



September 27, 2024

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, October 2, 2024, at The Sequoia Regional Cancer Center Conference Room; 4945 W Cypress Avenue, Visalia, CA 93277.

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

A handwritten signature in blue ink, appearing to read "Kelsie K. Davis".

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

Wednesday, October 2, 2024
Sequoia Regional Cancer Center Conference Room
4945 W. Cypress Avenue – Kaweah Health Sequoia Regional Cancer Center

ATTENDING: Directors: Ambar Rodriguez (Chair) and Dave Francis; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Karen Cocagne, Director of Marketing & Media Relations; Deborah Volosin, Director of Community Engagement; Gary Rogers, Sr. Communications Specialist; Patrick Moorman, Jr., Sr. Marketing Specialist; Greg Bitney, Sr. Graphic Designer; Samantha Torres, Social Media Specialist; Ameer Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Communications Specialist; 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@kawahhealth.org to make arrangements to address the Board.
- 3. MINUTES**- Approval of open meeting minutes from August 2024.
- 4. COMMUNITY ENGAGEMENT** – *Deborah Volosin, Director of Community Engagement*
 - 4.1.** Update on community engagement and events
- 5. MARKETING & MEDIA RELATIONS** – *Karen Cocagne, Director of Marketing & Media Relations*
 - 5.1. Marketing Update**
 - 5.1.1.** [Kawah Health Rawhide Night](#)
 - 5.1.2.** [New Graphics](#)
 - 5.1.3.** [Doctor Announcements](#)
 - 5.2. Social Media/Media Relations Update**

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.

*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.



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

Wednesday, August 21st, 2024

Sequoia Regional Cancer Center Conference Room
4945 W. Cypress Avenue – Kaweah Health Sequoia Regional Cancer Center

PRESENT: Directors: Dave Francis and Mike Olmos; Gary Herbst, CEO; Marc Mertz, Chief Strategy Officer; Deborah Volosin, Director of Community Engagement; Karen Cocagne, Director of Marketing & Media Relations; Gary Rogers, Sr. Communications Specialist; Patrick Moorman, Sr. Marketing Specialist; Gregory Bitney, Sr. Graphic Designer; Samantha Torres, Social Media Specialist; Ameer Longbottom, Sr. Communications Specialist; Jaclyn Bunting, Sr. Communications Specialist; and Lisette Mariscal, Recording

CALLED TO ORDER – 4:00PM

PUBLIC / MEDICAL STAFF PARTICIPATION – None.

MINUTES – The open meeting minutes from June 17, 2024 were approved with a motion from *Dave Francis (Board Member)* and seconded by *Mike Olmos (Board Member)*. Motion Carried.

MARKETING & MEDIA RELATIONS – *New Communication Specialists were introduced. Karen Cocagne gave a Marketing update. Samantha Torres presented a Social Media update which included our top posts from May 24, 2024 – August 5, 2024. Samantha also reported on Reputation Management with our latest rating information.*

COMMUNITY ENGAGEMENT – *Deborah Volosin gave a verbal update on community engagement meetings and reported on a previous Kaweah Health event.*

ADJOURN – 5:07PM

*Mike Olmos – Zone I
President*

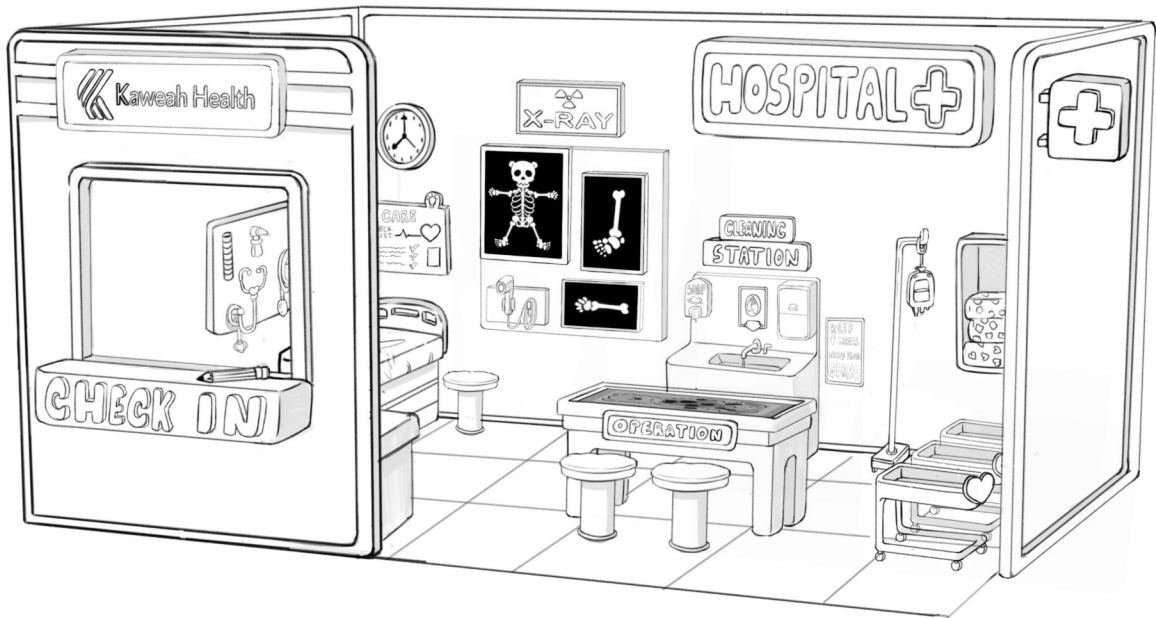
*Lynn Havard Mirviss – Zone II
Vice President*

