

**Colorado** isn't just a state, it's home to me and it's home to my health plan. Rocky started out here more than 30 years ago, and this is still their home base. It's been part of our scenery for decades. Rocky isn't some remote, faceless corporation in another time zone. When I call Rocky, there's a connection, a comfort level, like I'm talking across the fence - not talking across the continent. **That's my plan and I'm sticking to it.**

Health care plans for businesses of all sizes and individuals of all ages.

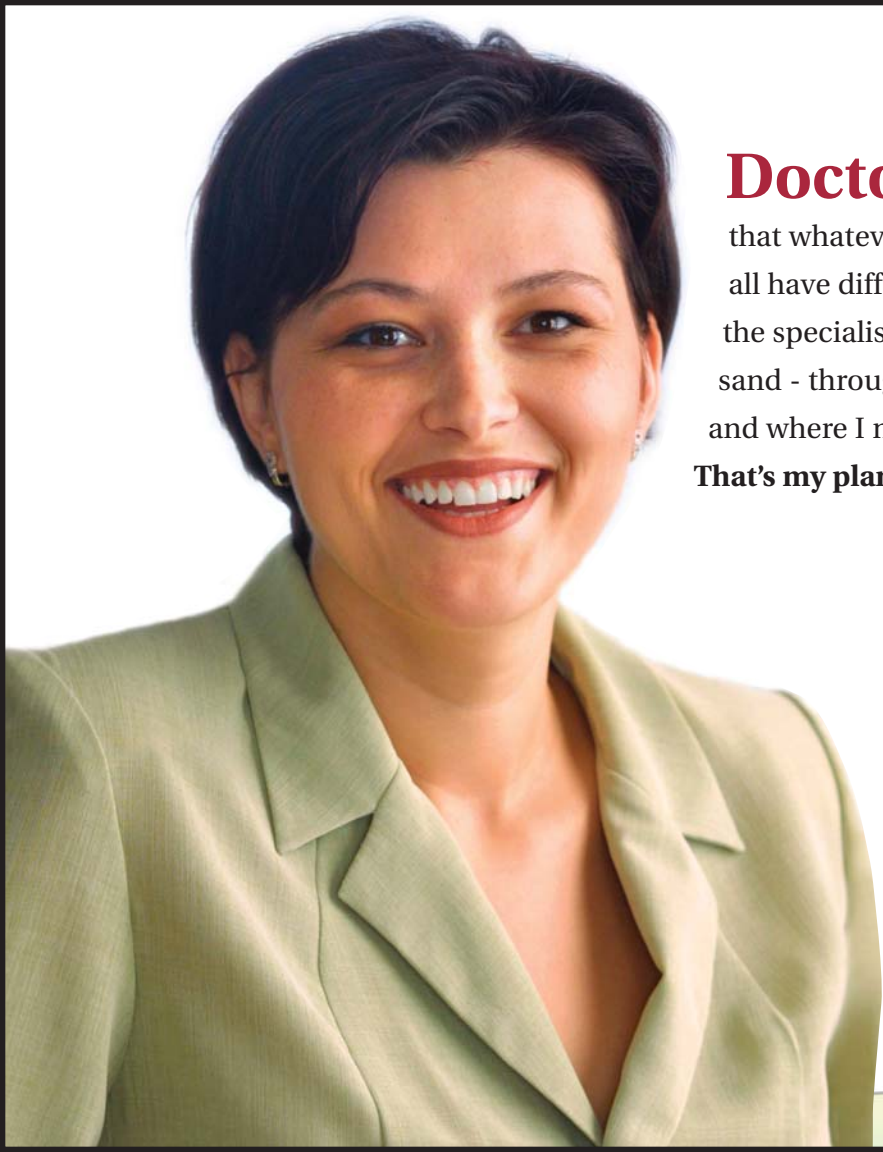


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**HEALTH PLANS®**

Good health. That's the plan.

