Take a look at what a day in the life looks like for #nurses like Anissa Rivera. Anissa started her career as a certified nursing assistant (CN...



Reach 16,311



Nurses Week Bake Wars



BRACE YOURSELVES... it's time for Bake Wars at Kaweah Health! Thank you to all of our community leaders and partners who...



Reach 15,179









Top Posts - March 26, 2024 - May 23, 2024 - Healthy Baby, Healthy Mama New Episode



@KaweahHealth

Facebook Reach: 5,615 YouTube Views: 595

YouTube Shorts:

1: 4,988 | 76 likes

2: 2,826 | 57 likes



Published May 8, 2024

@kaweahhealthespanol | 1 1K+ LIKES, 1,146 FOLLOWERS | 0 98 FOLLOWERS March 26, 2024 – May 23, 2024 – Top Posts



Kaweah Health en Español Wed 5/1/2024 11:33 am PDT

Hoy es Día Nacional de Aprecio al Intérprete. ♦ De "me gusta" a esta publicación para mostrar su agradecimiento y cariño a nuestro...



502 Reach



Kaweah Health en Español Thu 4/18/2024 6:47 pm PDT

¿Brote de Sarampión en los Estados Unidos? Conozca los síntomas de este #virus. La Dra. Ester Flores, Pediatra Certificada de Kaweah...



Reach





Kaweah Health en Español Tue 5/7/2024 11:38 am PDT

GRACIAS a los jueces de lujo que nos acompañaron para celebrar nuestra tercera Guerra de Postres Anual en honor a la Seman...



262 Reach







Uno de estos siete participantes será el gran afortunado en ganar el primer juego de la Lotería Kaweah en nuestra historia. @ Gracias...



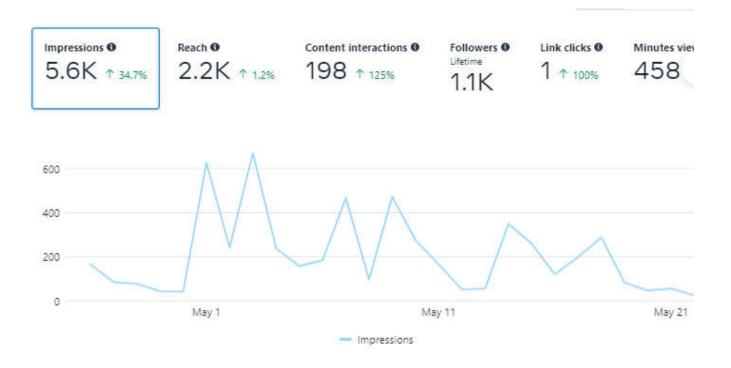
Reach 202







@kaweahhealthespanol | 1K+ LIKES, 1,146 FOLLOWERS | 098 FOLLOWERS | March 26, 2024 – May 23, 2024 – Top Posts

















Top Performing News Content – March 26, 2024 – May 23, 2024





Kaweah Health Medical Center hosted its third annual Bake Wars and KSEE24's Stefani Booroojian and the station General Manager JR Jackson



Positive O



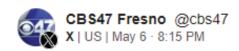
Celebran a enfermeras de la zona durante su Semana de Apreciación



... enfermeras y enfermeros en busca de trabajo. Para más información puede llamar al (559) 624-5251 o visitar el sitio web de Kaweah Health.



1.96k Reach Positive



To kick off National Nurses Week Kaweah Health Medical Center hosted its third annual Bake Wars baking competition.