*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.





World Class Employee of the
Month

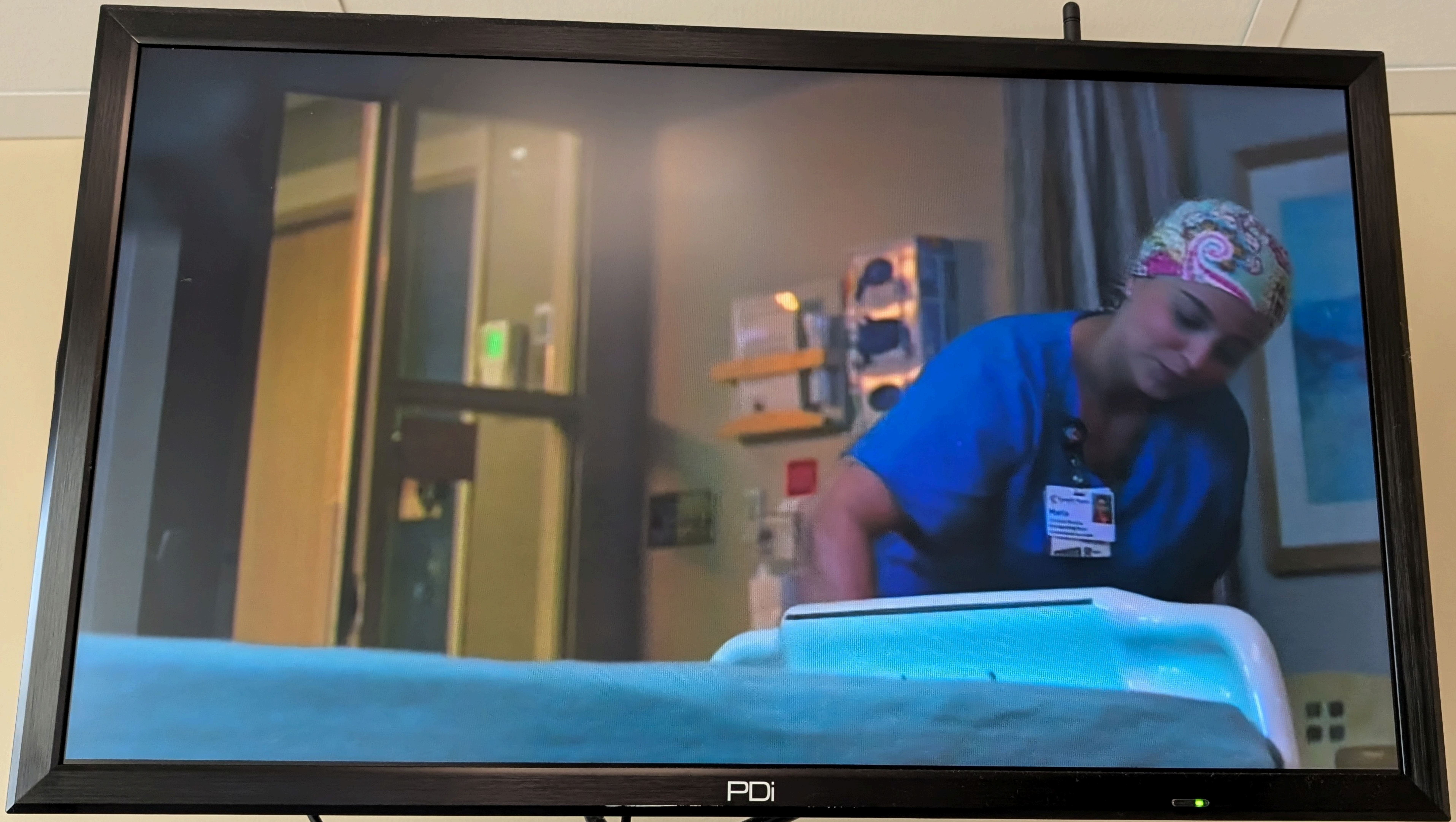
August 2024

**Yajaira Madera
Avonce**

RN Acute Rehabilitation



PDi





KONA
BIG WAVE

VALLEY PACIFIC
PURLING THE
Brewery
SINCE OVER 12 YEARS

How
We Roll
- ICE CREAM -
- DOWNTOWN SEASIDE, CA -







snowshack

snowshack
Snow Shack
Snow Shack

snowshack
Snow Shack
Snow Shack

• MUSCLE CARS
• HYBRIDS & EVS
• CONTACT CARS
• TRUCKS
• TRUCKS

559-622-8850
f @ELITEAUTOVISUALS
@ELITEAUTOVISUALS
MAIN ST.





VALLEY STRONG

35

14

33

WHEELS
ORANGE

United Health
United Health



4 FOR \$44 FRIDAYS





← Mineral King Lobby



Follow colored signs to reach Mineral King Wing.

TO MINERAL KING WING

| Floor | Unit/Facility |
|-------|-----------------------------|
| 1 | Chapel |
| 1 | Lab Draw Station |
| 1 | North Fork Cafe (Cafeteria) |

EAST ELEVATORS

| | |
|---|--|
| 3 | Brodnick Pavilion - Post Surgical Care |
| 3 | Pediatrics |
| 2 | Labor and Delivery |

WEST ELEVATORS

| | |
|---------|--|
| 4 South | Med/Surg - Ortho - Hearts |
| 4 North | Med/Surg - Renal/Dialysis |
| 3 North | Med/Surg - Post-Surgical Care |
| 3 West | Intermediate Critical Care Unit (ICCU) |
| 3 South | Med/Surg - Oncology |
| 2 West | Intensive Care Unit (ICU) |
| 2 South | Med/Surg - Observations |
| 2 North | Med/Surg - Cardiac Telemetry |

