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NEWS RELEASE

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CNIC Health Solutions Unveils New Corporate Identity to Solidify its Integration with Rocky Mountain Health Plans

(DENVER) – CNIC Health Solutions, Inc., Colorado’s largest third party administrator for employers that ‘self insure’ health care for their employees, unveiled its new corporate identity today designed to strengthen its integration with Rocky Mountain Health Plans (RMHP).

In July 2004, RMHP purchased CNIC (pronounced “scenic”) and established a partnership that provides both organizations the opportunity to offer self-funded benefit products *and* a full spectrum of health care products and services to employer groups.

The new identity retains CNIC’s brand while adopting the graphic style of Rocky Mountain Health Plans. The logo is accompanied by a new positioning statement (tagline) identifying CNIC as the TPA arm of Rocky Mountain Health Plans. A third party administrator (TPA) is an administrative organization that manages claims for employers that ‘self insure’. These employers pay health care providers directly for the care received by their employees.

“This arrangement takes advantage of our business synergies,” explained Kathy Major, president and CEO of CNIC Health Solutions, Inc. “The combination of RMHP and CNIC offers our collective customers tangible health benefit solutions through an expanded range of products and services.” John Hopkins, president and CEO of Rocky Mountain Health Plans, serves as the chairman of CNIC's Board of Directors.

“The opportunity to strengthen our strategic alliance with CNIC benefits both organizations and our customers,” said Hopkins.

(more)

CNIC Introduces New Logo
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“We set a high standard when we considered looking for a best-in-class organization to complement our product expansion strategy and CNIC was an ideal fit. Not only is CNIC aligned with our vision, it is a successful and highly regarded administrator of self-funded plans. I am especially pleased with this new logo because of what it symbolizes. It is a graphic representation of our strengthened partnership.”

The partnership recognizes the evolving nature of health care. Employers, seeking health benefit alternatives, are looking toward self-funded plans in greater numbers because of the flexibility self-funded arrangements offer. Plans can be tailored to fit individual employers and the needs of their specific employees. “This is a win-win situation for everybody,” said Hopkins.

About Rocky Mountain Health Plans

Rocky Mountain Health Plans (RMHP) is a Colorado-based, not-for-profit health plan. Founded in 1974, RMHP offers a wide range of medical benefit options, including PPO, HMO, shared-funding, and self-funded medical plans.

In the 2005 *Health Matters Quality Report* by the Colorado Business Group on Health, RMHP received one of the highest ratings in overall health care. It also received top approval ratings in helpful customer service, speedy approval times, and trouble-free access to specialty care.

For more information, contact Rocky Mountain Health Plans at 970-244-7967 or visit www.rmhp.org.

About CNIC Health Solutions

CNIC Health Solutions (CNIC), based in Denver, is Colorado’s largest independent third party administrator. For more than 15 years, CNIC employees have been providing administrative services for self-funded PPO products. Today, the organization serves more than 200 employers and 77,000 enrollees nationally and internationally. Approximately 61 percent of CNIC’s members live in Colorado. CNIC’s competitive advantage is its technology-focused approach to offering competitively priced products and services, unparalleled system efficiencies, and delivering consistently high quality customer service.

For more information, contact CNIC Health Solutions at 303-770-5710 or visit www.cnichs.com.

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