



February 4, 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 February 9, 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.kaweahhealth.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.kaweahhealth.org>



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

Wednesday, February 9, 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; Melissa Withnell, 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. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 2.1.** Updates relative to recent webinars, and new advisory committees
 - 2.2.** Updates on sponsorships and events
- 3. MARKETING & COMMUNICATIONS** – *Karen Tellalian, Director of Marketing & Communications*
 - 3.1.** Updates relative to current marketing materials, rebranding, ads, vaccine clinics, and commercials
 - 3.2.** Future Marketing efforts
- 4. SOCIAL MEDIA/MEDIA RELATIONS**– *Laura Florez-McCusker, Director of Media Relations*
 - 4.1.** Updates relative to recent social Media Engagement and statistics, new studio and recruitment efforts

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.

Industry Benchmarks



Roll-Up All Campaigns:

Total Impressions:

284,065

Total Visits:

6,645

Total Video Views:

17,900

Campaign Benchmarks

PPC Benchmarks Specific Service Line, Industry Average & Our Average

Average CPC is \$6-\$11, **Our Average is \$3.59**

Average CTR is 3.27%, **Our Average is 5.69%**

Average Cost Per lead is \$78, **Our Average is \$99.67**

PPC Benchmarks General, Industry Average & Our Average

Average CPC is \$5-\$8, **Our Average is \$0.39 cents**

Average CTR is 3.27%, **Our Average is 23.03%**

Average Cost Per lead is \$78, **Our Average is \$11.83**

YouTube Benchmarks, Industry Average & Our Average

Average completed video view rate 15-20%, **Our Average is 36.15%**

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

Display Main Benchmarks, Industry Average & Our Average

Average OTT CPM \$10-\$18, **Our Average is \$7.82**

Specific Service Lines Top Performing Text Ads

Top Performing Ads:

Name	Web Publisher	Text Ad	Impressions	Visits	CTR %
Ortho Keywords	Google	After Orthopedic Surgery. Learn More.Total Joint Replacements Including The Anterior Approach. Discover Kaweah Health.	1,839	107	5.82
Cardiology	Google	Services At Our State-of-the-Art Facility.We Are The Largest Hospital in Tulare County And Provide Excellent Patient Services.	1,382	94	6.80
Neurology Keywords	Google	Visalia NeurosurgeonsAffiliated With USC In Offering Neurosurgery & Neurospine Services In Visalia. Learn More.Specializing in Diagnosing & Treating Conditions Of The Nervous System.	1,313	84	6.40
Neurology Keywords	Google	Neurologists Near YouWe Offer Patients a Full Range of Neurology Services At Our State-of-the-Art Facility.Expert Neurosurgeons Treat Back And Neck Pain And Brain And Spinal Trauma. Learn More.	830	76	9.16
Cardiology	Google	Heart Disease SurgeonsWe Strive To Bring You The Most Current Technology & Cardiac Surgical Procedures.Specialized, Experienced Cardiac Care Providers. Contact Kaweah Health For Information.	942	49	5.20
Ortho Keywords	Google	Orthopedic SpecialistWe Offer Patients a Full Range of Ortho Services At Our State-of-the-Art Facility.We Treat Joint Pain To The Most Complicated Orthopedic Conditions. Request Information.	703	36	5.12
Ortho Keywords	Yahoo Bing Search	Orthopedic Care. Leave The Pain Behind.Rotator Cuff Repair, Hip And Knee Replacements, Spine And Neck Surgery. Learn More.	500	28	5.60
Ortho Keywords	Google	Orthopedic Surgical UnitAs A Designated Blue Distinction Center, We Offer A Full Range of Orthopedic Services.State-Of-The-Art Surgical Facility, Providing Excellent Orthopedic Treatment. Learn More.	220	21	9.55
Ortho Keywords	Yahoo Bing Search	After Orthopedic Surgery. Learn More.Total Joint Replacements Including The Anterior Approach. Discover Kaweah Health.	499	20	4.01
Cardiology	Yahoo Bing Search	Cardiac Surgery SpecialistsWe Offer Patients a Range of Cardiovascular Services At Our State-of-the-Art Facility.We Are The Largest Hospital in Tulare County And Provide Excellent Patient Services.	462	19	4.11