KAWEAH HEALTH WELCOMES FIVE NEW PHYSICIANS



Dr. Harleen Chahil
Interventional
Cardiologist



Dr. Ryan Dean
Orthopedic Trauma
Surgeon



Dr. Amitoj Gill
Medical Oncologist &
Hematologist



Dr. Holly Quinn
Obstetrician &
Gynecologist



Dr. Danny Vazquez
Radiation Oncologist

 Kaweah Health Medical Center

Social Media



kaweahhealth.org




Competitor Performance, August 5, 2024 – September 26, 2024

| Profile | Audience | Net Audience Growth | Published Posts | Public Engagements | Public Engagements per Post | % Audience Growth | Published Carousels | Published Videos | Published Photos | Published Links | Published Text | Reactions | Comments | Shares |
|------------------------------------|------------------|---------------------|-----------------|--------------------|-----------------------------|-------------------|---------------------|------------------|------------------|-----------------|----------------|-----------------|--------------|--------------|
| Your Profiles Average | 3,744.50 | 26.50 | 35.50 | 3,003.50 | 84.61 | 0.71% | 10 | 5.50 | 20.00 | — | — | 2,949.50 | 54.00 | — |
| Competitor Profiles Average | 14,605.58 | 69.75 | 28.69 | 1,656.46 | 57.73 | 0.48% | 10.4 | 5.23 | 18.62 | 1.38 | 0.00 | 1,561.54 | 55.31 | 64.38 |
| 1 valleychildrens | 24,553 | 371 | 15 | 9,904 | 660.27 | 1.53% | 10 | 5 | 0 | N/A | N/A | 9,732 | 172 | N/A |
| 2 kaweahhealth | 7,379 | 47 | 68 | 5,988 | 88.06 | 0.64% | 19 | 11 | 38 | N/A | N/A | 5,880 | 108 | N/A |
| 3 adventisthealth | 17,781 | 292 | 49 | 2,299 | 46.92 | 1.67% | 11 | 12 | 26 | N/A | N/A | 2,256 | 43 | N/A |
| 4 sierraviewmedical | 1,950 | 30 | 55 | 2,159 | 39.25 | 1.56% | 9 | 4 | 42 | N/A | N/A | 2,126 | 33 | N/A |
| 5 Valley Children's | 62,504 | -50 | 20 | 1,596 | 79.80 | -0.08% | N/A | 2 | 18 | 0 | 0 | 1,232 | 117 | 247 |
| 6 dignityhealthbakers... | 3,250 | 50 | 36 | 1,486 | 41.28 | 1.56% | 14 | 16 | 6 | N/A | N/A | 1,455 | 31 | N/A |
| 7 Sierra View Medical... | 5,278 | 50 | 53 | 1,384 | 26.11 | 0.96% | N/A | 2 | 50 | 1 | 0 | 1,165 | 125 | 94 |
| 8 saintagnesmedicalc... | 3,044 | 30 | 30 | 1,098 | 36.60 | 1.00% | 8 | 6 | 16 | N/A | N/A | 1,065 | 33 | N/A |
