March 27, 2020

NOTICE

The Board of Directors of the Kaweah Delta Health Care District will meet in an open Marketing and Public Affairs Committee meeting at 10:00AM on Wednesday April 1, 2020 in the Kaweah Delta Medical Center – Support Services Building – Copper Conference Room - 2nd Floor {520 W. Mineral King, Visalia}. This meeting will be available via GOTO Meeting due to Governor Gavin Newsom’s Stay at Home Order to slow the spread of COVID-19:

Please join my meeting from your computer, tablet or smartphone.
https://www.gotomeet.me/CindyMoccio

You can also dial in using your phone.

Due to COVID19 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 phone 559-624-2330 and on the Kaweah Delta Health Care District web page http://www.kaweahdelta.org.

KAWEAH DELTA HEALTH CARE DISTRICT
David Francis, Secretary/Treasurer

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:
Governing Board
Legal Counsel
Executive Team
Chief of Staff
http://www.kaweahdelta.org
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. Marketing and Public Affairs Mission and Purpose – Recommendation to the Board regarding new Mission and Purpose statement and to change the committee name to Marketing and Community Relations Committee

   Nevin House, Chair and Marc Mertz, Vice President/Chief Strategy Officer

4. Review of Current and Upcoming COVID-19 Communication Efforts
   a. Marketing – Dru Quesnoy, Director of Marketing
b. **Social Media and Media Relations** – Laura Florez-McCusker, Director of Media Relations

c. **Community Members** – Deborah Volosin, Director of Community Engagement

**Adjourn** – Nevin House, Chair

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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.
KAWEAH DELTA HEALTH CARE DISTRICT
MARKETING AND COMMUNITY RELATIONS COMMITTEE

MISSION AND PURPOSE: To oversee Kaweah Delta’s marketing and community relations activities in order to increase the community’s awareness of available services and to improve engagement with the population we serve. Additionally, creates a brand that builds preference for Kaweah Delta in the minds of consumers and creates a public image that instills trust, confidence, and is emblematic of Kaweah Delta’s mission statement and our vision to become world-class. Further develops and fosters a positive perception that will attract the highest caliber of employees and medical staff.

SPECIFIC RESPONSIBILITIES:

1. Development of Kaweah Delta’s brand and image
   • Develop and maintain Kaweah Delta’s organizational branding and ensure its consistent use according to the style guide
   • Partner with and support local organizations to improve the health of the communities we serve
   • Measure the community’s perception of Kaweah Delta through surveys, focus groups, and other tools

2. Marketing and promotion
   • Development and execution of a comprehensive marketing plan that is consistent and unified in its messaging
   • Maintain an active social media presence to promote Kaweah Delta and to respond to community questions and comments
   • Educate the community regarding new and expanding services
   • Reach new consumers to educate them regarding Kaweah Delta’s available services and locations
   • Maintain an effective return-on-investment for marketing campaigns

3. Community engagement
   • Engage the community through committees, events, and communications to ultimately improve the public’s perception of Kaweah Delta and its services
   • Engage our employees and medical staff through committees, events, and communications to improve positive perception of Kaweah Delta and to increase retention and recruitment
   • Host events intended to promote Kaweah Delta and community health and wellness
• Manage the Kaweah Delta Community Engagement initiative, including Community Advisory Committees
• Support and sponsor local organizations that promote health and wellness

4. Media Relations
• Development of a consistent and proactive public relations plan that provides our community with communications that are effective, clear, timely, relevant, and builds trust and confidence in Kaweah Delta.
• Increase media coverage of Kaweah Delta in local and state-wide media.
• Build a positive profile of Kaweah Delta’s CEO and Board within the community through media relations activities.

5. Strategic growth
• Increase primary and secondary area market share across service lines, particularly in key service lines: cardiovascular surgery, general surgery, emergency and trauma medicine, neurosciences, cancer care, orthopedics, maternal child health, outpatient services and clinics
• Identify opportunities to expand into new markets or to add new services

Revised and approved by the Marketing and Public Affairs Committee on April 1, 2020 and approved by the Board of Directors on ________.
Command Center Update  
Tuesday, March 24, 2020 - 6:30 PM

As we adjust to life during the COVID-19 pandemic, our organization continues to focus on the health of our patients, medical staff, employees, and the communities we serve around the world and at home has forced us to change our day-to-day lives and work, reminding us how closely connected we are to each other.

