



**Press Release**  
**FOR IMMEDIATE RELEASE**

**Media Contact**  
Venetta Seals | [rhcacares@reevesregional.com](mailto:rhcacares@reevesregional.com)  
432-447-3551 ext. 2243

## **Reeves Regional Health Reflects on a Year of Growth, Gratitude, and commitment**

*A Thanksgiving message celebrating milestones, community support, and the dedication of its  
healthcare team*

PECOS, Texas (Nov. 25, 2024) — As Thanksgiving approaches, Reeves Regional Health (RRH) pauses to reflect on a year of extraordinary growth and transformation, expressing deep gratitude for the people and partnerships that have made it possible. From its healthcare providers and support staff to its board of directors and the Reeves County community, RRH celebrates the collective effort to deliver compassionate, high-quality care.

“Our mission goes beyond providing healthcare,” said Brenda McKinney, CEO of RRH. “It’s about building strong, lasting connections with the people we serve, understanding their needs, and working tirelessly to meet them. This year, we’ve witnessed the power of collaboration and commitment, and for that, we are profoundly thankful.”

### **A Year of Milestones and Achievements**

Now in its second year of operation, RRH’s \$115 million, 140,000-square-foot campus has solidified its role as the cornerstone of healthcare in Reeves County. The facility has enabled the hospital to expand its services, embrace new technologies, and provide a patient-centered environment designed for healing and recovery.

### **Key Advancements in Healthcare Services:**

- **Emergency Care Excellence:** The expanded emergency department has dramatically improved the hospital’s capacity to respond to urgent medical needs, offering faster, more efficient care to patients in crisis.
- **Advanced Surgical Services:** With three state-of-the-art surgical suites, the hospital can now accommodate more complex procedures, ensuring that families can access top-tier surgical care without leaving the region.
- **Women’s Health Focus:** The modernized women’s center has become a trusted resource for family planning, prenatal care, and maternal health services, addressing a critical need for women and families in West Texas.

### **Technology Upgrades:**

Investments in cutting-edge medical equipment and electronic health record systems have streamlined workflows, enhanced diagnostic capabilities, and improved patient outcomes.

“Each of these advancements reflects our unwavering commitment to serving the community,” McKinney noted. “We are proud to deliver care that is not only innovative but deeply personal and responsive to the unique needs of Reeves County.”

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### **Listening to the Community, Leading with Vision**

Community input has been instrumental in shaping RRH's priorities and initiatives. Over the past year, hospital leaders have engaged residents, staff, and local organizations to better understand their needs and challenges. This feedback has guided key decisions, from expanding services to improving patient experiences.

"We are here for the community, and their voices are at the heart of everything we do," McKinney emphasized. "Whether it's through direct feedback or collaboration with local leaders, their input ensures we stay aligned with what matters most to Reeves County families."

### **Strengthening Partnerships and Building Capacity**

In addition to enhancing in-house services, RRH has worked to strengthen partnerships with regional healthcare providers and organizations. These collaborations have expanded access to specialty care, such as cardiology and orthopedics, and brought additional resources to the community.

"Rural healthcare presents unique challenges, but by fostering strong partnerships, we can overcome barriers and ensure our residents receive the care they deserve," McKinney said. "Together, we are building a more resilient healthcare network."

### **Recognizing the Team Behind the Mission**

RRH's success would not be possible without the dedication and teamwork of its healthcare professionals. From physicians and nurses to housekeeping and administrative staff, each individual plays a vital role in delivering exceptional care.

"Our team is the backbone of our organization," McKinney said. "Their skill, compassion, and unwavering commitment inspire me every day. They are the reason we can provide care that truly makes a difference in people's lives."

Volunteers and the hospital's board of directors also play an essential role, offering their time, expertise, and guidance to ensure RRH remains a trusted resource for the community.

### **Embracing the Future with Optimism**

Looking ahead, RRH remains focused on its mission to deliver innovative, patient-centered care while fostering a culture of excellence and compassion. Plans for 2025 and beyond include:

- **Expanding Specialty Services:** Additional specialties will be introduced, reducing the need for patients to travel long distances for advanced care.
- **Technology Integration:** The hospital plans to adopt the latest medical technologies to further improve diagnostics, treatments, and patient outcomes.
- **Enhancing Patient Experience:** New initiatives will focus on creating a seamless, welcoming experience for every patient and family member who walks through the doors.

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“Our journey is far from over,” McKinney said. “With the continued support of our community and the dedication of our team, I am confident that Reeves Regional Health will continue to grow and thrive as a beacon of health, hope, and healing.”

To learn more about Reeves Regional Health’s programs and services, visit [www.reevesregional.com](http://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](http://www.reevesregional.com).

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