| 9 Saint Agnes Medica... | 13,252 | 19 | 26 | 805 | 30.96 | 0.14% | N/A | 3 | 21 | 2 | 0 | 596 | 121 | 88 |
| 10 Adventist Health in ... | 7,419 | 23 | 47 | 412 | 8.77 | 0.31% | N/A | 7 | 33 | 7 | 0 | 374 | 11 | 27 |
| 11 Community Region... | 15,348 | 28 | 22 | 381 | 17.32 | 0.18% | N/A | 9 | 12 | 1 | 0 | 294 | 29 | 58 |
| 12 kaweahhealthspa... | 110 | 6 | 3 | 19 | 6.33 | 5.77% | 1 | 0 | 2 | N/A | N/A | 19 | 0 | N/A |
| 13 @SaintAgnesNews | 1,590 | 7 | 20 | 10 | 0.50 | 0.44% | N/A | 2 | 18 | 0 | 0 | 5 | 4 | 1 |


Top Posts August 5, 2024 – September 26, 2024– Post Reach

New Physicians

 **Kaweah Health**
Tue 9/24/2024 4:46 pm PDT


🌟 Welcome to our newest physicians! 🌟
Kaweah Health is excited to introduce five incredible doctors who have recently...

WELCOMES FIVE NEW PHYSICIANS




| | |
|---|-------|
| Impressions | 9,114 |
| Reach | 9,015 |
| Engagements | 1,878 |
| Engagement Rate (per Impression) | 20.6% |

Daisy Award


 **Kaweah Health**
Tue 9/24/2024 2:56 pm PDT

"Being admitted into the hospital was not something I had expected. When I arrived, I was greeted by the loveliest nurse Baile..."




| | |
|---|-------|
| Impressions | 3,302 |
| Reach | 3,302 |
| Engagements | 301 |
| Engagement Rate (per Impression) | 9.1% |

New Physicians

 **kaweahhealth**
Tue 9/24/2024 12:00 pm PDT

🌟 Welcome to our newest physicians! 🌟
Kaweah Health is excited to introduce five incredible doctors who have recently...



| | |
|---|-------|
| Impressions | 4,204 |
| Reach | 3,450 |
| Engagements | 222 |
| Engagement Rate (per Impression) | 5.3% |

National Hispanic Heritage Month

Community Health Survey

  kawahhealthspanol
 Fri 9/20/2024 2:58 pm PDT

¡Feliz mes de la Herencia Hispana!
 Acompáñenos mientras celebramos la vibrante cultura, las tradiciones y las...



MES NACIONAL DE LA HERENCIA HISPANA
 15 de septiembre - 15 de octubre
 Acompáñenos para celebrar la cultura, las tradiciones y las contribuciones de las comunidades hispanas

| | |
|---|------|
| Impressions | 752 |
| Reach | 752 |
| Engagements | 8 |
| Engagement Rate (per Impression) | 1.1% |


  Kaweah Health en Español
 Fri 9/20/2024 2:45 pm PDT

¡Feliz mes de la Herencia Hispana!
 Acompáñenos mientras celebramos la vibrante cultura, las tradiciones y las...



