



Rocky Mountain

HEALTH PLANS®

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NEWS RELEASE

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Rocky Mountain Health Plans Introduces New Chief Medical Officer

*Primary care physician Kevin R. Fitzgerald, M.D.,
to maintain Rocky Mountain's promise to put people before profits*

(GRAND JUNCTION, Colo.) – [Rocky Mountain Health Plans](#) announces the appointment of primary care physician Kevin R. Fitzgerald, M.D., as Chief Medical Officer, succeeding David Herr, MD, who recently retired after 15 years of service. Fitzgerald will oversee all clinical programs and medical policies for the Grand Junction-based, not-for-profit health plan.

Dr. Fitzgerald has been a physician in Colorado since graduating from the University of Colorado School of Medicine in 1989, and a family practice physician since completing his residency at the Mercy Family Medicine Residency program in 1992. He is a former medical director for United Healthcare and for Physician Health Partners, a large Denver-based physician-owned management group. Like his Rocky Mountain predecessors, Dr. Bruce Wilson and Dr. David Herr, Fitzgerald shares the Rocky Mountain Health Plans commitment to putting people before profits and respecting the importance of the physician/patient relationship.

“In looking for a new chief medical officer, it was essential that we find an individual who shares the values that have been at the core of Rocky Mountain Health Plans since its founding in 1974. Dr. Fitzgerald fits the criteria,” said Chief Executive Officer John Hopkins. “In addition, he is committed to continuing and expanding our innovative programs in quality improvement, care management, and pharmacy utilization. We are very pleased to have someone with his clinical experience and credentials join our organization.”

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Dr. Fitzgerald will join a seasoned leadership team of respected industry veterans to strengthen the organization's position as Colorado's homegrown health plan with a unique understanding of the needs of Colorado health care consumers. These key decision makers will guide the organization's participation in the complex debate over health care reform that is expected in 2009.

Rocky Mountain is the only statewide health plan in Colorado that serves every market including employers, individuals, Medicare, Medicaid and Child Health Plan Plus. According to the Denver Business Journal, Rocky Mountain Health Plans is the fourth largest HMO and the eighth largest PPO in Colorado. It is the dominant health insurance carrier on the Western Slope and has a rapidly growing presence on the Front Range.

About Rocky Mountain Health Plans

Rocky Mountain Health Plans is a Colorado-based, not-for-profit organization that provides medical benefit plans and services to more than 170,000 enrollees. Founded in 1974, Rocky Mountain offers a wide range of options including PPO, HMO, and Health Savings Account-eligible plans. Medical plans can be fully-insured, fully-insured with cost sharing options, or self-funded. Rocky Mountain is the first Western Slope employer to receive the Well Workplace award from the Wellness Councils of America and has a thirty-year history of serving businesses, individuals, families, Medicare and Medicaid-eligible persons, and children who receive care under the Child Health Plan Plus program. For more information, contact Rocky Mountain Health Plans at 800-843-0719 or visit www.rmhp.org.

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