



ROCKY MOUNTAIN
HEALTH PLANS®

Good health. That's the plan.

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NEWS RELEASE

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Rocky Mountain Health Plans TV Ad Campaign Wins **Two International Davey Awards**

RMHP and ad agency agency, Cobb and Associates, honored for exceptional creativity on a small budget for “Good health. That’s the plan.” TV campaign

(GRAND JUNCTION, Colo.) – Rocky Mountain Health Plans and its advertising agency, Cobb and Associates of Grand Junction, received two 2005 International Davey Awards for the “Good health. That’s the plan.” TV campaign. Winners were chosen by the International Academy of Visual Arts in New York from 2,000 entries submitted by advertising agencies from the U.S. and around the world. Like David, who slew mighty Goliath with a big idea and a little rock, the awards recognize the “Davids” of creativity - small agencies and companies that get their strength from big ideas, not from big budgets.

“We are proud of the work that Cobb and Associates does on our behalf and thrilled to win these prestigious awards,” said Kayla Arnesen, director of marketing and corporate

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RMHP Wins Davey Awards
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communications for Rocky Mountain Health Plans. “It shows that you can do great work with small budgets if you have the right creative team to make it happen.”

Terri Cavanagh from Cobb said the campaign was conceived “with the knee-buckling awareness that as a not-for-profit organization, Rocky Mountain Health Plans was easily being outspent by its competitors 4 to 1 in real marketing dollars. We knew we had to get creative. We developed a TV campaign that was distinctly different and something the audience could easily relate to.”

The International Academy of Visual Arts is a membership organization for professionals in the visual arts, representing a “Who’s Who” in media, advertising and marketing firms.

Rocky Mountain Health Plans (RMHP) provides medical benefit plans and services to 205,065 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. We also provide health plans for Medicare and Medicaid-eligible persons and children who receive care under Colorado’s Child Health Plan Plus program

In the 2005 *Health Matters Quality Report* by the Colorado Business Group on Health, RMHP received one of the highest ratings in overall health care. We also received top approval ratings in helpful customer service, speedy approval times, and trouble-free access to specialty care.

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