



October 29, 2004



ROCKY MOUNTAIN
HEALTH PLANS®
Good health. That's the plan.

BROKER BRIEFINGS **NEWS** *flash*

Rocky Mountain Health Plans Is Expanding In Colorado Springs!

A New Partnership

Effective February 1, 2005, acute care services for Rocky Mountain Health Plans commercial membership (HMO and PPO) in El Paso and Teller Counties will be provided by Memorial Hospital. This partnership allows RMHP to offer the community a robust provider network, state-of-the art hospital facilities, comprehensive benefit plans, and competitive rates. The Memorial Hospital Medical Network Physician group, made of more than 500 physicians, will also be available to RMHP commercial members. Now, the citizens of Colorado Springs El Paso, and Teller Counties shopping for health insurance benefits have a new choice!

RMHP is proud to partner with Memorial Hospital, one of the most respected health care providers in the Rocky Mountain region. The hospital has a reputation for having the latest technology. This and the skilled, compassionate staff reflect the hospital's commitment to excellence.

Both organizations have a lot in common. Both are not-for-profit, which means they put people and patients first, and both organizations are celebrating service milestones. RMHP is celebrating *30 years of commitment to Colorado*, and Memorial Hospital is celebrating a century of caring.

Why RMHP?

You should choose RMHP as your health plan because:

- Rocky Mountain Health Plans is an independent, financially strong and stable not-for-profit organization.
- We work hard to develop products that meet the needs of today's health care consumers.
- Our plans are local and we keep decision-making local to serve and protect members, not shareholders.



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- We have a wide variety of product choices – commercial plans for employers, employees, and dependents; Medicare plans; and products for individuals.
- We were the first health plan in Colorado to introduce High Deductible Health Plans that work with Health Savings Accounts – the next big thing in health care.
- RMHP's affiliation with CNIC Health Solutions allows us to offer self-funded health plans through the largest independent third-party administrator in Colorado
- With more than 20,000 members, RMHP is the fastest-growing Medicare health plan statewide, and one of the fastest growing PPO's with more than 26,000 members statewide.
- RMHP has a strong, stable history of service throughout Colorado. The organization was founded in Colorado and for three decades has been a trusted part of the communities we serve. Throughout 2004, we are celebrating our 30th Anniversary and our commitment to the people of Colorado.
- Rocky Mountain Health Plans invests in the communities it serves. Each year, we collaborate with other health care organizations and not-for-profit entities to help improve the health of the community at large.
- Rocky Mountain Health Plans also contributes significantly to Colorado's economy by circulating approximately \$300 million in annual revenue throughout the state.

Please Join Us For An Exciting Meeting!

Details about our upcoming Broker Kick-Off are on the following pages. We're planning to cover a lot of information so be sure to mark this important date on your calendar & RSVP soon to assure a spot for you and your staff.

Thank You!

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

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| Grand Junction 970-244-7760 or 800-453-2981 | Denver 303-689-7367 or 800-823-8356 |
| Durango 970-385-5131 or 888-662-6489 | Pueblo 719-253-3900 or 888-332-8963 |



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**Cordially Invites You To Attend Our
Colorado Springs Broker Kick-Off!**

Tuesday, November 16, 2004

**Sheraton Colorado Springs
2886 S. Circle Drive (I-25 & Circle)
Colorado Springs, Colorado 80906
719-576-5900**

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|--------------------------|---------------------------------|
| 8:30am – 9:00am | Continental Breakfast |
| 9:00am – 9:30am | RMHP Overview |
| 9:30am – 10:30am | Products & Providers |
| 10:30am – 11:30am | Q & A |

This is your opportunity to meet the staff, ask questions, & find out what's new & exciting at Rocky Mountain Health Plans including:

- ✓ **New Products**
- ✓ **Underwriting**
- ✓ **Strategic Direction**
- ✓ **Provider Contracting**

Space is limited, so RSVP for this important meeting no later than Tuesday November 9, 2004 to Amy Frazer at afrazer@rmhp.org, or 303-689-7362 or 800-823-8356.



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