

Rocky Mountain Health Plans Recognized for Achievement and Excellence

- 2009 **New collateral system wins Gold Pick award from the Public Relations Society of America, Colorado Chapter.** The project goal was to create a highly organized and cohesive collateral system with an establish brand and five distinct sub-brands. The collateral was created using a template system and incorporated consistent messaging, colors, and logos. A new look and feel was applied that conveys a more updated, healthier, active, and fresh appearance which aligns nicely with the corporate mission of Rocky Mountain Health Plans.
- 2009 **Member newsletters wins Gold Pick award from the Public Relations Society of America, Colorado Chapter.** Rocky Mountain Health Plans wanted to develop a strategic communications vehicle that would increase brand loyalty, educate members on the benefits of preventive care and how to make healthy choices, while being visually appealing and interesting to read. The *Good Health* Member newsletter is fitting the bill. The results of a reader survey were overwhelmingly positive with the highest score being 96 percent of respondents say that *Good Health* is a valuable source of information
- 2009 **Publicity campaign wins Silver Pick award from the Public Relations Society of America, Colorado Chapter.** The Rocky Mountain Health Plans goal was to publicize the news that the Board of Directors has named a new President, Steve ErkenBrack. Since the incoming president would be only the third executive to lead the company in its entire 34-year history, communicators worked to place feature stories about the company, its leadership model, and the new executive, rather than settle for the standard *change of leadership* briefcase announcement.
- 2009 **Rocky Mountain Health Plans recognized by the United Way of Mesa County with the *Spirit of Giving Award*.** The award is given to the organization that exemplifies the spirit of United Way in its corporate philanthropy and community support throughout the year. For more than 30 years, Rocky Mountain has been a proud leader in supporting local philanthropic initiatives that improve the lives and health of the community.
- 2009 **Rocky Mountain Health Plans achieves Gold Well Workplace status by the Wellness Council of America.** After receiving the Bronze level just two years ago, Rocky Mountain Health Plans has continued to make significant progress in a very short period of time. Gold Level Well Workplaces are companies that have successfully built comprehensive worksite wellness initiatives and are demonstrating and documenting concrete outcomes.

2008

Rocky Mountain Health Plans has been selected by Goldline Research as one of The Most Dependable™ Insurance Professionals of The Western United States for 2008. The list of The Most Dependable™ Insurance Professionals of The Western United States was published in the June 30th issue of *Forbes Magazine*.

“Rocky Mountain Health Plans is the only Colorado company that made the list”, said John Hopkins, president and CEO of Rocky Mountain Health Plans. “This recognition demonstrates our commitment to outstanding customer service and reinforces our belief that our customers are the most important part of our business.

“Rocky Mountain Health Plans truly distinguished itself during our evaluation of the industry,” said Allen Scott, Research Director, Goldline Research. “The firm met or exceeded every expectation we have for holistic, client-centric firms.”

2008

New Collateral System Wins Silver Leaf Award from Colorado Healthcare Communicators. The project goal was to further establish the Rocky Mountain Health Plans brand platform throughout the organization’s collateral material. A brand assessment was completed, a color palette and imagery for each line of business was developed, and collateral layout templates were created. The end result included a highly organized and cohesive collateral system with an established corporate brand, as well as five sub-brands.

2008

Member Newsletter Wins Bronze Leaf Award from Colorado Healthcare Communicators. The Rocky Mountain Health Plans *Good Health* Member newsletter is published four times per year and directly mailed to subscriber households. The newsletter’s goal is to increase brand loyalty among current Members, educate Members on the benefits of preventive care and how to make healthy choices, and to provide Members with interesting news articles and important updates about their health plan. To evaluate the newsletters success, a survey was conducted among its readership. The survey results indicate that Rocky Mountain Health Plans Members overwhelmingly value receiving the newsletter and think it is a valuable source of information.

