

NEWS RELEASE

March 23, 2009

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Rocky Mountain Health Plans Receives Gold Well Workplace Designation

*Wellness Councils of America names Rocky Mountain
one of the Nation's healthiest companies.*

(GRAND JUNCTION, Colo.) – The Wellness Councils of America (WELCOA) named Rocky Mountain Health Plans a Gold Well Workplace, a designation WELCOA bestows annually on the nation's most health-conscious work sites. The recognition is given to companies that successfully meet a set of rigorous health promotion standards and demonstrate a commitment to improving the health and well being of its employees.

The achievement represents significant progress since 2006, when Rocky Mountain became the first Western Slope employer to win a Bronze WELCOA award. As more companies realize the economic benefits of improving employee health and well being, gaining Well Workplace status is a goal that business leaders take very seriously.

“I am proud of our entire organization for achieving the Gold Well Workplace designation,” said John Hopkins, chief executive officer of Rocky Mountain Health Plans. “From the beginning, my vision for our company has been to create a culture that promotes wellness. I am pleased that so many members of our team are participating in our program and seeing such rewarding results.

In 2005, Rocky Mountain launched its worksite wellness program, **awe!**[™], which stands for Awareness, Wellness, and Education. The program educates employees about nutrition, fitness, and stress reduction to encourage a productive work environment and reduce costs associated with worker's compensation and chronic health conditions. Employees can participate in a range of activities from massage therapy, to yoga and exercise classes, to getting a flu shot or quitting smoking.

(more)

Well Workplace

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Since 1987, WELCOA has helped thousands of organizations incorporate seven standardized benchmarks to build and sustain results-driven work site wellness programs. These benchmarks include getting the CEO on board, creating wellness teams, using data to evaluate progress, and creating a supportive environment. Member organizations can design their own programs and apply for an award when they are ready.

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 165,000 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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