So much change in such a short time period often causes us to feel stressed and overwhelmed by the events surrounding us. But, in these times of uncertainty, we also gain a deeper understanding of how unpredictable – at times frightening – but it can inspire kindness, connection, and the greater good. Though we would not choose for our community to face crisis, there are unexpected gifts - a renewed value and affection for the people and places around us. It is in times that our true nature reveals itself: we’re in it together. We rise up to meet the challenge together.

Purple Top Wipes

Although we currently have a supply of purple top wipes, our inventory is low and we encourage everyone to use only as needed.
Command Center Update  
Thursday, March 26, 2020 - 6:15 PM

Here are the latest updates from the Command Center. Today we are covering an upcoming road closure, text alerts, a “big” donation, and a salute to healthcare workers.

Hot Topics – Infection Prevention

- Please keep an eye out for more information related to mask usage. The order will be rolled out tomorrow by Dan Allain, Vice President of Cardiac and Surgery.
- Personal Protective Equipment (PPE) must be secured on our nursing units. Please ask for a kit that works for your area so it is only accessible by your work units.
- If an existing patient develops new onset respiratory symptoms, please report to our provider to evaluate him or her for any exposure risk or isolation need. Please send them to respiratory isolation to 2South.
- Infection Prevention has been working hard to prepare a searchable PPE grid, which is an important tool.
- New, more rapid COVID-19 testing for inpatients will soon be available at Kaweah Delta. Please send results, as opposed to sending samples and waiting for test results to return.

Road Closure

Starting next week, the City of Visalia will close a small city block to improve access to Kaweah Delta for COVID-19 testing. Effective Tuesday, March 31, Floral Street, one block north of the Medical Center (between Main Street and Acequia Avenue) will be closed to residents, who the Tulare County Public Health Department would like to test. The city will also be testing and park in the diagonal parking spaces on the street’s west side. Our Kaweah Delta Pathology Labs will test these individuals to send to the Tulare County Public Health Laboratory, which should provide test results in a few hours.
COVID-19 Eblasts & Radio Scripts
Here is the latest on what you can do to protect yourself from COVID-19, what we are doing at Kaweah Delta to keep patients safe, and other related activities in Tulare County.

Statewide
On the afternoon of March 4, Gov. Gavin Newsom declared a State of Emergency to make additional resources available to help make supplies and resources available to prevent the spread of COVID19.

Countywide
There remains no evidence of an infection of COVID-19 in Tulare County, according to the Tulare County Health and Human Services Agency. For updates from TCHHSA on the number of individuals in the county being self monitored, click HERE (site updated two times a week). Hospitals in the area continue to be vigilant with infection prevention and testing, when indicated. The county has the ability to test locally; test results are typically available within 24-48.

Kaweah Delta
Although the risk remains low in Tulare County, we continue our work to prevent and prepare for a local exposure of COVID-19. We highly encourage our staff, patients, visitors, and community to, “think flu first” when experiencing any symptoms associated with COVID-19 such as fever, cough, and shortness of breath. However, call your doctor if you develop symptoms, and have been in close contact with a person known to have COVID-19 or have recently traveled from an area with widespread or ongoing community spread of COVID-19.

Again, we remind our community that facemasks are not recommended for people who are well and that we are issuing them only to patients. Facemasks should be used by people who show symptoms of COVID-19 (above) to help prevent the spread of the disease to others. This ensures that we have enough supply for our patients as evidence indicates that most people who are not sick do not need to wear them.

There has also been talk about N95 respirator masks, which are important to healthcare workers in a hospital setting, but not to the general community. While they prevent germs from entering the airways of healthy people, they must be fitted to the healthcare workers’ face to ensure a good seal and protection. When masks and N95 Respirators (masks) are used inappropriately, healthcare workers and patients are at risk for contracting and spreading disease.

