



Press Release
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Reeves Regional Health Celebrates National Rural Health Day *Spotlighting the Importance of Accessible Healthcare in Rural Texas*

Pecos, TX (November 18, 2024) – In honor of National Rural Health Day on November 21, 2024, Reeves Regional Health (RRH) is joining healthcare systems across the nation to highlight the essential role of rural healthcare providers in supporting the health and well-being of their communities.

Organized by the National Organization of State Offices of Rural Health (NOSORH), this annual observance focuses on the “Power of Rural,” celebrating the unique challenges and rewards of providing healthcare in rural America.

"Rural health is about much more than the care we provide; it's about the relationships we build with our patients and our community," said Brenda McKinney, CEO of Reeves Regional Health. "National Rural Health Day is a reminder of the strong bonds we share with our neighbors, and the vital role we play in supporting their health and well-being. We are honored to provide services that keep our community healthy and thriving, right here in Reeves County."

"Reeves Regional Health is not just a healthcare facility; it is an integral part of the community, ensuring that residents have access to quality medical services without having to travel long distances," note McKinney. "Whether through emergency care, diagnostic services, or routine medical visits, Reeves Regional Health stands as a reliable resource for individuals and families in Pecos and surrounding areas."

Rural healthcare facilities face unique challenges, including limited resources and vast service areas. Despite these obstacles, rural providers like Reeves Regional Health continue to evolve, providing innovative and personalized care to those who need it most. From preventive care to emergency services, RRH ensures that healthcare remains accessible and responsive to the needs of its rural population.

"In many rural areas, healthcare providers are the cornerstone of the community, offering everything from acute care to routine health screenings," McKinney explained. "Here at Reeves Regional Health, we are proud to offer a range of services designed to meet the needs of our community, and we are constantly looking for ways to improve those services to better serve the people who depend on us."

Reeves Regional Health also plays a critical role in supporting the local economy. As one of Pecos' largest employers, the hospital contributes to the region's economic stability by providing jobs in healthcare, administration, and support services. The facility's continued investment in its people and resources directly benefits the health of the community.

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"National Rural Health Day reminds us of the importance of the work we do every day to care for our neighbors," said McKinney. "We are committed to expanding our services, improving patient care, and remaining a trusted healthcare provider for the people of Reeves County."

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.