



ROCKY MOUNTAIN

HEALTH PLANS®

We understand Colorado. We understand you.

Rocky
Mountain

HEALTH

FALL 2011

Great American Smokeout

A GOOD DAY TO QUIT


You want to quit smoking. You're tired of sneaking outside for a cigarette and smelling like an ashtray. And you know smoking is really bad for your health. But you just can't seem to find the right time to do it.

Well, circle Nov. 17 on your calendar. That's the day you can take your first step toward kicking a truly dangerous habit by joining millions of other smokers across the country participating in the annual Great American Smokeout.

Every year, on the third Thursday of November, smokers across the nation take part in the American Cancer Society's (ACS) Great American Smokeout. Since 1977, smokers have been marking the day by either smoking less or quitting for the day or longer.

Quitting smoking isn't easy. But with support and personal dedication, it can be done. Just ask any of the millions of former smokers in this country. You'll feel better and will probably live a longer, healthier life.

To learn more about how this year's Great American Smokeout can help you quit smoking, visit the ACS website at

 www.cancer.org and type "Great American Smokeout" in the search box.

➤ Prescription drug alert

➤ We value you as a Member



Know people eligible for Medicare?

INTRODUCE THEM TO OUR FIVE-STAR SERVICE

If your friends are looking to change from expensive Medicare supplemental policies, they can begin to enjoy Rocky Mountain Health Plans (RMHP) Cost benefits as early as the next month after enrollment. RMHP offers medical-only Medicare Cost Plans that are open for enrollment year-round.

For folks who are newly eligible for Medicare or who have just relocated to Colorado, RMHP also offers plans that include Part D prescription drug coverage. From Oct. 15 to Dec. 7, any Medicare beneficiary can switch to an RMHP Cost Plan, including Part D benefits.

Great benefits As our Members already know, because RMHP is a not-for-profit organization, we are able to concentrate on serving our Members and supporting the doctor-patient relationship to help ensure high-quality health care. Our large, statewide provider

network is a great advantage as well.

With no referrals required for specialist care; low premiums; and excellent, local customer service, RMHP can give your friends and relatives the coverage they deserve.

Tell your friends to call RMHP at 888-251-1330 (TTY: 711), from 8 a.m. to 8 p.m. Mountain time, seven days a week.

Para asistencia en español, llame al 800-346-4643.

Medicare dates to know

- Members will receive the 2012 annual notice of change by Oct. 2.
- The Medicare annual enrollment period is Oct. 15 through Dec. 7.

Medicare Cost Plan changes (within RMHP) can be made from Oct. 15 through Dec. 31 for a Jan. 1, 2012, effective date.

Medicare plan performance summary star ratings are assessed each year and may change from one year to the next.

Prescription drug alert

To prevent the risk of muscle pain, new restrictions and dose limitations have recently been put in place regarding the use of Zocor (simvastatin) and Vytorin (ezetimibe and simvastatin). Both of these medications are used to improve cholesterol levels.

There is new safety information that shows a greater risk of muscle problems while taking high-dose simvastatin or simvastatin combined with other interacting medicines.

People who are taking high-dose simvastatin (80 mg) or Vytorin (10/80 mg) may be affected. If you have been on this strength for less than a year, it is important that you consult with your doctor.

This alert could also affect you if you take either simvastatin or Vytorin at any dose along with some other medications that can increase the risk of muscle pain. Some medication combinations may require your doctor to decrease the simvastatin dose or change to a different medication.

If you experience muscle pain, tenderness, or weakness while taking the medicine at any strength, tell your doctor right away. It is very important that you do not stop taking a medication without first consulting your doctor.

If you or your family members have concerns about this medication, please call your doctor. Together you can determine if what you are taking is still appropriate or if a different treatment is necessary.

If you'd like to know if you can save money on your prescriptions by having a pharmacist review them, call toll-free 877-288-5773

or send an email to rx_cost_savings@rmhp.org.

