



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

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## **Reeves Regional Health Honors Providers on Doctors' Day**

*Care, commitment, and community focus ahead of April 11 Health Fair*

**PECOS, Texas (March 23, 2026)** — Reeves Regional Health is proud to recognize its dedicated team of healthcare providers this National Doctors' Day on March 30, honoring the entire medical staff who deliver compassionate, high-quality care to patients across Reeves County every day. Their commitment to excellence and deep connection to the community are at the heart of the organization's mission.

This recognition also comes at a time when that commitment will be especially visible, as Reeves Regional Health prepares to host its 36th Annual Health Fair on April 11 — an event that reflects the same focus on access, prevention, and community-centered care that defines its medical staff.

"Doctors' Day gives us a chance to pause and recognize the people who make a difference in the lives of our patients every single day," said Brenda McKinney, CEO of Reeves Regional Health. "Our providers are not only highly skilled, but they are deeply connected to this community. They understand our patients because they live and work right here alongside them."

Unlike larger urban systems, rural healthcare providers often serve in broader roles — treating a wide range of conditions, building long-term relationships with patients, and helping guide families through important healthcare decisions. That connection is a defining characteristic of care at Reeves Regional Health.

"Our team is focused on more than just treating illness — we are focused on keeping people healthy," McKinney said. "That means encouraging preventive care, offering screenings, and making sure our patients know where to turn when they need guidance."

Throughout the year, Reeves Regional Health providers deliver care in both clinical and hospital settings, ensuring continuity for patients who rely on familiar faces and trusted relationships. From routine wellness exams to the management of chronic conditions such as diabetes, hypertension, and heart disease, the focus remains on proactive, patient-centered care.

"Our providers take the time to listen, to educate, and to partner with patients in their healthcare journey," McKinney said. "That level of personal attention is something that truly sets rural healthcare apart."

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**Reeves Regional Health**

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That emphasis on prevention and community wellness will be on full display at the upcoming Health Fair on Saturday, April 11, from 8 a.m. to 1 p.m. The event has become a longstanding tradition in Pecos, offering residents access to a wide range of affordable screenings, educational exhibits, and family-friendly activities.

"The Health Fair is one of the best examples of what healthcare should look like in a community like ours," McKinney said. "It brings together our providers, our staff, and our community in a way that makes healthcare approachable and accessible."

Attendees at this year's Health Fair can expect discounted lab screenings, opportunities to speak directly with healthcare professionals, educational booths, and activities for children. A free pancake breakfast will once again be offered in the morning, making the event both informative and welcoming for families. Community partners will also be on hand to provide additional resources and information to support healthy living.

In addition to screenings and education, the Health Fair serves as an entry point for individuals who may not have an established healthcare provider. By connecting residents with local medical professionals, Reeves Regional Health continues to strengthen access to care throughout the region.

"Events like the Health Fair allow us to reach people who may not otherwise come in for care," McKinney said. "It's a chance to answer questions, provide screenings, and help individuals take that first step toward better health."

While Doctors' Day highlights the individuals who provide care, the Health Fair reflects the broader mission of Reeves Regional Health — to create opportunities for early detection, education, and healthier lifestyles.

"Having a trusted provider close to home matters," McKinney said. "It means fewer delays in care, better communication, and ultimately better outcomes for our patients."

As part of Doctors' Day, Reeves Regional Health also recognizes the entire medical staff for their role in delivering compassionate, high-quality care. From clinic visits to hospital care, these providers play a critical role in supporting the health and well-being of the community.

"Our providers are the heart of what we do," McKinney said. "They bring knowledge, compassion, and a genuine commitment to serving others. We are proud to recognize them not just on Doctors' Day, but every day."

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Reeves Regional Health encourages community members to take advantage of the upcoming Health Fair and to continue prioritizing their health by scheduling regular checkups and screenings.

### **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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