General Top Performing Text Ads

Top Performing Ads:

Name	Web Publisher	Text Ad	Impressions	Visits	CTR %
Primary Ad Group	Google	Unplanned Doctor Visits. Open Every Day.Colds, Flu, Sinusitis, UTIs, Asthma, Bronchitis, Tonsillitis, STD Screening And More.	7,370	2,030	27.54
COVID Testing Keywords	Google	Members, Regardless Of Symptoms.Fast. Safe. Secure. Call Now For A Same-Day, Walk-Up Test. Results In 15 Minutes.	2,633	970	36.84
COVID Testing Keywords	Google	Virus Testing Near YouSchedule An Appointment To Be Tested For COVID. Results The Same Day. Schedule Online.We Offer Rapid COVID-19 Testing To All Community Members, Regardless Of Symptoms.	5,040	892	17.70
COVID Testing Keywords	Google	Covid Testing Near YouNow Offering Same Day COVID Testing. Same Day Results In 15 Minutes. Schedule Appointment.Testing Is Available To Symptomatic & Asymptomatic Residents. Same-Day Walk-Up Test.	1,963	731	37.24
Primary Ad Group	Yahoo Bing Search	Primary Care Clinic Near YouUrgent Care is Your Convenient Alternative For Unplanned Doctor Visits. Open Every Day.Colds, Flu, Sinusitis, UTIs, Asthma, Bronchitis, Tonsillitis, STD Screening And More.	2,692	359	13.34
Primary Ad Group	Google	Primary Care DoctorsWe Offer Patients a Full Range of Urgent Care Services At Our State-of-the-Art Facility.We Are The Largest Hospital in Tulare County & A Certified Level III Trauma Center.	1,521	266	17.49
Primary Ad Group	Yahoo Bing Search	Kaweah Health For More InformationCome See Us For Lab Work, X-Ray, Injury Treatments, Physicals, And Even Flu Shots.	1,085	70	6.45
Primary Ad Group	Yahoo Bing Search	Primary Care DoctorsWe Offer Patients a Full Range of Urgent Care Services At Our State-of-the-Art Facility.We Are The Largest Hospital in Tulare County & A Certified Level III Trauma Center.	1,025	63	6.15
Primary Ad Group	Google	Kaweah Health For More InformationCome See Us For Lab Work, X-Ray, Injury Treatments, Physicals, And Even Flu Shots.	284	44	15.49
ears nose throat	Yahoo Bing Search	Ear, Nose, Throat DoctorsUrgent Care Is Your Convenient Alternative For Unplanned ENT Doctor Visit. Open Every Day.Ear Aches, Sinusitis, Bronchitis, Tonsillitis, And More. Schedule An Appointment Today.	9	2	22.22

General YouTube Performance



AD PERFORMANCE

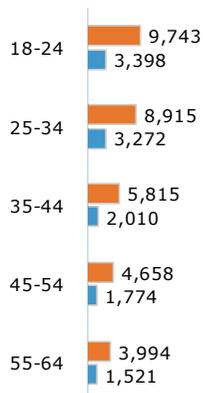
2021-12-01 - 2021-12-31

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	20,756	7,386	35.59%	12	67.37%	47.17%	39.79%	35.64%
Kaweah Health has become one of America's top 50 hospitals for cardiac surgery.	7,143	2,715	38.01%	5	66.80%	48.12%	41.97%	38.34%
Kaweah Health cares for you at every stage of life: 60sec 8.5.21	5,226	1,874	35.86%	4	47.67%	36.02%	29.25%	25.32%
Total	33,125	11,975	36.15%	21	64.14%	45.61%	38.60%	34.60%