Rocky Mountain Health Plans Member value statement



At Rocky Mountain Health Plans (RMHP), we appreciate and value our Members. Whether you've been with us for one year, 10 years, or more, you are important to us.

Members are our priority

- Our organization was founded more than 35 years ago by physicians who wanted to create a model that provided equal access for all patients, particularly those in government-funded programs. That core philosophy has not changed.
- We are Colorado-based and one of only two independent, not-for-profit health plans in the state. A portion of our annual income is reinvested into community health and wellness programs.
- We promote a relationship that strives to respect you, care for you, and treat you with the utmost fairness concerning your health plan. We actively welcome your questions, and we will listen to your concerns. We understand that you need a

health plan that will grow with you as your life progresses. Because of Members like you, we are staying true to our tradition of putting people before profits.

- Unlike other health plans, we serve every market, including employers, individuals, Medicare, Medicaid, and Child Health Plan Plus. We also administer CoverColorado and GettingUSCovered, Colorado's federal high-risk pool.

Service is our standard

- As an independent, not-for-profit organization, we are invested in the people of Colorado, not in shareholders.
- Customer Service is live and local. When you call us, you talk to a Colorado resident who understands our state's unique health care landscape.
- We honor the rights of physicians and patients in medical decision making.
- Our effort to work collaboratively with physicians in managing health care costs and maximizing quality has received national recognition.

Great benefits are our goal

- We offer, and have always offered, free preventive care benefits to help you take healthy steps toward your overall wellness.
- For you as a Member, we offer corporate discounts on pharmaceutical drugs and offer brand-comparable generic drugs to save you money in the long run.
- Members take advantage of all our negotiated discounts, which makes even high-deductible plans cost-effective for your health care budget.

Your opinion is our driving force

- We are innovation- and action-oriented. We work for you.
- We are catalysts for continual quality improvement. Your opinions and feedback are highly significant in the way RMHP continues to shape its standards.
- We believe the quality of our relationships shapes our future. Given that, we value any input you have.

Rocky Mountain Health Plans
PO Box 10600
Grand Junction, CO 81502-5600

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Permit No. 243



Steve ErkenBrack President and CEO
Kevin R. Fitzgerald, MD Chief Medical Officer
Kayla Arnesen, APR Managing Editor
Bea Conway Editor

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CUN27144p



An operating principle based on quality

Rocky Mountain Health Plans maintains our tradition and commitment of constantly looking for ways to improve the quality of care and level of service provided to our Members. We understand that health care is personal, and we take our responsibility for providing access to care very seriously.

You can obtain information about our Quality Improvement program by visiting our website at www.rmhp.org or by contacting Customer Service to request this information. Call us at  **800-346-4643** or email us at customer_service@rmhp.org.

Customer Service is here for you

Rocky Mountain Health Plans provides outstanding local customer assistance. Let us help you understand your benefits and manage them in the most cost-effective way. For example:

- Call us before you schedule a medical procedure, and we will help you understand how your benefits apply.
- Our representatives are experts who will take the time to answer all of your questions, minimizing your insurance concerns and letting you concentrate on your health.

When you contact us, you will be speaking with Colorado residents. We


take pride in being there when you need us. We will answer your call. We also have face-to-face service available in our Grand Junction office.

Customer Service can also help you understand how your prescription benefits work and if there are any cost-saving alternatives for you. If there are less expensive generic medications similar to the name brands you are taking, our representatives can let you know so you can discuss alternatives with your physician.

Another of the services we offer is assistance in finding a primary care

physician and any other specialist you may need in your area. Using our extensive Rocky Mountain Health Plans network of providers ensures that you receive high-quality services and value for your health care dollar.

Our goal is to offer you the highest level of customer service. Please allow us to help by contacting us through any of the following avenues:

Phone: Statewide, **800-346-4643**;
 in Grand Junction, **970-243-7050**.
Email: customer_service@rmhp.org.
In person: 2775 Crossroads Blvd., Grand Junction, Colo.