



Press Release
FOR IMMEDIATE RELEASE

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Shades of Hope

Encouraging women to make their health a priority through early detection

PECOS, Texas (Oct. 13, 2025) — Across the country, pink ribbons once again serve as symbols of strength, courage, and unity in the fight against breast cancer. At Reeves Regional Health (RRH), the message behind those ribbons runs deep. Each October, the hospital and its clinics use this month as an opportunity to remind women that early detection saves lives — and that caring for themselves is one of the most selfless things they can do.

“Women are often the caretakers of everyone else — families, neighbors, friends — and they tend to put their own health last,” said Brenda McKinney, CEO of **Reeves Regional Health**. “This month is about changing that. By scheduling a mammogram or encouraging a loved one to get screened, we take an active step toward protecting our health and our future.”

Breast cancer remains one of the most common cancers among women. The American Cancer Society estimates that one in eight women will be diagnosed during their lifetime, with more than 300,000 new cases expected across the United States this year. In Texas alone, roughly 20,000 women are projected to be diagnosed, and about 3,000 will lose their lives to the disease.

“Those numbers are sobering, but they also reinforce an important truth,” said Dr. Martina Swinger, Family Medicine w/OB/C-sections, at the Reeves Regional Rural Health Clinic. “When detected early, breast cancer is highly treatable. Mammograms and annual wellness visits are key to finding changes before symptoms even appear.”

Medical experts emphasize that breast cancer can take years to develop before it causes noticeable symptoms. A small lump, skin dimpling, or subtle changes in breast shape or texture may be the first signs. Yet for many women, these symptoms go unnoticed until cancer has advanced. Regular screenings — starting in the early forties for most women — provide the best opportunity for early detection and more successful treatment outcomes.

“Screenings give us time,” Dr. Swinger added. “Time to plan, to treat, and to heal. That’s something we can’t afford to lose.”

RRH offers advanced imaging services, including 3D mammography, which captures detailed images from multiple angles to help radiologists detect even the smallest abnormalities. The process is faster, more accurate, and designed with patient comfort in mind.

“Today’s technology allows us to see breast tissue in thin layers rather than flat images,” said Dr. Swinger. “It

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helps us distinguish between harmless tissue and something that needs further evaluation. That accuracy means fewer unnecessary callbacks and greater peace of mind for patients.”

McKinney said that while technology plays a vital role, compassionate care and education are equally important. “It’s about more than a machine or a test,” she said. “It’s about relationships — making sure women feel supported and informed every step of the way.”

Most insurance plans, including Medicare and Medicaid, cover breast cancer screenings in full or in part. Still, McKinney encourages women who have financial or scheduling concerns to reach out to the hospital for help.

“No one should ever skip a mammogram because of uncertainty or cost,” McKinney said. “Our staff is here to answer questions and connect patients with resources. What matters most is that women take that step to protect their health.”

RRH continues its community outreach through education and special events. The hospital will host its 10th Annual Mammo-Mania on Saturday, October 25, from 8 a.m. to 1 p.m. at Reeves Regional Health, 2349 Medical Drive in Pecos. The event will offer free breast exams and 3D mammograms for the first qualified 25 participants. Educational materials, pink awareness items, and refreshments will be available throughout the morning as part of the hospital’s continuing effort to promote early detection and encourage women to take charge of their health.

“The event is always one of the most uplifting days of the year,” McKinney said. “It brings people together, reminds us of survivors in our community, and helps new patients overcome the fear of their first screening.”

While breast cancer primarily affects women, men are not immune. Roughly 3,000 men are diagnosed annually in the U.S., making awareness across all genders essential. Family support, open conversations, and understanding risk factors can all contribute to early detection.

“When we talk about breast cancer openly, we replace fear with strength,” said Dr. Swinger. “Every story shared and every appointment scheduled adds to a wave of awareness that saves lives.”

McKinney agreed. “Hope doesn’t just happen in a lab or a clinic,” she said. “It starts in our communities — in our conversations, in our encouragement of one another. That’s what October is all about.”

Women are encouraged to talk with their primary care provider or call the Reeves Regional Rural Health

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Clinic at 432-447-0565 to schedule a breast screening and mammogram. Taking that simple step could make all the difference.

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.

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