



## **NEWS RELEASE**

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### **ROCKY MOUNTAIN HEALTH PLANS WINS GOLD LEAF AWARD FOR COLLATERAL UNDER \$10,000 Health Education Campaign Recognized by Colorado Healthcare Communicators with Top Award in its Category**

**GRAND JUNCTION, Colo.** – Rocky Mountain Health Plans has won a Gold Leaf award from the Colorado Healthcare Communicators for its “Make the rest of your life, the best of your life” health education campaign, the top award in the Marketing Collateral: Budget Under \$10,000 category.

The recognition was received at the Colorado Healthcare Communicators annual awards dinner in Denver on October 13.

The panel of marketing and public relations experts that judged the awards was impressed with the campaign’s creativity and content. The campaign was designed to encourage current Rocky Mountain Health Plans Members to receive preventive care and take the necessary steps to ensure they lived their healthy best.

“We worked hard to create something that our Members can easily understand while conveying the importance of preventive care,” said Kayla Arnesen, director of marketing and communications. “We are gratified that the judges recognized the passion, teamwork, and ingenuity that are reflected in these award-winning entries.”

Rocky Mountain Health Plans also claimed a Bronze Leaf award in Community Relations, Ongoing for its “Call First” campaign.

Since the 1970s, the Colorado Healthcare Communicators has honored professionals in public relations, communications and marketing through its annual Gold Leaf Awards.

**MORE**

**About Rocky Mountain Health Plans**

Founded in Grand Junction, Colo. in 1974, as a locally-owned, not-for-profit organization, Rocky Mountain Health Plans uniquely understands Colorado’s health care consumers. We provide access to affordable, quality health care enabling our more than 190,000 Members to live longer, healthier lives. RMHP believes receiving preventive care is key to maintaining good health, which is why it is included as a standard component in our benefit plans. We are the only health plan in Colorado serving every market segment including employers, individuals, Medicare, Medicaid, and Child Health Plan Plus beneficiaries. We are the first Western Slope employer to receive the Gold Well Workplace award from the Wellness Councils of America. For more information, visit [rmhp.org](http://rmhp.org).

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