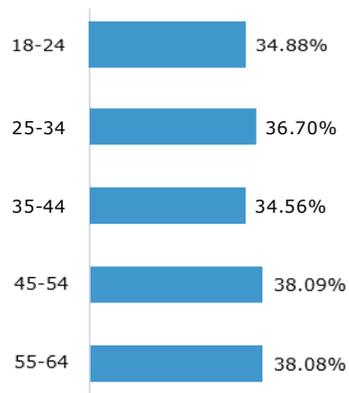


General YouTube Demographics Performance

Views Impressions

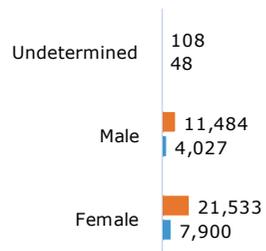


View rate



Age Range	25%	50%	75%	100%
18-24	63.51%	44.71%	37.62%	33.47%
25-34	65.02%	46.20%	39.32%	35.42%
35-44	62.42%	44.30%	36.93%	32.84%
45-54	64.61%	47.08%	40.30%	36.16%
55-64	65.69%	46.71%	39.85%	36.25%

Views Impressions

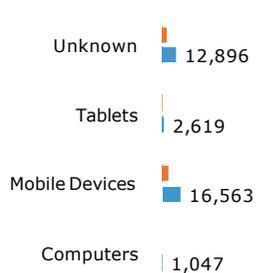


View rate

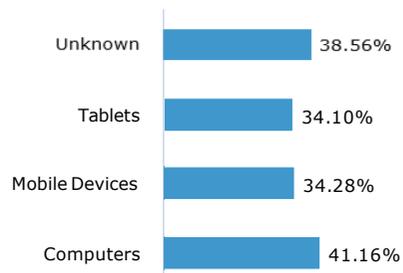


Gender	25%	50%	75%	100%
Female	65.59%	46.52%	39.26%	35.28%
Male	61.40%	43.86%	37.31%	33.24%
Undetermined	68.21%	52.16%	45.68%	41.97%

Impressions Views



View rate



Device Type	25%	50%	75%	100%
Computers	70.70%	51.15%	44.31%	39.94%
Mobile Devices	63.33%	44.57%	37.13%	32.94%
Tablets	65.02%	44.41%	36.99%	32.53%
Unknown	64.49%	46.75%	40.35%	36.72%

Main Location Display Performance

Top OTT Video Ad Performance by Impressions:

Campaign Name	Ad Name	Impressions	Video Events Start	Video Events Complete	Video Events Complete Rate
Spanish OTT Large Screen	10761 - KD - Heart Month_Sp_30_v01_r01_proof.mp4	1,509	1,515	1,456	96.11%
Neurology Search OTT Large-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	1,510	1,514	1,461	96.50%
Spanish OTT Large Screen	10817 - KH - Spanish Family Connections_Grandma 30_SP_v006_MASTER.mp4	1,033	1,040	995	95.67%
Spanish OTT Small Screen	10761 - KD - Heart Month_Sp_30_v01_r01_proof.mp4	1,110	532	226	42.48%
Spanish OTT Small Screen	10817 - KH - Spanish Family Connections_Grandma 30_SP_v006_MASTER.mp4	1,033	500	223	44.60%
General Search OTT Large-Screen	11049 - KH - Kiki Covid Vaccine CLINIC ENG 30_v002_R1 Color.mp4	365	364	345	94.78%
Telehealth Search OTT Large-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	361	359	348	96.94%
General Search OTT Large-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	340	342	323	94.44%
Telehealth Search OTT Large-Screen	11049 - KH - Kiki Covid Vaccine CLINIC ENG 30_v002_R1 Color.mp4	329	331	319	96.38%
Cardio Search OTT Large-Screen	10761 - KD - Heart Month Tag Update_Eng_30_v01_r01_proof.mp4	114	112	108	96.43%
Neurology Search OTT Small-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	109	112	75	66.96%
General Search OTT Small-Screen	11049 - KH - Kiki Covid Vaccine CLINIC ENG 30_v002_R1 Color.mp4	25	30	18	60.00%
General Search OTT Small-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	20	21	15	71.43%
Telehealth Search OTT Small-Screen	11049 - KH - Kiki Covid Vaccine CLINIC ENG 30_v002_R1 Color.mp4	13	15	8	53.33%
Telehealth Search OTT Small-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	5	6	2	33.33%
Cardio Search OTT Small-Screen	10761 - KD - Heart Month Tag Update_Eng_30_v01_r01_proof.mp4	4	4	1	25.00%
Cardio Search OTT Small-Screen	10817 - KH - Spanish Family Connections_Grandma 30_ENG_v001_r01_MASTER_WEB.mp4	2	2	2	100.00%
		7,882	6,799	5,925	87.15%



