



ROCKY MOUNTAIN
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2775 Crossroads Boulevard
Grand Junction, CO 81506
970-244-7760 · 800-843-0719

NEWS RELEASE

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Contact:

Kayla Arnesen, APR
Rocky Mountain Health Plans
Direct: 970-244-7967 · Cell: 970-250-4060
Jon Pushkin, APR
Pushkin Public Relations
Direct: 303-733-3441 · Cell: 303-725-5031

**Rocky Mountain Health Plans Expands Low Cost Medicare Plans
to 24 Western Slope Counties**

Rocky Mountain offers the first Medicare HMO in Routt County, drops premiums in Weld, Larimer, Teller and El Paso Counties, holds premiums steady in Denver

(Greenwood Village, Colo.) – As it begins its 30th consecutive year covering Colorado’s Medicare population, Rocky Mountain Health Plans is expanding its low cost Medicare health plan to Medicare beneficiaries in 24 Western Slope Counties, including the first Medicare HMO for residents of Routt County.

Rocky Mountain has never exited a single Colorado county where it offers Medicare health plans. It will hold Town Hall meetings for Medicare beneficiaries around the state, including in Denver at HealthONE hospitals on November 2, 6, 8, 9 and 17 to answer questions and provide information about access to affordable medical and prescription drug coverage.

“Some companies decide to enter or exit the Medicare market depending on the funding cycle, but we didn’t just jump on the Medicare bandwagon,” said Jim Swayze, vice president and general manager of Rocky Mountain’s Front Range Operations. “After 30 years, we understand the health care needs of Medicare beneficiaries in Colorado. They want quality care when they need it at a fair price, with no surprises. We have a large, stable, statewide network, we’ve never exited a Colorado county, and we provide local customer service. Not one of our competitors can match that record.”

(more)

2007 Plan Highlights

Premiums for residents of the Denver Metro area remained stable for 2007, while premiums in counties with high concentrations of retirees such as Weld, Larimer, El Paso and Teller dropped by 36 percent. Rocky Mountain's top selling Standard Plan includes medical and prescription drug benefits, free annual physicals and preventive care, and no referral is required to see a specialist. Rocky Mountain continues to offer a zero premium Thrifty Plan for residents of Metro Denver.

Local Members, Real Experiences

"Rocky Mountain has the best solutions for members like me," said Reginald MacLearen of Englewood, a Rocky Mountain Standard Plan member. "It's the most accessible health plan you'll find. It costs less than other plans but it gives you more coverage. And help is always available."

Denver Town Hall meetings will be held on November 2 at Presbyterian/St. Luke's Medical Center; November 6 at Swedish Medical Center and The Medical Center of Aurora; November 8 at Sky Ridge Medical Center and North Suburban Medical Center; November 9 at Rose Medical Center; and November 17 at Clements Recreation Center in Lakewood. For reservations, please call 800-273-1730.

About Rocky Mountain Health Plans

Rocky Mountain Health Plans (RMHP) provides medical benefit plans and services to more than 188,000 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.

RMHP is the proud recipient of the 2006 America's Health Insurance Plans Foundation Innovation and Excellence Award in Chronic Care for our *Improving Diabetes Outcomes in Mesa County* initiative.

For more information, contact Rocky Mountain Health Plans at 800-843-0719 or visit www.rmhp.org.

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