We encourage you to follow the Center for Disease Control & Prevention’s preventive actions:

- Avoid close contact with people who are sick.
- Avoid touching your eyes, nose, and mouth.
- Stay home when you are sick.
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- Clean and disinfect frequently touched objects and surfaces using a regular household cleaning spray or wipe.
- Wash your hands often with soap and water for at least 20 seconds, especially after going to the bathroom; before eating; and after blowing your nose, coughing, or sneezing.
- If soap and water are not readily available, use an alcohol-based hand sanitizer with at least 60% alcohol. Always wash hands with soap and water if hands are visibly dirty.

Click below for updates on COVID-19 activities as we know more.
The COVID-19 situation is evolving rapidly, and we continue to adapt our practice and policies accordingly to keep our patients and community safe. We are in regular communication with Tulare County and other local healthcare providers.

Here is the latest on COVID-19, what we are doing at Kaweah Delta to keep patients safe, and other related activities in Tulare County.

COVID-19 Testing

Please do not report to the Emergency Room for COVID-19 testing. If you suspect that you might have or have been exposed to COVID-19, please call your primary care physician or the County at 2-1-1 to determine if you need to be tested.

Visitor Restrictions

Effective immediately we will be limiting patients to one visitor in all areas of the hospital, in our clinics and all Kaweah Delta locations. At this time, no children are allowed (unless they are a patient or have an appointment). Exceptions to these restrictions are for patients who are at the end of life and will be evaluated individually. For location-specific restrictions, please click the link below.

Entrance Changes

The hospital entrance at Mineral King will be open only to Emergency Department and OB/Labor patients. All other patients and visitors will need to enter through our Acequia Wing entrance. The best place to park is in the parking structure on Acequia Ave. or in the surface lots around the Acequia Wing entrance.

The Surgery Center entrance off of West Street will be limited to only Surgery Center and Endoscopy patients. As always, patients and visitors are prohibited from entering through Employee Only entrances.

Event Cancellations

At this time, all events and support groups have been cancelled in an effort to keep our community safe and healthy.

Click below for updates on COVID-19 activities as we know more.
The COVID-19 situation continues to evolve rapidly, and we continue to adapt our practice and policies accordingly to keep our patients and community safe. We are in regular communication with Tulare County and other local healthcare providers.

Here is the latest on COVID-19, what we are doing at Kaweah Delta to keep patients safe, and other related activities in Tulare County.

**COVID-19 Testing**

We have put up 3 tents and are working to set up two larger tents to expand capacity and further improve the safety of COVID-19 testing for Tulare County residents.

**DO NOT** walk up to these tents, into a medical office or into a hospital.

**DO**

- Call your doctor for instructions
- Call the Tulare County Communicable Disease telephone line by calling 2-1-1 if you are not well and suspect that you might have or have been exposed to COVID-19. The County will assist with testing information, scheduling and providing next steps.
- If you are experiencing severe respiratory distress or fever, proceed to your closest emergency department but **call ahead** — **DO NOT** just walk in. If coming to Kaweah Delta, call (559) 624-2862.

**Visitor Restrictions and Hours**

Patients are limited to **one visitor** in all areas of the hospital, our clinics and all Kaweah Delta locations. At this time, no children are allowed (unless they are a patient or have an appointment). Exceptions to these restrictions are for patients who are at the end of life and will be evaluated individually. For location-specific restrictions, please click the link below.

We have shortened our visiting hours to 9:00 am to 6:00 pm.

We are also not allowing any visitors to wait in our lobby areas. One visitor may accompany a patient. All others must wait outside.

**Entrance Changes**

The hospital entrance at Mineral King will be open only to Emergency Department, OB/Labor patients and Lab patients only.

All other patients and visitors will need to enter through our Acequia Wing entrance. The best place to park is in the parking structure on Acequia Ave. or in the surface lots around the Acequia Wing entrance.

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COVID-19 Testing

We have put up several tents and are working to set up more tents to expand capacity and further improve the safety of COVID-19 testing for Tulare County residents.

