

## **NEWS RELEASE**

September 22, 2010

**Contact:** Kayla Arnesen, APR  
Director, Marketing and Communications  
Rocky Mountain Health Plans  
Direct: 970-244-7967 Cell: 970-250-4060

### **ROCKY MOUNTAIN HEALTH PLANS DEDICATES NEW BUILDING IN HONOR OF BRUCE WARD, MD**

**GRAND JUNCTION, Colo.** – Rocky Mountain Health Plans (RMHP) has dedicating a new Grand Junction office building in honor of Bruce Ward, MD and the many doctors who came together to begin the collaboration that has been the keystone of RMHP for more than 35 years.

Dr. Ward was a radiologist who served many years on both the RMHP and the Mesa County Physicians IPA Board of Directors, working to bridge the interests of the multiple stakeholders that comprised the Mesa County Health Community.

“Dr. Ward represents the spirit of collaboration between Rocky Mountain Health Plans and providers,” said Steve Erkenbrack, President and CEO of Rocky Mountain Health Plans. “Dr. Ward’s widow, Rose, has graciously consented to allow us to honor Dr. Ward and the unique relationship which is the foundation of our system.”

The Ward Building, located at 2779 Crossroads Boulevard, is the home of sales (individual and group), marketing, and corporate communications.

#### About Rocky Mountain Health Plans

Founded in Grand Junction, Colo. in 1974, as a locally-owned, not-for-profit organization, Rocky Mountain Health Plans uniquely understands Colorado’s health care consumers. We provide access to affordable, quality health care enabling our more than 180,000 Members to live longer, healthier lives. RMHP believes receiving preventive care is key to maintaining good health, which is why it is included as a standard component in our benefit plans. We are the only health plan in Colorado serving every market segment including employers, individuals, Medicare, Medicaid, and Child Health Plan Plus beneficiaries. We are the first Western Slope employer to receive the Gold Well Workplace award from the Wellness Councils of America. For more information, visit [rmhp.org](http://rmhp.org).

###