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ROCKY MOUNTAIN HEALTH PLANS' 30th ANNIVERSARY

TIMELINE

- 1974: Rocky Mountain HMO is founded in Grand Junction, CO on June 24th as a non-profit organization.
- 1975: Mike Weber is appointed president and CEO of Rocky Mountain HMO.
- 1977: Signs cost contract with HCFA – now Centers for Medicare & Medicaid Services – to enroll Medicare beneficiaries.
- 1984: Ninety percent employer retention obtained after just 10 years of operation.
- 1985-86: Expands service to four additional Western Slope counties.
- 1991: Launches commercial service in five Front Range counties.
- 1994: Membership reaches 50,000.
Honored by the Grand Junction Area Chamber of Commerce as Business of the Year.
- 1997-98: Colorado Business Group on Health notes that Rocky Mountain HMO has “More top ratings for member satisfaction than any other Colorado HMO.”
- 1998: Medicare Consumer Assessment of Health Plans recognizes Rocky Mountain HMO as the Colorado health plan with the best customer results.
- 1998: In a Colorado Medicaid Satisfaction Survey, Rocky Mountain HMO scores three stars in more categories than any other Medicaid HMO.
Membership reaches 110,000.

1999

Rocky Mountain Health Foundation is formed to improve the health status and quality of life of Coloradoans through a variety of community programs including:

- *Colorado on the Move (COTM)* – RMHF initiated and sponsored COTM and distributed approximately 1,000 step counters at Wingate, Emerson and Columbine Elementary schools and at the latter, provided nutritional classes for both students and parents. RMHF also developed the program to offer a free step counter to every enrolled Rocky Mountain Health Plans Medicare members (approximately 20,000 given away to date).
- *Rewarding Results* – Developed in conjunction with Rocky Mountain Health Plans and Mesa County Physicians’ Independent Practice Association, *Rewarding Results* aligned physician payments with quality improvement goals to improve the health of their patients who live with chronic diseases. The program’s success enticed Robert Wood Johnson Foundation to award a \$76,000 planning grant to the endeavor.
- The creation of the *Advanced Medical Directives Lecture Program* (in cooperation with Dr. Bruce Richards and funding from the Copic Foundation), which teaches Coloradoans about important decisions they face in the final years of life. The lecture series has attracted more than 2,000 citizens statewide.
- The launch of an interactive, Internet diabetes registry for Mesa County physicians to assist in managing patient treatments.
- Asthma educational sessions for students, teachers and parents in 18 schools in Mesa and Delta counties.
- Direct donations totaling \$25,000 to the Medical Support Fund (emergency support for those in a healthcare crisis) and additional contributions to school-based asthma programs, Treating AD/HD and personal hygiene kits for homeless children in public schools.

2002: Reflecting a broader range of products and services, the company changes its name to **Rocky Mountain Health Plans**.

John Hopkins is appointed president and CEO of RMHP, succeeding Mike Weber. Hopkins joined the company in 1986 as head of the pharmacy department and later became Director of Legislative and Government Affairs and then, Director of Provider Administration.

2003: Recognized by the Centers for Medicare and Medicaid Services as the state’s fastest-growing Medicare HMO provider.

Noted as the only health plan to receive an above-average score for overall quality in the “Health Matters Quality Report,” produced by the Colorado Business Group on Health.

2004: Rocky Mountain Health Plans offers a full array of products, through commercial group and individual plans as well as Medicare, Medicaid, and Child Health Plan Plus programs. Rocky Mountain Health Plans is licensed in all 63 Colorado counties, serving more than 3,100 employer groups and more than 110,000 individuals, including more than 20,000 Medicare HMO members. The company’s extensive physician network now includes more than 5,600 providers statewide.

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