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Notes from editor (not for publication):



HEADLINE ELEMENTS:

####BEGIN HED####

1 Why your first choice for care should be close to home

####END HED####

####BEGIN SUBHED####

2 As physicians, we know that healthcare is not just about
3 procedures or technology — it’s about relationships

####END SUBHED####

4 TEXT BODY:

####BEGIN TEXT####

5 WHEN IT COMES to your health, where you choose to
6 receive care matters. Today, patients are often faced with the
7 assumption that going farther away — often to larger, urban
8 medical centers — means better care.

9 But that isn’t always the case. In fact, for most healthcare
10 needs, the best choice may be right here in our own community.

11 At Brattleboro Memorial Hospital, we are proud to
12 provide quality care close to home. That means delivering high-
13 quality, evidence-based medicine while ensuring that care is
14 accessible, personal, and connected to the lives of the people we
15 serve.

16 As physicians, we know that healthcare is not just about
17 procedures or technology — it's about relationships.

18 Community hospitals like ours offer something that larger
19 systems often struggle to replicate: continuity of care. Our
20 clinicians live and work in the same communities as our patients.
21 We understand the local context of your health, and we take the
22 time to build trust. That leads to better communication, more
23 personalized care, and ultimately, better outcomes.

24 * * *

25 WE ALSO WANT to emphasize the importance of choosing
26 Brattleboro Memorial Hospital for laboratory services and
27 imaging studies whenever possible. Services like blood work, X-
28 rays, CT scans, and other radiology tests are essential not only for
29 patient care but also for sustaining the financial health of our
30 community hospital.

31 When patients choose to have these services performed
32 locally, they help support the resources, staff, and programs that
33 keep healthcare strong in our region. Just as importantly, there is
34 no need to travel elsewhere for high-quality testing. BMH has
35 invested in advanced technology and modern equipment that
36 allow us to provide fast, efficient, and reliable care close to
37 home.

38 In fact, our imaging capabilities are closely connected to
39 the broader healthcare system. Through our relationship with
40 Dartmouth Health, specialists have access to imaging studies
41 performed at BMH. That means your results can be seamlessly
42 shared and reviewed if you require follow-up care, ensuring
43 coordination without requiring you to travel for the initial test.

44 We have also made significant investments in technology
45 to improve your experience. For example, our CT scanning

46 process has been dramatically streamlined. What once took up to
47 60 minutes can now often be completed in as little as 10
48 minutes.

49 Faster testing means less stress, greater comfort, and
50 quicker answers.

51 * * *

52 CONVENIENCE IS more than a luxury — it's part of good
53 healthcare. Receiving care locally means less time on the road,
54 fewer disruptions to your daily life, and the ability to recover as
55 you're surrounded by family and familiar support systems. These
56 factors matter, and they contribute meaningfully to overall health
57 and well-being.

58 At the same time, strong community healthcare depends
59 on community participation.

60 We want to thank our patients for helping us better serve
61 the community by keeping scheduled appointments or providing
62 advance notice when plans change. Because of that cooperation,
63 no-show rates have decreased, allowing us to care for more
64 patients efficiently and improve access to services across the
65 region.

66 Also, if you are able, consider supporting the hospital
67 through charitable giving, which helps sustain and expand
68 services for everyone in our region.

69 Healthcare decisions are deeply personal. But they don't
70 have to be complicated. When you choose Brattleboro Memorial
71 Hospital, you are choosing a team that is dedicated to your well-
72 being—not just as a patient, but as a neighbor.

73 You don't have to go far to find exceptional care. Often,
74 the best choice is the one closest to home.

####END TEXT####

BIO/COATTAIL:

####BEGIN BIO/COATTAIL####

75 **DR. TONY BLOFSON** and **DR. ELIZABETH**
76 **MCCLARNEY** are acting co-CEOs of Brattleboro Memorial
77 Hospital.

####END BIO/COATTAIL####

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