



**ROCKY MOUNTAIN**  
**HEALTH PLANS®**

Good health. That's the plan.  
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***NEWS RELEASE***

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**Rocky Mountain Health Plans**  
**Designated Well Workplace by the Wellness Councils of America**

*Rocky Mountain is the first Western Slope employer  
to receive the award recognizing innovative approaches to workplace wellness.*

(GRAND JUNCTION, Colo.) – The Wellness Councils of America (WELCOA) has named Rocky Mountain Health Plans a Well Workplace for successfully meeting rigorous health promotion standards and demonstrating a commitment to improving the health and well being of its employees. Rocky Mountain Health Plans is the first employer on the Western Slope to receive this award and the fifth in Colorado.

In January of 2005 Rocky Mountain kicked-off its worksite wellness program, **awe!**<sup>™</sup>, an acronym for Awareness, Wellness, and Education. The program was developed to improve employee health and overall well being through various activities that address everything from sleep and stress to nutrition and fitness. The ultimate goal is to promote a positive working environment that increases productivity and reduces costs associated with worker's compensation and health insurance claims. Components of the **awe!**<sup>™</sup> program include the availability of an onsite activity center, health and body

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assessments, massage services and yoga classes, daily supplies of produce, and annual flu shots. The program's success is exemplified annually by an employee participation rate of 84 percent for the physical activities offered.

“Good companies know that their employees are their most valuable asset,” said John Hopkins, president and CEO, Rocky Mountain Health Plans. “Great companies, however, go beyond surface recognition by taking care of their employees. I’m proud to say that at Rocky Mountain Health Plans we’ve made this commitment to our employees by creating **awe!**<sup>TM</sup>, a well-structured health promotion program. “We are thrilled with this acknowledgement from WELCOA, but the real success of the program can be seen in the improved health of our employees.”

WELCOA was founded in 1987 as a national non-profit membership organization dedicated to promoting healthier life styles for all Americans, especially through health promotion initiatives at the worksite. To advance the national worksite wellness agenda, WELCOA developed the Well Workplace Awards program. The program consists of seven basic steps to build a ‘Well Workplace’. These critical benchmarks include:

- Capturing Senior Level Support
- Creating Cohesive Wellness Teams
- Collecting Data to Drive Health Efforts
- Crafting an Operating Plan
- Choosing Appropriate Interventions
- Creating a Supportive Environment
- Consistently Evaluating Outcomes

Each year only a handful of companies nationally meet these rigorous standards to achieve a Well Workplace Award.

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**About Rocky Mountain Health Plans**

Rocky Mountain Health Plans (RMHP) provides medical benefit plans and services to more than 185,600 enrollees. The organization was founded in 1974 and offers a wide range of medical benefit options, including PPO, HMO, shared-funding, and partially self-funded medical plans. It also provides health plans for Medicare and Medicaid-eligible persons and children who receive care under Colorado's Child Health Plan Plus program.

For more information, contact Rocky Mountain Health Plans at 800-843-0719 or visit [www.rmhp.org](http://www.rmhp.org).

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