



Press Release
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Reeves Regional Health Celebrates Community, Caring, and Wellness This Thanksgiving

A season of gratitude, reflection, and encouragement to make health a priority

PECOS, Texas (Nov. 24, 2025) — As families prepare for gatherings, travel, and holiday traditions later this week, Reeves Regional Health (RRH) is taking a moment to honor the spirit of gratitude that defines the Thanksgiving season. The holiday offers a meaningful opportunity for the organization to reflect on the strong partnership it shares with Reeves County residents and to encourage families to stay mindful of their health and wellness as they head into one of the busiest times of the year.

Thanksgiving naturally brings a renewed focus on appreciation, and that sentiment resonates within RRH's leadership. "Thanksgiving is a time when we pause to appreciate the people around us—our families, our friends, and the communities that make West Texas such a special place," said Brenda McKinney, CEO, of RRH. "I am incredibly grateful for the trust our neighbors place in us and for the compassionate team of professionals who work every day to provide exceptional care."

In the days leading up to the holiday, RRH is reflecting on the progress made throughout the year to strengthen healthcare access for local families. The hospital, its rural health clinic, home health and hospice programs, dialysis services, and broad network of specialty departments work together to give residents a dependable, full-service healthcare system close to home. The health system's modern medical campus—with expanded patient care areas, upgraded technology, and more efficient workflows—supports this mission by providing a comfortable, welcoming environment for patients.

This momentum is made possible by the partnership between community members, local leaders, and the RRH team. McKinney emphasized that the organization's growth reflects a shared commitment to making local healthcare strong and sustainable. "Our growth—whether in services, capabilities, or community outreach—happens because the people of Reeves County believe in the importance of local healthcare," McKinney said. "That support inspires our team to show up with purpose every day."

As Thanksgiving nears, RRH also reminds families to stay attentive to their health while traveling, hosting guests, or preparing large meals. The days surrounding the holiday can be filled with long hours, heavy foods, and added stress, which makes preventive habits especially helpful. Getting enough rest, drinking water throughout the day, taking short walks, and being mindful of portion sizes can support both energy and digestion. Checking medications before leaving town or welcoming guests can also help avoid last-minute complications.

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For those anticipating the new year, RRH encourages individuals to use this week as a moment of reflection on their health goals. Preventive care—particularly wellness visits and early screenings—continues to be one of the most effective ways to identify health concerns and reduce long-term medical costs. Primary care providers can help patients review recent changes, update immunizations, discuss family medical history, and set individualized health goals. Many insurance plans, including Medicare, cover annual wellness visits and screenings, which can be an advantage as year-end approaches.

“Taking care of your health is one of the greatest gifts you can give yourself and your family,” McKinney said. “Wellness visits, preventive screenings, and honest conversations with your provider can make all the difference in catching issues early or avoiding them altogether.”

RRH also extends appreciation to its medical providers, nurses, technicians, support staff, and administrative teams who continue serving patients throughout the holiday week. Their dedication ensures that high-quality, reliable care remains available, whether families need routine support or emergency services. “Our entire team is the heartbeat of this organization,” McKinney added. “They step up during emergencies, show compassion during difficult moments, and bring professionalism and skill to every patient encounter. Their commitment makes a difference in countless lives.”

As local families prepare their holiday meals and welcome guests from near and far, RRH offers a sincere message of thanks to the community. The organization credits the region’s resilience, loyalty, and support as key reasons why high-quality healthcare continues to thrive locally.

“We are honored to serve such a resilient, supportive, and caring community,” McKinney said. “On behalf of everyone at Reeves Regional Health, I wish each of you a safe, healthy, and joyful Thanksgiving holiday.”

For more information about healthcare programs, wellness services, or local providers, please visit www.reevesregional.com.

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Reeves Regional Health

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About Reeves Regional Health

Reeves Regional Health (RRH), a non-profit Level IV Trauma Center in Pecos, Texas, has been caring for Reeves County and surrounding West Texas communities since 1954. In 2022, the hospital opened its new facility, combining modern technology with the warmth of hometown care. In 2025, RRH was recognized as one of the Top 100 Critical Access Hospitals nationwide and also earned National Recognition as a Center of Excellence in Surgical Safety by the Association of periOperative Registered Nurses (AORN).

Our Mission and Vision: We are committed to exceptional care through servant leadership and strive to be the trusted beacon of health in our region—enhancing quality of life through innovation, compassion, and excellence. Guided by our WECARE values—Wellness, Excellence, Compassion, Accountability, Respect, and Equality—we put patients and families at the heart of everything we do.

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