



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 Two Awards for Health Care Communications

(GRAND JUNCTION, Colo.) – Rocky Mountain Health Plans, a Colorado based, not-for-profit health plan, won a Healthcare Leadership Award for best website design in a national competition presented by the publication *eHealthcare Strategy & Trends* at the Healthcare Internet Conference in Atlanta. Rocky Mountain also won a Silver Leaf Award from the Colorado Healthcare Communicators for the statewide launch of SOLO, a new line of individual health plan products.

The SOLO launch was an integrated communications program including print, radio and online advertising, stories in statewide media, internal communications tactics, and marketing communications materials aimed at target audiences. The website award recognized the content, design and functionality of Rocky Mountain's website, which allows visitors interested in SOLO plans to receive price quotes and enroll online.

"We are honored to receive these prestigious awards," said Kayla Arnesen, director of marketing and corporate communications for Rocky Mountain Health Plans. "They recognize the hard work of our dedicated and talented team and the contributions they make every day to make sure that our communications efforts are successful."

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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