



Press Release
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Media Contact
Venetta Seals | rhcacares@reevesregional.com
432-447-3551 ext. 2243

A New Year for Better Health

Reeves Regional Health encourages preventive care and screenings as the year begins

PECOS, Texas (Jan 5, 2026) – As a new year begins, many people pause to reflect on the goals they hope to achieve in the months ahead. For many, those goals center on health and wellness—feeling stronger, having more energy, being more active, and taking better care of themselves and their families. Yet despite good intentions, purposeful health decisions are often delayed until illness or discomfort forces action. Reeves Regional Health is encouraging the community to take a proactive approach this year and make prevention a priority from the start.

Our providers and staff at Reeves Regional Health and the Reeves Regional Rural Health Clinic are entering the new year with a shared sense of optimism and commitment. Their focus is on helping patients build a strong foundation for long-term well-being through preventive care, routine screenings, and meaningful conversations about healthy living.

“The start of a new year gives us a natural moment to reset,” said Brenda McKinney, CEO. “So many resolutions revolve around feeling better, staying active, and protecting our health. We want our community to know they don’t have to do that alone. Our medical staff and team members are here to help people take practical steps now that can make a real difference throughout the year.”

Preventive visits allow patients to review their overall health, discuss personal and family medical history, and talk openly about lifestyle habits such as physical activity, nutrition, sleep, and stress. These appointments often uncover opportunities for early intervention—before small concerns grow into larger health issues.

“Annual wellness visits offer invaluable opportunities for prevention,” said Pete Castillo, PA-C. “During these appointments, we can explore patients’ everyday routines, physical activity, dietary habits, and modifiable health risks. Even minor lifestyle modifications noted during these visits and meaningfully decrease illness, avoid hospital stays, and boost quality of life.”

January is also Cervical Cancer Awareness Month, making it an especially important time to highlight women’s health and the importance of regular screenings. Cervical cancer is one of the most preventable cancers when detected early, yet many women delay screenings due to busy schedules or the absence of symptoms.

“This month is an important reminder that prevention saves lives,” McKinney said. “Cervical cancer

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screenings are a routine but vital part of women's healthcare. We encourage women to make themselves a priority and schedule these important services early in the year."

Medical practitioners at Reeves Regional Health emphasize that cervical cancer screenings are recommended at various stages of adulthood and can detect changes long before cancer develops. Early detection allows for timely treatment and significantly improves outcomes.

"Cervical cancer can be detected well before symptoms onset," said Castillo. "Routine screenings are crucial for early detection of pre-cancerous cervical cells. The sooner we act, the easier it is to treat and prevent cervical cancer. Cervical cancer screening begins at age 21 years old for all women. Based on age and type of testing, women will be screened between 3-5 years." Beyond individual appointments,

Reeves Regional Health views wellness as a community-wide effort. From nurses and medical providers to front-desk staff and support teams, everyone plays a role in creating a welcoming environment where patients feel comfortable asking questions and taking charge of their health.

"Our team truly cares about this community," McKinney said. "They live here, raise families here, and understand the unique needs of our neighbors. That connection drives our commitment to compassionate, high-quality care every day."

As residents settle into the rhythm of a new year, Reeves Regional Health encourages individuals and families to think of health not as a short-term resolution, but as an ongoing journey. Establishing care early in the year can help patients stay ahead of potential concerns and stay focused on goals that support an active, healthy lifestyle.

"When patients take that first step, it opens the door to better communication and better outcomes," said Castillo. "Whether someone's goal is to be more active, manage a chronic condition, or simply feel their best, we're here to support them every step of the way."

With renewed energy and a focus on prevention, Reeves Regional Health remains dedicated to helping the community thrive throughout the year—through trusted local care, education, and early action.

To schedule an annual wellness visit or learn more about preventive services, call the Reeves Regional Rural Health Clinic at 432-447-0565. Taking that first step now can help set the tone for a healthier year ahead.

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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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