2008

HealthONE Open Enrollment Campaign Wins Bronze Leaf Award from Colorado Healthcare Communicators. The highly-targeted advertising campaign was directed at HealthOne employees in Denver area during their annual open enrollment period. Larger-than-life billboards featuring HealthONE employee profiles were strategically placed on six major travel-to-work routes. Eighty handpicked bus benches blanketed the immediate radius around each facility. To support the outdoor and transit creative, neighborhood newspapers made the message feel more personal. Two *Jewish News* ad placements targeted a predominate lifestyle profile at one of the larger hospitals. Rocky Mountain

Health Plans exceeded our enrollment goal by 53 percent with 6,131 new Members gained.

2007

Rocky Mountain Health Plans is named a Colorado Top Company by *ColoradoBiz* magazine. Rocky Mountain Health Plans was named a Colorado Top Company in the health care category for our impressive SOLO Health Plans product launch and marketing campaign. SOLO Health Plans is a new portfolio of health plans for individuals and families.

The Colorado Top Company awards program was established to shine a spotlight on the best of the best Colorado companies. The program distinguishes those who show financial and operational excellence and commitment to the community and who set the standard for those in business. Finalists are selected based on financial performance, excellence in one or more aspect of their business, and community involvement.

Top Company is Colorado's Most Competitive Business Award and is recognition that can not be purchased. It also sends an unmistakable message to customers that they've made the right decision. We are extremely proud to be recognized as an outstanding Colorado company.

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Advertising Campaign. Membership and media gains were impressive. Rocky Mountain Health Plans enrolled 964 Members, which exceeded our goal by 321 percent.

2006

Rocky Mountain Health Plans wins the America's Health Insurance Plans Foundation Innovation and Excellence Award. Rocky Mountain Health Plans was recognized for our chronic care initiative: [Improving Diabetes Outcomes in Mesa County, Colorado.](#)

The award is presented by the AHIP Foundation, part of the health insurance industry's national trade association, America's Health Insurance Plans (AHIP). Rocky Mountain Health Plans was selected from a large number of organizations who proposed innovative

models to improve chronic care management. This award was the only one given to a small/independent health plan in 2006.

The initiative is a cooperative effort between Rocky Mountain Health Plans and primary care physicians to develop a unique approach to managing patients with diabetes in Mesa County. After two years, there is significant improvement in all outcome measures for the entire diabetic population, nearly 2,000 Members. This translates into healthier Members.

2006

RMHP.org, the new Rocky Mountain Health Plans website, wins Healthcare Leadership Award for Best Site Design. This national award program put our website into competition with national carriers, such as Kaiser Permanente and some of the larger Blue Cross/Blue Shield plans. The award is presented by the publication eHealthcare Strategy & Trends.

2006

SOLO Health Plans Launch Win Two Communications Awards. The statewide launch of a new portfolio of SOLO Health Plans designed to introduce our new line of individual health plan products to Colorado consumers. The program was awarded a Silver Leaf award for Best Internal and External Communications Program. The program's advertising campaign was also recognized with a Bronze Leaf award for Best Advertising Campaign.

This statewide competition put our product launch in with Colorado's top health care companies including CU Medical Center, Centura Health and others. These awards are presented by the Colorado Health Care Communicators, Colorado's largest association of professional health care communicators.

2005

Davey Awards Recognizes Rocky Mountain Health Plans Advertising Campaign.

Rocky Mountain Health Plans won two Silver Davey Awards for our Good Health advertising campaign. Our Silver awards are in the following categories:

- Best Not-For-Profit TV Commercial
- Best use of Animation in a TV Commercial

The Davey Awards are named after David of Biblical Times. David defeated the mighty Goliath with a big idea and a little rock. The Davey Awards honor creative excellence from smaller advertising agencies worldwide — where strength comes from fresh ideas and exceptional execution, not the biggest budgets.

The Davey Awards program is overseen by the International Academy of the Visual Arts and underwritten by professional staffing company The Creative Group, ADWEEK magazine and Fortune Small Business magazine.

2005

Colorado Healthcare Communicators Recognizes Rocky Mountain Health Plans Print Advertising Campaign. Rocky Mountain Health Plans won a 2005 Silver Leaf Award for Best Print Advertising Campaign. Colorado Healthcare Communicators is a professional organization with a mission to serve its members by raising the standards of professional knowledge and performance; furthering professional development and interaction among healthcare communications professionals; and expanding the role of members in management.