**DO NOT** walk up to these tents, into a medical office or into a hospital.

**DO**

- Call your doctor for instructions
- Call the Tulare County Communicable Disease telephone line by calling 2-1-1 if you are not well and suspect that you might have or have been exposed to COVID-19. The County will assist with testing information, scheduling and providing next steps.
- If you are experiencing severe respiratory distress or fever, proceed to your closest emergency department but **call ahead - DO NOT just walk in.** If coming to Kaweah Delta, call (559) 624-2982.

Visitor Restrictions

Effective Wednesday at 12 pm, no visitors will be allowed at the Medical Center. Limited exceptions to these restrictions of one visitor (no rotations) are for patients who are at the end of life, labor and delivery, NICU and pediatric patients, and those with dementia/developmental delays which require a direct caregiver. If an exception is made for a visitor, they will be screened for temperature and respiratory illness. Family and loved ones looking for patients can call (559) 624-2000 for patient updates. We encourage you to use phones to video chat with loved ones and will soon provide resources to those without the needed technology.

Entrance Changes

- The hospital entrance at Mineral King will be open only to Emergency Department, O&L Labor, Infusion and Lab patients only.
- The Surgery Center entrance off of West Street will be limited to only Surgery and Endoscopy patients.
- All others will need to enter through our Acequia Wing entrance.

Access to Health Records

For the safety of our staff and patients, our Health Information Management team has decided to temporarily close our Release of Information desk at the Acequia Wing. We understand that access to your medical information is important and essential; we will still be available to process your requests for release of information remotely. Requests can be submitted via email, fax, or mail. We will do our due diligence to process your requests in a timely manner. To download the release of information authorization please visit our website - click HERE.

Patient Accounting

For the safety of our staff and patients, Patient Accounting has decided to temporarily close the Patient Accounting Help Desk in the Acequia Wing Lobby. Our patient accounting team will still be available remotely to process payments and answer any billing questions.

- Phone: (844) 282-8636
- (559) 624-4200
- Web: kaweahdelta.org/paymybill

Click below for updates on COVID-19 activities as we know more.
As the COVID-19 situation continues to evolve rapidly, and we continue to adapt our practice and policies accordingly to keep our patients and community safe. Here is the latest on COVID-19, what we are doing at Kaweah Delta to keep patients safe, and other related activities in Tulare County.

Visitor Restrictions
Currently, no visitors will be allowed at the Medical Center. Limited exceptions to these restrictions of one visitor (no rotations) are for patients who are at the end of life, labor and delivery, NICU and pediatric patients, and those with dementia/developmental delays which require a direct caregiver. If an exception is made for a visitor, they will be screened for temperature and respiratory illness. Family and loved ones looking for patients can call (559) 624-2000 for patient updates.

Virtual Visitation
We are determined not to let this temporary no-visitor policy get in the way of connecting our patients with their families. Today, we began issuing iPads to patients who do not have devices capable of live streaming technology so that they can virtually visit with loved ones during their stay. We have also temporarily relaxed some of our video and photography policy to allow these virtual visits as well. Teams are cleaning devices with germicidal wipes and deleting all call history between uses.

KDMC Lab Closure
Kaweah Delta Medical Center has decided to temporarily restrict access to noncritical services in the interests of patient safety. As such, the Clinical Laboratory patient service center located in the basement of the Mineral King Wing will close on Monday, March 23. The lab will re-open at some point in the future when conditions allow. Patients needing lab work can visit (click location for address and details):
- Willow Plaza Drawstation
- Kaweah Admissions and Testing (KATS)
- Kaweah Delta Imaging Center
- Kaweah Delta Urgent Care (Demaree)

Click below for updates on COVID-19 activities as we know more.
As the COVID-19 situation continues to evolve rapidly, we continue to adapt our practice and policies accordingly to keep our patients and community safe. Here is the latest on COVID-19, what we are doing at Kaweah Delta to keep patients safe, and other related activities in Tulare County.

