



ROCKY MOUNTAIN
HEALTH PLANS®

We understand Colorado. We understand you.

NEWS RELEASE

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Rocky Mountain Health Plans Launches New Brand Promise

(GRAND JUNCTION, Colo.) – [Rocky Mountain Health Plans](#) launched a new advertising campaign to introduce its updated brand promise: “We understand Colorado. We understand you.” The new positioning statement is designed to reflect the company’s Colorado roots and emphasize Rocky Mountain’s not-for-profit status. It replaces the “Good health. That’s the plan” campaign that the company began using in 2004.

“As a Colorado-based, not-for-profit health plan, we are in a unique position to understand and care for the people that live in this great state,” said Kayla Arnesen, marketing director. “Our goal is to clearly communicate why Rocky Mountain Health Plans is the best choice for Colorado consumers.”

Members will start seeing the new slogan in the company’s logo, business correspondence, website, newsletters and advertising during the next several weeks.

Rocky Mountain is the only statewide health plan in Colorado that serves every market including employers, individuals, Medicare, Medicaid and Child Health Plan Plus. According to the Denver Business Journal, Rocky Mountain Health Plans is the fourth largest HMO and the eighth largest PPO in Colorado. It is the dominant health insurance carrier on the Western Slope and has a rapidly growing presence on the Front Range.

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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