



ROCKY MOUNTAIN
HEALTH PLANS®

Good health. That's the plan.

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NEWS RELEASE

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Rocky Mountain Health Plans Wins Colorado Healthcare Communicators Award

“Good health. That’s the plan.” Advertising Campaign Recognized

(GRAND JUNCTION, Colo.) – Rocky Mountain Health Plans won a 2005 Silver Leaf award from the Colorado Healthcare Communicators for its “Good health. That’s the plan.” advertising program. The campaign, which ran in newspapers around the state, was created by Grand Junction advertising agency COBB and Associates.

“We are honored to receive this recognition from our peers,” said Kayla Arnesen, director of marketing and corporate communications for Rocky Mountain Health Plans. “Cobb was able to design ads that really captured what we wanted to communicate. It is gratifying to know that message not only resonated with our Members, but also with our fellow public relations and marketing professionals.”

The annual Colorado Healthcare Communicators awards recognize excellence in health care marketing and public relations programs throughout the state. More than 100 professionals attended the popular annual dinner, where the awards were presented by Dr. Stephanie Clements, health care reporter and anchor for Denver’s NBC affiliate, 9 News.

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