https://t.co/

Kaweah Health Medical Center

33.8k Reach 4 Engagement 53 Views 1 Duplicates

Positive O







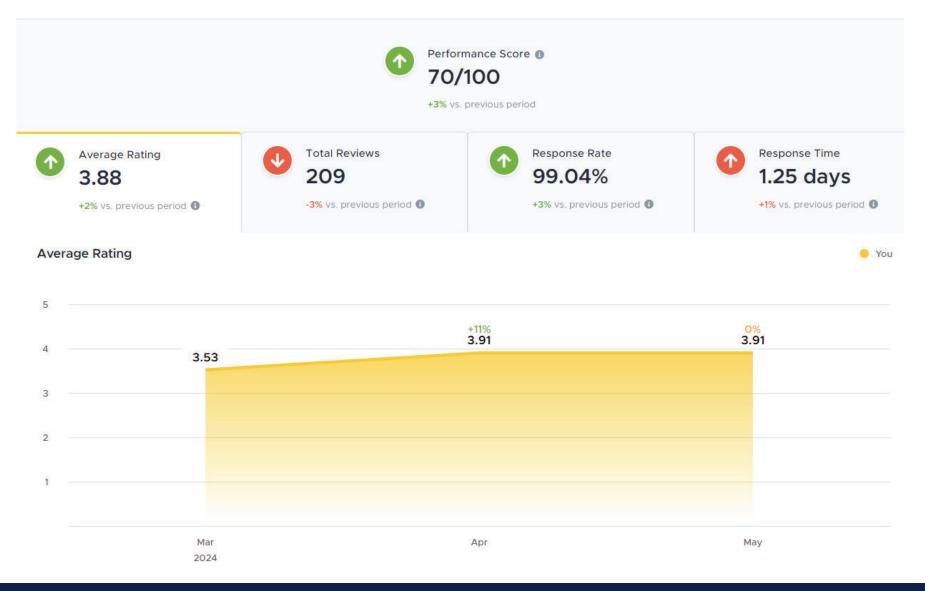








Average Rating – March 26, 2024 – May 23, 2024





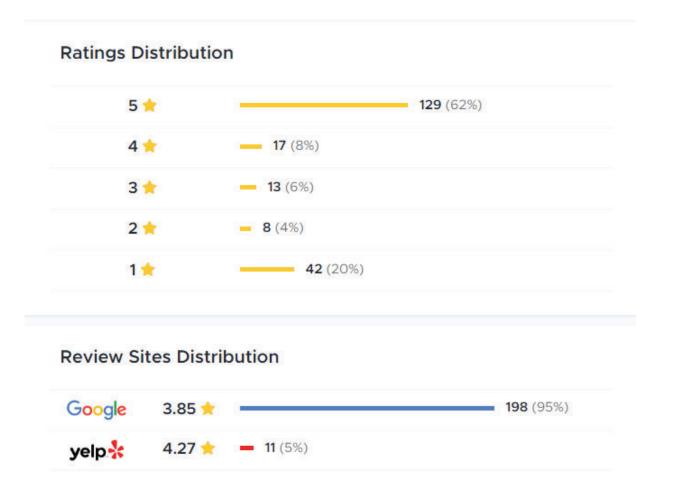
Top Locations – February 13, 2024 – March 25, 2024

Top Locations - March 26, 2024 - May 23, 2024

Rank	Location	Score	Rank	Location	Score
% 1	Kaweah Health Therapy Specialists Spine and 820 S Akers St Visalia California	83 / 100	1	Kaweah Health Medical Center 400 W Mineral King Ave Visalia CA	79 / 100
2	Kaweah Health: Emergency Room 400 W Mineral King Ave Visalia California	80 / 100	≥ 2	Kaweah Health Urgent Care (Court Street) 1633 S Court St Visalia CA	78 / 100
3	Kaweah Health Hand Therapy Specialist (Visalia) 2342 W Sunnyside Ave Visalia CA	71 / 100	% 3	Kaweah Health Therapy Specialists Spine and 820 S Akers St Visalia California	77 / 100



Rating Info - March 26, 2024 - May 23, 2024





Kaweah Health

GME New Resident Mixer

Let's celebrate and show hospitality to our community's new resident physicians.



Come enjoy refreshments, community engagement, and fun for all at this family friendly event.

Monday, June 24, 2024 at 5:30 PM

ImagineU Children's Museum

210 N. Tipton St. Visalia, CA 93291