Main Location Display Performance

Top Display Ad Performance by Impressions:

Targeted Tactics	Ad Name	Impressions	Clicks
Geofence	kh_genhosp_320x50.png	25,244	46
Neuro Keyword Search Retargeting	kh_neuro_320x50.png	17,651	25
General Website Remarketing	kh_genhosp_320x50.png	15,793	31
Search_Mammography	kh_imaging_320x50.png	11,357	27
Telehealth Search	KaweahHealth_RisingAd_320x50.jpg	9,260	4
Mammography Keyword Search Retargeting	kh_imaging_728x90.png	8,603	21
General Keyword Search Retargeting	kh_genhosp_320x50.png	7,898	13
Ortho Keyword Search Retargeting	KH_ZB_ROSA_Ad_320x50.jpg	6,944	7
Cardio Keyword Search Retargeting	HAPPY-HEART_KH_320x50-Digital.jpg	5,904	5
Cardio Keyword Search Retargeting	HAPPY-HEART_KH_320x50-Digital_Spanish.jpg	5,897	4

Top Display Keyword Performance:

Targeted Tactic	Keyword Name	Impressions	Clicks
Mammography Keyword Search Retargeting	health_care_services_optimized_audience	21,128	51
Cardio Keyword Search Retargeting	cardiologist	14,156	17
Ortho Keyword Search Retargeting	orthopaedic+doctor	8,814	14
Neuro Keyword Search Retargeting	neurosurgery	7,874	9
Neuro Keyword Search Retargeting	dizziness	6,203	18
Neuro Keyword Search Retargeting	migraine	3,726	2
Telehealth Keyword Search Retargeting	ear+doctor	3,532	3
Neuro Keyword Search Retargeting	neuroscience	3,261	4

Display Ads

Ads Running:



Display Ads

Ads Running (other sizes not shown):

El mundo necesita más amor.
Y también su corazón.



Kaweah Health
MORE THAN MEDICINE. LIFE.

In affiliation with
Cleveland Clinic
Heart, Vascular and Thoracic Institute

kaweahhealth.org/heart

Kaweah Health

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



Kaweah Health Orthopedics
[LEARN MORE](#)

Kaweah Health

Offering Genius™ 3D Mammography
Better, earlier breast cancer detection for women of all ages and breast densities.



Kaweah Health Imaging & Breast Center
(559) 624-3200
[LEARN MORE](#)

Kaweah Health

Expert care for complex issues.

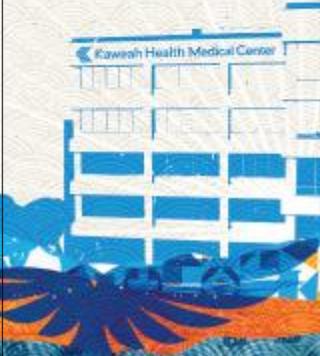


Kaweah Health Neurosciences Center
(559) 624-6570
[LEARN MORE](#)

Kaweah Health

Health is our passion.
Excellence is our focus.
Compassion is our promise.

Health is rising in our community, and we are faithfully leading the way.



Display Ads

Ads Running:



**ROSA[®]
KNEE**

**KEEPS
US
MOVING.**

Thanks to
robotic
technology.



Kaweah Health.



**ROSA[®] Knee
KEEPS US MOVING.**



Kaweah Health.
MORE THAN MEDICINE. LIFE.



**ROSA[®] Knee
KEEPS US MOVING.**



Kaweah Health.



**ROSA[®]
KNEE**

**KEEPS US
MOVING.**

[LEARN MORE](#)



Kaweah Health.

