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## Rocky Mountain Health Plans TPA Under New Leadership

Jim Swayze, Vice President and Front Range General Manager for Rocky Mountain Health Plans (RMHP), has been named President and CEO of CNIC Health Solutions, a Rocky Mountain Health Plans Third Party Administrator (TPA).

Rocky Mountain Health Plans has owned CNIC, Colorado’s largest TPA, since 2004. The organization currently serves 198 self-funded employer groups with 63,743 Members, located both in and out of Colorado. CNIC is headquartered in Centennial with offices in Colorado Springs and Elko, Nevada. The acquisition was a part of a multi-year strategic plan to retain existing business and to attract new business. It was a key event for RMHP and a significant new opportunity.

Going forward, Rocky Mountain Health Plans has elected to integrate CNIC within the Rocky Mountain infrastructure, and for that reason, Kathy Major will be leaving CNIC. During her tenure, Ms. Major developed CNIC into a very highly regarded, best-in-class organization with a highly-skilled staff. Like Rocky Mountain Health Plans, CNIC is recognized for its service excellence, and for its commitment to meeting the needs of employers, physicians, and other key stakeholders. We would like to take this opportunity to thank Kathy for her many contributions to CNIC and to Rocky Mountain Health Plans and wish her well.

Jim will split his time between CNIC and Rocky Mountain Health Plans. In addition to his new responsibilities at CNIC, he will retain his current role as Vice President and General Manager of the Rocky Mountain Health Plans Front Range operations. Initially, his efforts will focus on developing an integrated sales strategy. We believe that by having one selling voice, we can provide both efficiency and consistency to our Colorado-based customers and broker partners. The opportunity to strengthen RMHP’s strategic alliance with CNIC benefits both organizations and our customers. The new approach will combine RMHP’s strong, fully-insured health plans and rich Colorado history with CNIC’s technology-focused competitive advantage, new consumer driven products, and leadership position as a third party administrator. Outside of Colorado, CNIC will continue to provide a full range of TPA solutions.

Self-funded operations will stay on the Front Range where we will continue to draw upon CNIC’s staff for their expertise in the administration of self-funded business. Together, we look forward to offering you, our valued brokers, and our customers tangible health benefits solutions through an expanded range of products and services. Please communicate this news to your clients as you see fit.

As always, if you have any questions, comments or need assistance, please call your Rocky Mountain Health Plans or CNIC Account Manager.

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