



December 1, 2025

## CCMH Celebrates the Start of a New Era as Memorial Health System of Southwest Oklahoma

**Comanche County Memorial Hospital unveils new name, new signage, and a shared vision for unified regional care**

**LAWTON, OK** – Today marks a historic moment for healthcare in Southwest Oklahoma as **Comanche County Memorial Hospital (CCMH)** and **Southwestern Medical Center (SWMC)** officially unite under their new identity: **Memorial Health System of Southwest Oklahoma**.

The transition — celebrated across both campuses on December 1 — represents the culmination of the strategic acquisition agreement announced in September and ushers in a new era of integrated, patient-centered care for the region.

This afternoon, leaders, team members, and community partners will gather atop the Memorial Health parking garage for the ceremonial unveiling of the system's new name and signage. The event featured remarks from CEO **Brent Smith** and a countdown to reveal the new Memorial Health branding that will gradually appear across both the main and Southwest campuses.

"Today is more than a name change," said **Brent Smith**, CEO of Memorial Health. "By bringing CCMH and SWMC together, we are strengthening our ability to care for more people, expanding access to quality services, and building a healthcare system that is ready for the future. We are proud to step forward as Memorial Health System of Southwest Oklahoma, united in mission, values, and community commitment."

Following the unveiling, celebrations continue at both the main and Southwest campuses. Team members will receive commemorative t-shirts, cupcakes, and photo booth opportunities to mark the beginning of this new chapter. Leadership teams visited the Southwestern campus early this morning, and additional rounds of t-shirt and cupcake deliveries are scheduled for night-shift staff across both locations — reinforcing the system's promise to recognize and celebrate every member of the Memorial Health family.

The formation of Memorial Health System of Southwest Oklahoma brings significant long-term benefits to patients and communities across the region, including:

- Expanded capacity to meet growing healthcare needs
- Increased access to specialty services
- Seamless care coordination across campuses
- Improved operational efficiency
- Investments in modern medical equipment and facility enhancements
- A unified commitment to high-quality, compassionate local care

The Memorial Health brand will be adopted across signage, digital platforms, communications, and outreach efforts in the coming weeks.

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