MES NACIONAL DE LA HERENCIA HISPANA
 15 DE SEPTIEMBRE - 15 DE OCTUBRE
 Acompáñenos para celebrar la cultura, las tradiciones y las contribuciones de las comunidades hispanas

| | |
|---|------|
| Impressions | 79 |
| Reach | 77 |
| Engagements | 5 |
| Engagement Rate (per Impression) | 6.3% |

  kawahhealthspanol
 Fri 8/30/2024 9:20 am PDT

REALIZAR LA ENCUESTA AQUI



¿Puede dedicar unos minutos para realizar una encuesta sobre las necesidades de salud en nuestra comunidad?



Encuesta comunitaria del Valle Central
 https://bit.ly/11ValeCentralSurvey


¿Puede dedicar unos minutos para realizar una encuesta sobre las necesidades de salud en nuestra comunidad?

| | |
|------------------------|----|
| Impressions | 33 |
| Reach | 33 |
| Comments | 0 |
| Story Taps Back | 0 |

  kawahhealthspanol
 Wed 8/28/2024 9:00 am PDT

REALIZAR LA ENCUESTA AQUI

¿Puede dedicar unos minutos para realizar una encuesta sobre las necesidades de salud en nuestra comunidad?



Encuesta comunitaria del Valle Central
 https://bit.ly/11ValeCentralSurvey

¿Puede dedicar unos minutos para realizar una encuesta sobre las necesidades de salud en nuestra comunidad?

| | |
|------------------------|----|
| Impressions | 29 |
| Reach | 29 |
| Comments | 0 |
| Story Taps Back | 2 |

 Kaweah Health Medical Center

Media Relations Update



[kaweahhealth.org](https://www.kaweahhealth.org)



Top Performing News Content – August 5, 2024 – September 26, 2024



KMPH- • by Liam CavalettoTue, Septemb...
 TV
News | US | Sep 17 · 3:39 AM

First of its kind outdoor mobility training course opens at Kaweah Health

Kaweah Health on Monday, the first of its kind in California. The official name is The Maison Law Mobility Training Course at *Kaweah Health*

285k Reach 6 Social Echo



Yahoo! News • Miranda Adams
News | US | Sep 17 · 6:01 AM

New mobility course in Visalia first of its kind in the state

... through various types of terrain. The new practice area at *Kaweah Health* Rehabilitation Hospital features river rock, gravel, brick ...

27.8M Reach 0 Social Echo



World News • Visalia Times Delta
News | US | Sep 19 · 11:37 AM

Kaweah Health responds to Visalia OB-GYN's decision to stop providing obstetric services

gap, Southwestern University is sending students into hospitals now. Fox - 7 Austin *Kaweah Health* addressed the options available to preg

262k Reach 0 Social Echo

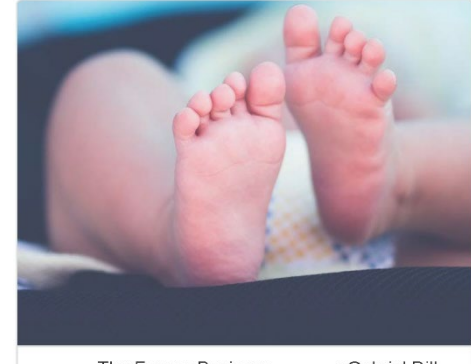


The Fresno Business Journal
News | US | Aug 13 · 9:53 PM

Kaweah Health, Stanford part ways in latest change to cardiothoracic surgery program

Kaweah Health and Stanford Medicine have terminated a partnership to bring more cardiothoracic surgeons to the Valley.

26.9k Reach 17 Social Echo



The Fresno Business Journal
News | US | Aug 20 · 10:15 PM

Family HealthCare Network cuts OBGYN services at Adventist Health Hanford

... OBGYN services at its two Hanford clinics, as well as *Kaweah Health Medical Center* in Visalia and Sierra View Medical Center in ...

