



ROCKY MOUNTAIN
HEALTH PLANS®

We understand Colorado. We understand you.

NEWS RELEASE

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Rocky Mountain Health Plans **Receives three awards from Public Relations Society of America**

Two gold, one silver award received

(GRAND JUNCTION, Colo.) – Rocky Mountain Health Plans (RMHP) was honored with three awards at the most recent ceremony of the Colorado Chapter of the Public Relations Society of America (PRSA), held on May 7, 2009 at the Hyatt Regency Hotel in Denver.

A Silver Award for *Media Relations and Consumer Services* recognized RMHP's publicizing of the announcement that the Board of Directors had named Steve ErkenBrack as President in 2008. The incoming president would be only the third executive to lead the company in its entire 34-year history. Rather than settle for the standard "change of leadership" briefcase announcement, RMHP communicators succeeded in placing several feature stories about the company, its leadership model, and the new executive in publications across Colorado and nationally.

A Gold Award for *Development of a Collateral System* acknowledged the company's efforts to create a new look and feel to the forms, informational brochures and sales materials used in communications with the public. The organized and cohesive system uses a template method to reflect consistent messaging, colors, and logos for an established corporate brand and five distinct sub-brands,

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RMHP awarded three awards from PRSA
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conveying a more updated, healthier, active and fresh appearance which aligns with the mission of Rocky Mountain Health Plans.

A Gold Award was received for the RMHP Member newsletter, *Good Health* (recently renamed *Rocky Mountain Health*). RMHP has worked to develop a quarterly publication that educates Members on the benefits of preventive care and how to make healthy choices, while being visually appealing and interesting to readers. The results of a reader survey were overwhelmingly positive with the highest score being 96 percent of respondents saying the Member newsletter is a valuable source of information to them. The survey also identified the core demographics of readership, enabling RMHP editors to tailor the newsletter content to be of maximum interest to its readers.

The Public Relations Society of America (PRSA) works to build value, demand and global understanding for public relations. With the vision to unify, strengthen and advance the profession of public relations, it is the world's largest organization for public relations professionals.

About Rocky Mountain Health Plans

Rocky Mountain Health Plans is a Colorado-based, not-for-profit organization that is uniquely positioned to understand the needs of Colorado's health care consumers. Founded in 1974, Rocky Mountain provides medical benefit plans and services to more than 170,000 enrollees. It 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 businesses, individuals, 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.

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