Visitor Restrictions
In an effort to protect our patients, providers, staff, and community as a whole, no visitors are allowed at this time. Limited exceptions to these restrictions of one visitor (no rotations) are made for patients who are at the end of life, labor and delivery, NICU and pediatric patients, and those with dementia/developmental delays. If an exception is made for a visitor, they will be screened for temperature and respiratory illness. Family and loved ones looking for patients can call (559) 624-2000 for patient updates. Virtual visitation is also available to help connect patients with their loved ones via live streaming technology.

KDMC Lab Closure
Kaweah Delta Medical Center has temporarily restricted access to non-critical services in the interest of patient safety. As such, the Clinical Laboratory patient service center located in the basement of the Mineral King Wing is closed. The lab will re-open at some point in the future when conditions allow. Patients in need of lab work can visit (click location for address and details):
- Willow Plaza Drawstation
- Kaweah Admissions and Testing (KATS)
- Kaweah Delta Imaging Center
- Kaweah Delta Urgent Care (Demaree)

Donations
Kaweah Delta has been the recipient of some very generous donations and support from our community and we are deeply grateful. To ensure that donations are acknowledged and handled appropriately, we ask that you route them through our Kaweah Delta Hospital Foundation.

Kaweah Delta Hospital Foundation, 216 S. Johnson, Visalia
(559) 624-2359
kaweahdelta.org/foundation

*If dropping off at the foundation office (little yellow house), feel free to park in the driveway, honk your horn, and someone will be out shortly.

Information Line
We have established a community information line that you may call anytime for information about COVID-19 testing, changes in our visitor or entrance policies and more. The line will be updated as new information is available.

Kaweah Delta Community Resource Line
(559) 624-4640

Click below for updates and information on COVID-19.
As the COVID-19 situation continues to evolve rapidly, here is the latest on what we are doing at Kaweah Delta to keep staff, patients and visitors safe.

**Frequently Asked Questions**

Gary Herbst, our Chief Executive Officer, sat down to answer your COVID-19 questions last week.

- Is every patient admitted to the hospital being swabbed for the coronavirus?
- Are hospital staff being given adequate personal protective equipment?
- How many ventilators does Kaweah Delta have?
- Is there any chance that Kaweah Delta would change to a no-visitor policy with no exceptions?
- What are you doing to keep patients and their families connected?

Here’s what he had to say.

**Road Closure**

Starting next week, Floral Street between Main Street and Acequia Avenue will close to expand the area Kaweah Delta is using to screen Tulare County residents for COVID-19. We will share more in our next eblast.

**COVID-19 Screening Hotline**

We have launched a new, free screening hotline intended to assess people who may have COVID-19 symptoms from the safety of their home to avoid the unnecessary exposure of themselves and others. For more info [CLICK HERE](#).

**Donations**

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kaweahdelta.org/foundation

If dropping off at the foundation office (little yellow house), feel free to park in the driveway, honk your horn, and someone will be out shortly.

**Visitor Restrictions**

Due to COVID-19, Kaweah Delta has a no visitor policy in place. Exceptions are made for:
- End of Life patients
- Labor & Delivery/NICU/Pediatric patients (all minors)
- Dementia/developmentally delayed patients

If an exception is made for a visitor (must be the same visitor throughout the patient’s stay), they must pass a temperature and respiratory infection screening. Family and loved ones looking for patients can call 559-624-2000 for patient updates.

Click below for updates and information on COVID-19.

More Info
Individuals who have a primary care physician should contact their physician for an assessment first before calling the COVID-19 Screening Hotline.

If you think you have COVID-19 symptoms or have been exposed to someone who does, stay home. Kaweah Delta is providing free COVID-19 assessments by phone. We will assess you over the phone so that you remain in your home and only need to leave if testing is needed. This service helps reduce the spread of COVID-19 and keeps medical facilities open and available to provide important care.

**Step 1: Call (559) 624-4110**
We’ll schedule you for a same-day phone appointment with a provider.

**Step 2: We’ll call you to register you for your appointment.**
You will be asked to provide a summary of symptoms, insurance information (if any), medical history, medications being taken, and a list of allergies.

**Step 3: Provider calls you for a COVID-19 assessment**
During the call with our provider, your symptoms will be checked via phone to determine if you need to visit a COVID-19 testing site or medical facility. Your verbal consent is required before the assessment begins.

