



May 21, 2010

NOTICE

The Board of Directors of the Kaweah Delta Health Care District will meet in a Open Marketing and Public Affairs Committee Meeting at 7:00am on Wednesday, May 26, 2010 in the Administration Conference Room at Kaweah Delta Hospital {400 W. Mineral King, Visalia}.

The disclosable public records related to agendas are available for public inspection at Kaweah Delta Medical Center – Mineral King Wing, Administration Department {1st floor}, 400 West Mineral King Avenue, Visalia, CA.

KAWEAH DELTA HEALTH CARE DISTRICT
Jonathan Graves, Secretary/Treasurer

A handwritten signature in black ink that reads 'Cindy Moccio'.

Cindy Moccio, Executive Assistant
Board of Directors / CEO

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**KAWEAH DELTA HEALTH CARE DISTRICT
BOARD OF DIRECTORS
MARKETING AND PUBLIC AFFAIRS COMMITTEE**

Wednesday, May 26, 2010
7:00AM – 8:00AM

Kaweah Delta Medical Center – Mineral King Wing
400 West Mineral King, Visalia, CA
Administration Department Conference Room

ATTENDING: Directors Ramos (chair), Director Havard Mirviss; L. Mann, CEO; D. Cochran, VP of Development; D. Quesnoy, Marketing Director; C. Moccio, Recording

- | | <u>Time</u> |
|--|-------------|
| 1. Call to Order – <i>T. Ramos</i> | |
| 2. 2010 Marketing Plan – Review of the draft Marketing Plan for 2010/2011 – <i>D. Quesnoy</i> | 20 |
| 3. Marketing Budget 2009/2010 – Review of the 2009/2010 marketing budget results – <i>D. Quesnoy</i> | 20 |
| 4. Mission and Purpose – Review of draft marketing and public affairs committee mission and purpose – <i>T. Ramos</i> | 10 |
| 5. Adjourn – <i>T. Ramos</i> | |

Kaweah Delta Health Care District MARKETING AND PUBLIC AFFAIRS COMMITTEE

MISSION AND PURPOSE: To oversee marketing and public affairs activities in the District in order to increase the primary and secondary market share in all service areas by creating a brand that builds preference for Kaweah Delta in the minds of consumers and creates a public image that instills trust, confidence, and that attracts the highest caliber employees and medical staff.

SPECIFIC RESPONSIBILITIES:

1. Review of Measurement of Success for the Strategic Plan initiative - Market Share - To create consumer preference for Kaweah Delta Health Care District:
 - Increase in primary and secondary area market share across service lines
 - Improved perception of Kaweah Delta by consumers as the place to go for specialized health care
 - Achieve year-over-year growth in targeted key service lines of at least five percent. This is intended to accomplish growth in market share as will be revealed when current year market share data is released in 2011. Key service lines include cardiac care, general surgery, vascular surgery, cancer care, orthopedics, pediatrics, outpatient services and the Exeter and Lindsay Health Clinics.
 - Achieve and five-to-one (5:1) return on the cost of each customer relationships marketing campaign
 - Improve physician perception of Kaweah Delta as the provider of choice
2. Review of Measurement of Success for the Strategic Plan initiative - Market Share - To respond to emerging market needs and opportunities measurement of success:
 - Positive year-over-year change in primary and secondary service area market share, particularly in key service lines.

Adopted by the Marketing and Public Affairs Committee on May 26, 2010 and approved by the Board of Directors on June 29, 2010.