

RURAL HEALTH CARE – RADIO PSA (:60)

TEXAS IS HOME TO SOME OF THE MOST ADVANCED HEALTH CARE IN THE WORLD. UNFORTUNATELY, IT'S NOT ALWAYS ACCESSIBLE IN RURAL PARTS OF OUR STATE. NEARLY TWO-THIRDS OF TEXAS COUNTIES LACK A GENERAL SURGEON. MORE THAN HALF DON'T HAVE AN O-B-G-Y-N. AND 35 TEXAS COUNTIES HAVE NO PHYSICIAN AT ALL.

THIS PUTS MORE THAN 3 MILLION TEXANS IN A DIFFICULT POSITION. HOW MANY MOTHERS MUST WORRY ABOUT THEIR BABY COMING TOO QUICKLY FOR SAFE DELIVERY? HOW FAR MUST AN ELDERLY COUPLE DRIVE TO THEIR ANNUAL DOCTOR'S VISITS?

I'M DARRELL BECKETT, DSVP OF SALES & MARKETING AT BLUE CROSS AND BLUE SHIELD OF TEXAS. I GREW UP IN A SMALL TOWN WITH LESS THAN 800 PEOPLE, SO I'M ALL TOO FAMILIAR WITH THE CHALLENGES THESE COMMUNITIES FACE.

AND LET'S BE HONEST: NO ONE CAN SOLVE THESE ISSUES ALONE. THAT'S WHY WE'RE WORKING TO FIND SOLUTIONS ALONGSIDE KEY STAKEHOLDERS LIKE TEXAS A&M HEALTH SCIENCE CENTER AND THE A&M RURAL AND COMMUNITY HEALTH INSTITUTE.

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