



## Broker Briefing

### RMHP Introduces eMarketing Campaign

Rocky Mountain Health Plans is introducing a new email marketing campaign designed to target small businesses who would receive a SIC code discount with us.

The campaign's goal is to partner with our valued brokers and generate interest in Rocky Mountain Health Plans. [Please view the timeline for send dates and samples of the online ads.](#)

As you will see, employer groups are asked to call our broker partners for a quote. Should any calls come directly to RMHP, they will be directed to our valuable broker partners. This initiative is being shared with you prior to the launch so that you will be prepared to respond.

This database of employer groups we are using includes more than 10,000 decision makers around the state.

If you have any questions, please contact your Account Executive or Account Manager.

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

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