
New Director of Client Services Named for Rocky Mountain Health Plans and CNIC Health Solutions

Barbara (Barb) Towle, a twenty-year health care industry veteran, has been named Director of Client Services for Rocky Mountain Health Plans and CNIC Health Solutions, a Rocky Mountain Health Plans TPA (third-party administrator). In her role, Towle is responsible for fully-insured and self-funded business retention for Rocky Mountain and CNIC's Front Range and out-of-state clients.

"I am very pleased to bring Barb on board," said Jim Swayze, Vice President and General Manager of Front Range operations for Rocky Mountain Health Plans and President and CEO of CNIC Health Solutions. "I know she will play an important role in our organization and we will greatly benefit from her efforts."

Towle joins Rocky Mountain from Anthem Blue Cross and Blue Shield, where she managed over \$390 million in revenue as the director of account management for large group accounts. Prior to her tenure at Anthem she held leadership positions with PacifiCare of Colorado. Towle is a graduate of Regis University.

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.

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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