**Who can call?**
Anyone. Phone assessments are available for all people in the Tulare County area. Please call your primary care physician first.

**What does it cost?**
No cost. Phone assessments do not require a co-pay.

**What are COVID-19 symptoms?**
Within the last 14 days:
- Fever of 100.4°F (38°C) or higher
- Excessive dry cough
- Shortness of breath or difficulty breathing
- Travel via plane, train, or cruise
- Exposure to someone with confirmed case of COVID-19 virus
THERE ARE EVERY DAY ACTIONS YOU CAN TAKE TO HELP PREVENT THE SPREAD OF RESPIRATORY DISEASES LIKE CORONAVIRUS. WASH YOUR HANDS. AVOID CLOSE CONTACT WITH PEOPLE WHO ARE SICK. AVOID TOUCHING YOUR EYES, NOSE, AND MOUTH. STAY HOME IF YOU ARE SICK. COVER YOUR COUGH OR SNEEZE. CLEAN AND DISINFECT FREQUENTLY TOUCHED OBJECTS WITH HOUSEHOLD CLEANING SPRAY. FOR THE LATEST INFORMATION ON WHAT KAWEAH DELTA IS DOING TO PROTECT THE HEALTH AND SAFETY OF OUR COMMUNITIES, VISIT KAWEAHDELTA.ORG/COVID19. KAWEAH DELTA. MORE THAN MEDICINE. LIFE.
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AMERICANS ARE BEING ASKED TO DO A LOT RIGHT NOW TO STOP THE SPREAD OF CORONAVIRUS. NOW IS THE TIME TO BE SELFLESS FOR OTHERS TO PROTECT THOSE WHO ARE MOST SUSCEPTIBLE TO COVID-19. WHETHER YOU FEEL SICK OR NOT, STAY HOME. YOU CAN HELP SAVE LIVES. WE’RE IN THIS TOGETHER. FOR THE LATEST INFORMATION ON WHAT KAWEAH DELTA IS DOING TO PROTECT THE HEALTH AND SAFETY OF OUR COMMUNITIES, VISIT KAWEAHDELTA.ORG/COVID19. KAWEAH DELTA. MORE THAN MEDICINE. LIFE.
VIRUSES DON’T DISCRIMINATE AND NEITHER SHOULD WE. DISEASES CAN MAKE ANYONE SICK REGARDLESS OF AGE, RACE, OR ETHNICITY. STIGMA WILL NOT FIGHT CORONAVIRUS BUT SHARING ACCURATE INFORMATION WILL. VISIT KAWEAHDELTA.ORG/COVID19 TO LEARN MORE ABOUT SIGNS AND SYMPTOMS OF COVID-19, HOW YOU CAN PROTECT YOURSELF AND OTHERS, AND WHAT KAWEAH DELTA IS DOING TO PROTECT THE HEALTH AND SAFETY OF OUR COMMUNITIES. BROUGHT TO YOU BY KAWEAH DELTA. MORE THAN MEDICINE. LIFE.
All across the world, we are seeing widespread fear related to the virus. Many people are panicking. Most people, understandably, are distancing themselves from others. However, there is one group of people that voluntarily steps forward during times of need; one group that puts others above themselves: healthcare workers. Employees and medical staff are committed to caring for others during these unprecedented times. They stepped forward and answered the call.

Today, we have learned from Tulare County Health & Human Services an urgent care center on Court Street, and later seen at the hospital, that one employee is positive for COVID-19. The patient is currently self-quarantined at their home. Our employee had contact with the patient and we have no reason to believe that any other employees were exposed. We will continue to monitor all employees that came in contact with the patient as per our protocols in case anyone that displays symptoms.

Your dedication during this time of crisis demonstrates that healthcare workers are fully committed to our promise of compassion for all. Thank you for all that you are doing to help those in need.

The COVID-19 situation is constantly evolving. As more information becomes available, we will continue to communicate it with our employees and our community. We will be issuing a joint statement along with Tulare County. Here are some additional updates from today: