



Press Release
FOR IMMEDIATE RELEASE

Media Contact
Venetta Seals | rhcacares@reevesregional.com
432-447-3551 ext. 2243

Free Breast Cancer Screenings at Reeves Regional Health on Sept. 30

8th Annual Mammo-Mania promotes early detection for better treatment of breast cancer.

PECOS, Texas (Sept. 18, 2023) – Breast cancer remains the second most common cause of cancer-related mortality for women in Texas. Thankfully, early detection significantly enhances the effectiveness of treatment. To assist the community in overcoming breast cancer, Reeves Regional Health (RRH) provides complimentary screenings on Sept. 30 during a special event.

“Texas notoriously trails other states in the U.S. among women 45 years and older who are up-to-date on mammograms, coming in at number 39,” says Shellece Lowe, FNP in Pecos. “This means that we have a lot of work to do to raise local awareness of critical health screenings, including breast cancer.”

In a special event to kick off Breast Cancer Awareness Month, observed annually in October, RRH is hosting the 8th Annual Mammo-Mania on Sept. 30. The program offers a free screening breast exam, including a 3D mammogram and radiology reading, for the first 25 participants.

Free screenings are designed on a first-come, first-served basis. Participants must be 40 years of age with no symptoms of breast cancer and have not had a mammogram within the last 12 months.

Breast cancer is a malignant tumor that develops from breast tissue. Aside from early detection through mammograms, the first noticeable symptom is typically a lump seen or felt in or around the breast.

In 2023 alone, an estimated 297,790 new cases of invasive breast cancer are expected to be diagnosed in American women. Unfortunately, 43,700 women are expected to die in 2023 because of breast cancer.

According to the World Health Organization, breast cancer will become the most common cancer globally as of 2021, accounting for 12 percent of all new cancer cases annually worldwide.

In Texas, approximately 19,921 women are expected to be diagnosed with breast cancer this year. Nearly 3,400 women in the state are expected to die because of the disease.

MORE



Free Breast Cancer Screenings at Reeves Regional Health on Sept. 30

Page 2

In contrast to numerous rural healthcare centers in Texas, RRH maintains a permanent 3D digital mammography scanner accessible throughout the year. Like the machinery employed in larger urban hospitals, this digital 3D mammography scanner is the most effective and precise screening instrument for early detection of breast cancer.

Images from 3D digital mammograms are processed using advanced computer imaging technology. The result is instant, higher-resolution images of the breast compared to older film-based imaging.

When it comes to detecting breast cancer, the American Cancer Society recommends women between the ages of 40 and 44 should have the option to start screening with a mammogram every year. Women ages 45 to 54 should get a mammogram annually. Women 55 and older can switch to mammograms every other year or maintain an annual screening.

“Bottom line, you should never put your health at risk by delaying healthcare, including critical screenings,” Lowe says. “Work with your primary care provider to determine which screenings are right for you.”

Medicare, Medicaid, and most private health plans cover all or part of breast cancer screenings. Women are urged to check with their medical insurance providers to learn more about coverage, but they should not delay having these essential screenings.

The 8th Annual Mammo-Mania takes place on Sept. 30, from 8 a.m. to 2 p.m. at RHH (2349 Medical Dr.). For more information about the event, please call 462-447-3551 ext. 5537.

For more information about local healthcare programs and services in the greater Reeves County region, please visit www.reevesregional.com.

About Reeves Regional Health

Reeves Regional Health (RRH), formally known as Reeves County Hospital District, provides healthcare services for Reeves County and neighboring West Texas communities. Founded in 1954, RRH, a Level IV Trauma Center, offers various medical services, including emergency care, diagnostic imaging, physical therapy, general surgery, a clinical laboratory, and more. RRH also operates Reeves Regional Home Health and Hospice and Reeves Regional Rural Health Clinic. In November 2022, RRH began serving patients from a new \$115 million, 140,000-square-foot campus. For more information, please visit www.reevesregional.com.

###

Reeves Regional Health

2349 Medical Drive. | Pecos, TX 79772 | 432-447-3551 | www.reevesregional.com