26.9k Reach 5 Social Echo

 Kaweah Health Medical Center

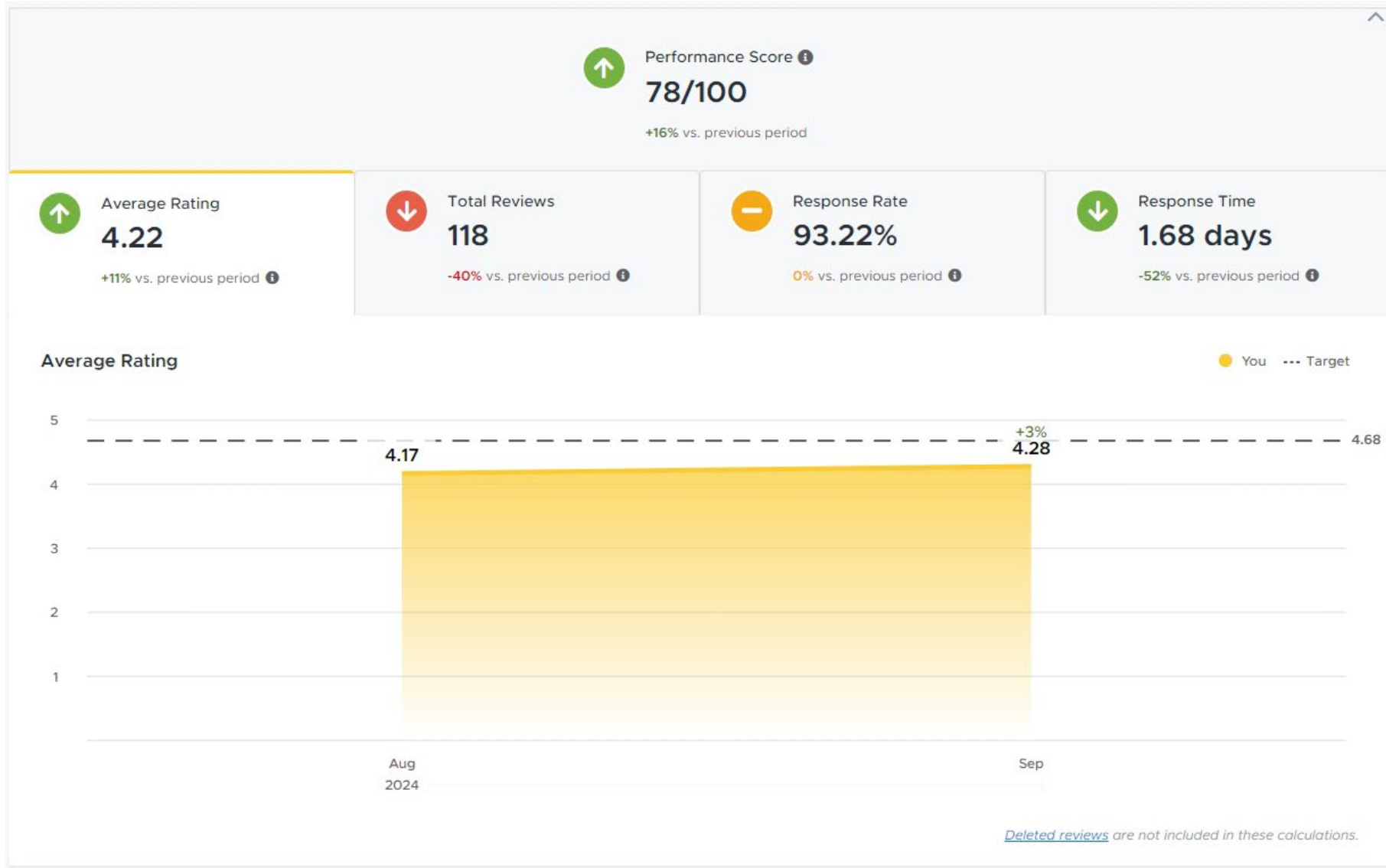
Reputation Management



[kawahhealth.org](https://www.kawahhealth.org)



Average Rating – August 5, 2024 – September 26, 2024



Top Locations – May 24, 2024 – August 5, 2024

| Rank | Location | Score |
|---|--|----------|
|  1 | Kaweah Health Therapy Specialists Spine and 820 S Akers St Visalia California | 96 / 100 |
|  2 | Kaweah Health Tulare Clinic 1000 N Mooney Blvd Tulare CA | 89 / 100 |
|  3 | Kaweah Health Exeter Clinic 1014 San Juan Ave Exeter California | 84 / 100 |

Top Locations – August 5, 2024 – September 26, 2024

| Rank | Location | Score |
|---|--|----------|
|  1 | Kaweah Health Therapy Specialists Spine and Orthopedics 820 S Akers St Visalia California | 98 / 100 |
|  2 | Kaweah Health Rehabilitation Hospital 840 S Akers St Visalia CA | 93 / 100 |
|  3 | Kaweah Health Lindsay Clinic 839 Rd 214 Lindsay California | 89 / 100 |

Rating Info – August 5, 2024 – September 26, 2024