Vaccine Confidence Promotion Grant Fulfillment by Kaweah Health

Presented to
US Health Resources and Services

Presented by:
Karen Tellalian
Director Marketing and Communications
Kaweah Health

Health is our passion. Excellence is our focus. Compassion our promise.



Context

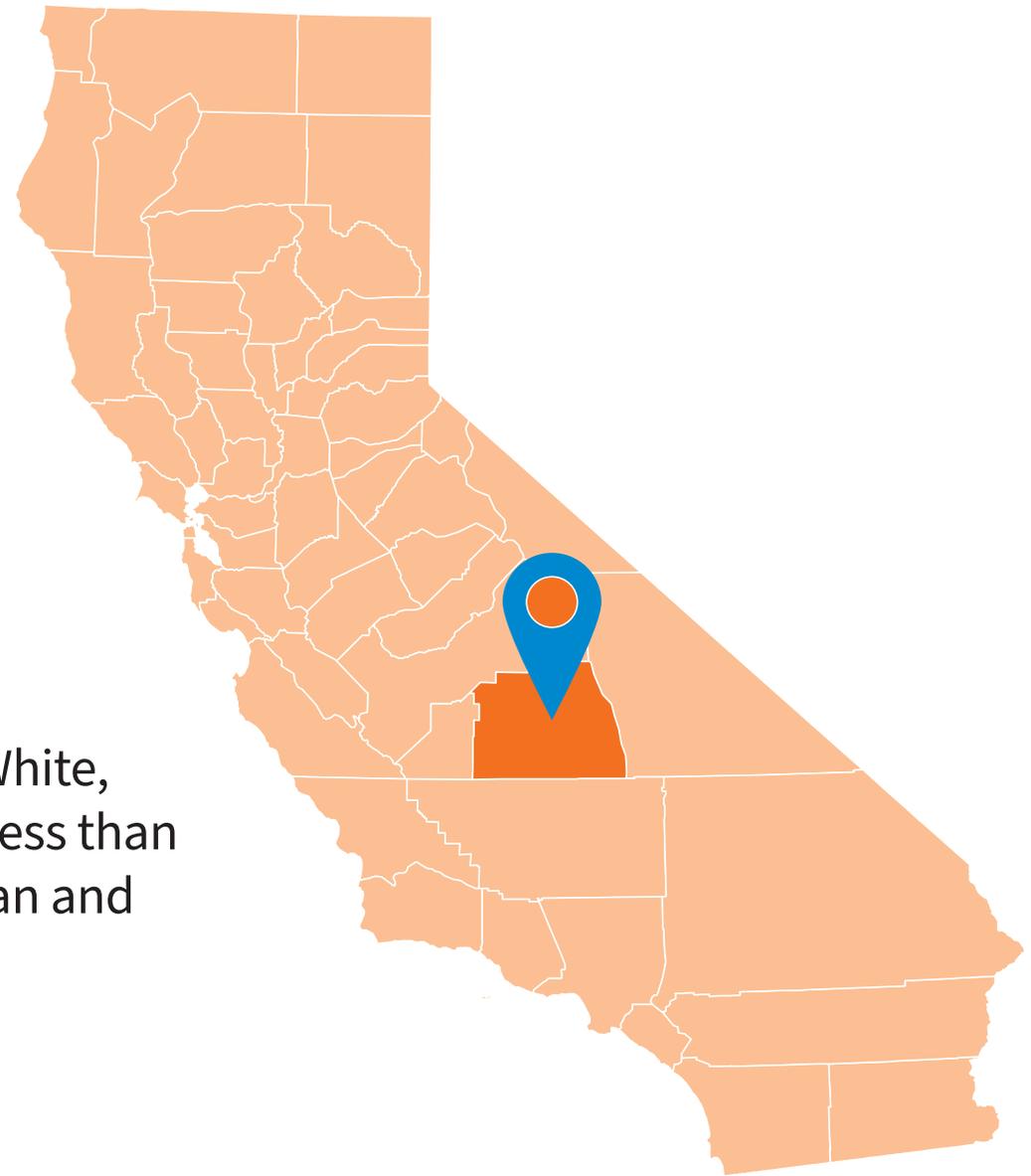
Location

Kaweah Health is centered in Visalia, California. Visalia is in Tulare County, situated halfway between San Francisco and Los Angeles.

