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2775 Crossroads Boulevard
Grand Junction, CO 81506
970-244-7760 · 800-843-0719

NEWS RELEASE

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Contact:

Kayla Arnesen, APR
Rocky Mountain Health Plans
Direct: 970-244-7967 · Cell: 970-250-4060
Jon Pushkin, APR
Pushkin Public Relations
Direct: 303-733-3441 · Cell: 303-725-5031

Rocky Mountain Health Plans Names Steve ErkenBrack New President

(GRAND JUNCTION, Colo.) – The Rocky Mountain Health Plans Board of Directors has named Steve ErkenBrack as the next President of the Grand Junction-based not-for-profit health plan, effective July 1, 2008.

ErkenBrack has served Rocky Mountain Health Plans since 2001 as Vice President of Legal and Government Affairs. Over his 30 years as an attorney, Steve served both as Mesa County's District Attorney and as Colorado's Chief Deputy Attorney General. Most recently, he was a member of Colorado's Blue Ribbon Commission for Health Care Reform that presented its findings and recommendations earlier this year to the Colorado State Legislature.

ErkenBrack succeeds Rocky Mountain Health Plans President John Hopkins, who announced his retirement after more than 20 years of service to the organization. Hopkins will retain the position of CEO until the leadership transition is complete, which is expected to occur in the summer of 2009.

“Steve brings a wealth of health care experience and knowledge to this role,” said Hopkins, who retires after serving as president and CEO since 2002. “I know the Board of Directors made the right decision in choosing Steve as my successor. He knows our organization and he knows the challenges facing the health care industry. He is respected by government leaders, consumer advocates, and physicians. He couldn't be more qualified to lead Rocky Mountain Health Plans.”

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About Rocky Mountain Health Plans

Rocky Mountain Health Plans is a Colorado-based, not-for-profit organization that provides medical benefit plans and services to more than 178,000 enrollees. Founded in 1974, Rocky Mountain 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 individuals and 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.