

## ***NEWS RELEASE***

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### **Rocky Mountain Health Plans Wins Gold Leaf Award for TV Campaign**

*“We Understand Colorado” re-branding campaign recognized by Colorado Healthcare Communicators with top award in its category*

(GRAND JUNCTION, Colo.) – Rocky Mountain Health Plans has won a Gold Leaf award from the Colorado Healthcare Communicators for its “We Understand Colorado” re-branding campaign, the top award in the TV advertising category. The recognition was received at the Colorado Healthcare Communicators annual awards dinner in Denver on October 22.

The out-of-state panel of marketing and public relations experts that judged the awards was impressed with the campaign’s creativity and content. One judge said it was the first time that they ever felt like an insurance company “is human.” Another said it made them appreciate the unique qualities of life in Colorado.

“We worked hard to create something that communicates what makes Rocky Mountain Health Plans different from other insurance companies,” said Kayla Arnesen, director of marketing and communications. “We are gratified that the judges recognized that and appreciated the creative way we decided to express our brand.”

#### **About Rocky Mountain Health Plans**

Rocky Mountain Health Plans is a Colorado-based, not-for-profit organization that is uniquely positioned to understand the needs of Colorado’s health care consumers. Founded in 1974, Rocky Mountain provides medical benefit plans and services to nearly 165,000 enrollees. It 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](http://www.rmhp.org).

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