Demographics

Per the April 2021 census, there were 473,117 living within the county. Figures from 2019* show the population as 65.6 % Hispanic, 27% Non-Hispanic White, and 3.0 % Black. Remaining ethnicities numbering less than 2% of the total population are Asian, Native American and Multi-racial.

Source: <https://datausa.io/profile/geo/tulare-ca/#demographics>



Campaign

Objective

To leverage the popularity of a local athlete to build confidence in the vaccines

Featuring

Olympic silver medalist super heavyweight boxer Richard “Kiki” Torrez, Jr. from Tulare, California

Theme

Don't Let Covid Knock You Out, Fight Back.



Campaign

Phase I. Invitations to a free vaccine clinic and autograph session were extended to the community via 15 second TV spots, radio, local chambers and social media.

Communications were in English and Spanish. Giveaways included boxing key chains and autographed gloves.

15 sec. English

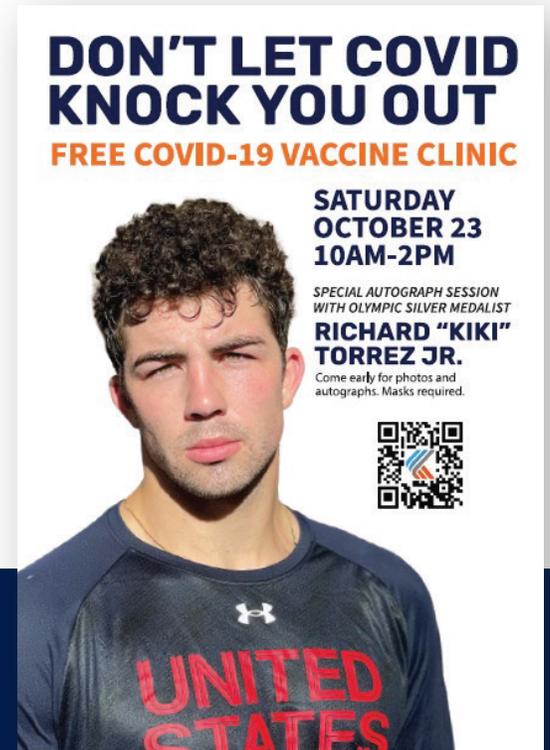
https://youtu.be/94_dAfR6-F8

15 sec. Spanish

<https://www.facebook.com/watch/?v=351716703416532>



Printed Invitation with QR code to video version



Campaign

Phase II. Follow-up communications were handled through email, newsletter, TV spots and digital marketing channels.



Short Video No. 1

<https://youtu.be/1n50dYldj9c>

Short Video No. 2

<https://youtu.be/1bEbCbnFa7s>

Long Video No. 1

<https://www.youtube.com/watch?v=K0aEbteiFFo>

Long Video No. 2

<https://youtu.be/QdkrhfQo0gM>

Campaign

Phase III. Community awareness was extended with bus ads...



Campaign

...and billboards.



Campaign

Four vans with the campaign messaging are near completion.



Results

Vaccine Confidence Numbers

Note: Percent of total population for Tulare County was used as the percentage of eligible changed as ages were lowered to 12-17, and then 5-11.

Pre-launch: July 19, 2021

Total fully vaccinated

Tulare County: **163,813**

Percentage of Tulare County fully vaccinated: **33.8%**

Campaign Launch October 23, 2021

Post-launch: November 8, 2021

Total fully vaccinated Tulare County: **215,011**

Percentage of Tulare County fully vaccinated: **44.6%**

*As of January 18, 2022

Total fully vaccinated Tulare County: **237,367**

Percentage of Tulare County fully vaccinated: **49.3%**

* January 18, 2022. One Dose or More: 270,558, 60.6% of those eligible , 56.2% of total county population