



Press Release
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WOMEN'S WELLNESS IN 2026 STARTS WITH PREVENTION

Reeves Regional Health encourages women to prioritize preventive care

PECOS, Texas (January 19, 2026) — As women look ahead to a new year, Reeves Regional Health is encouraging residents across Reeves County to make preventive care a priority in 2026—beginning with cervical cancer screening and routine wellness visits that support long-term health.

Cervical cancer remains one of the most preventable cancers when detected early. Regular wellness exams, including Pap tests and recommended screenings, allow medical providers to identify abnormal cervical cell changes before they progress. Providers at the Reeves Regional Rural Health Clinic emphasize that these screenings are a critical component of women's healthcare at every stage of life.

"Cervical cancer is highly treatable when caught early, and in many cases, it can often be prevented altogether," said Dr. Martina B. Swinger, board-certified family practice physician and surgical obstetrician. "Routine screenings give us the opportunity to identify concerns early and often intervene before symptoms ever appear."

Many women with early cervical changes experience no noticeable symptoms, making regular screening especially important. Wellness visits also create time for meaningful conversations about personal health history, risk factors, and preventive steps that can reduce future complications.

"Women often feel fine and assume everything is okay," Dr. Swinger explained. "That's why screening matters. A simple test during a wellness visit can detect changes long before they turn into something more serious."

Cervical cancer is most commonly linked to certain strains of the human papillomavirus (HPV), a widespread virus that many people encounter during their lifetime. While HPV infections frequently resolve on their own, persistent infections with high-risk strains can lead to cervical cell changes over time. Regular screening remains one of the most effective tools for reducing that risk.

In addition to cervical cancer screening, women's wellness visits allow providers to address broader health concerns, including menstrual and hormonal changes, reproductive health questions, immunizations, and other age-appropriate preventive services. These visits help establish a baseline for health and guide personalized care throughout the year.

As part of a broader approach to wellness in 2026, Reeves Regional Health encourages women to focus on everyday habits that support overall well-being. Balanced nutrition, regular physical activity, adequate sleep, and stress management all play a role in maintaining a strong immune system and supporting long-term health.

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“Wellness isn’t about making drastic changes all at once,” Dr. Swinger said. “It’s about consistency. Preventive care gives us a foundation, and healthy daily habits help protect that foundation.”

Mental and emotional health are also important aspects of women’s wellness. Busy schedules, caregiving responsibilities, work demands, and life transitions can take a toll over time. A wellness visit provides a confidential space to discuss stress, fatigue, sleep challenges, or emotional concerns and to identify support when needed.

The Reeves Regional Rural Health Clinic offers comprehensive preventive and primary care services for women of all ages, including cervical cancer screenings, annual wellness exams, immunizations, and chronic condition management. Most insurance plans, including Medicare and Medicaid, cover preventive services, making it easier for women to take an active role in their health.

“Too often, women put their own health last,” Dr. Swinger said. “Preventive care is one of the most important steps women can take—not just for themselves, but for their families as well.”

As the new year begins, Reeves Regional Health encourages women throughout the community to schedule their wellness visits and take proactive steps toward protecting their health in 2026 and beyond.

To schedule a women’s wellness visit or cervical cancer screening, call the Reeves Regional Rural Health Clinic at 432-447-0565.

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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