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**Doctors** are the biggest reason I'm with Rocky. It's important to me that whatever kind of doctor I need, I have choices. My husband, my kids and I all have different doctors - all covered. And I don't have to ask permission to see the specialist of my choosing. Rocky has lots of doctors - more than eight thousand - throughout Colorado. That means I can always get the care I need when and where I need it. For me, that's the proof. Rocky really *is* in it for my health. **That's my plan and I'm sticking to it.**

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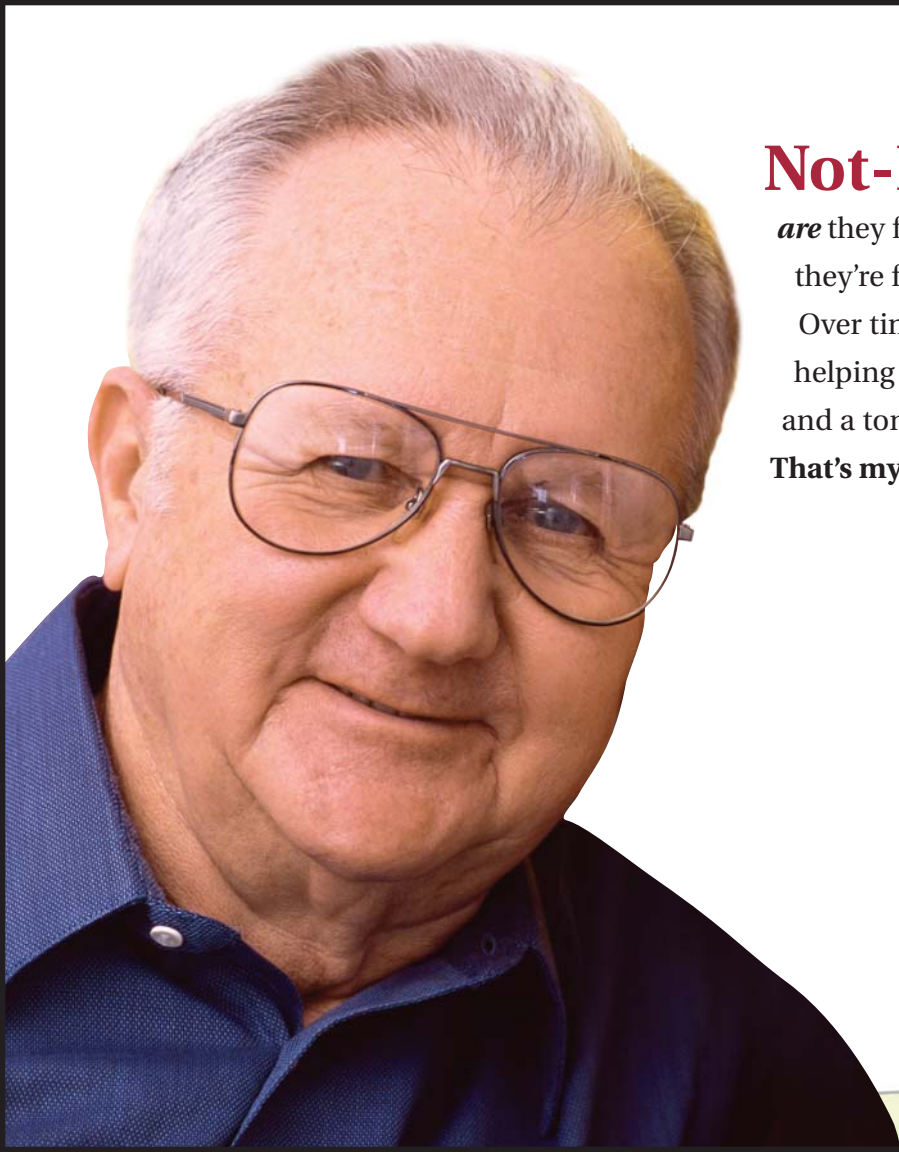


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**Not-For-Profit** Okay - but, if they're not for profit, what *are* they for? I've been with Rocky forever, and I know from experience, they're for helping all of us be healthier, individually and as a community. Over time you come to appreciate a company that's really focused on helping people be as healthy as they can be through modern medicine and a ton of caring. That's *their* bottom line.  
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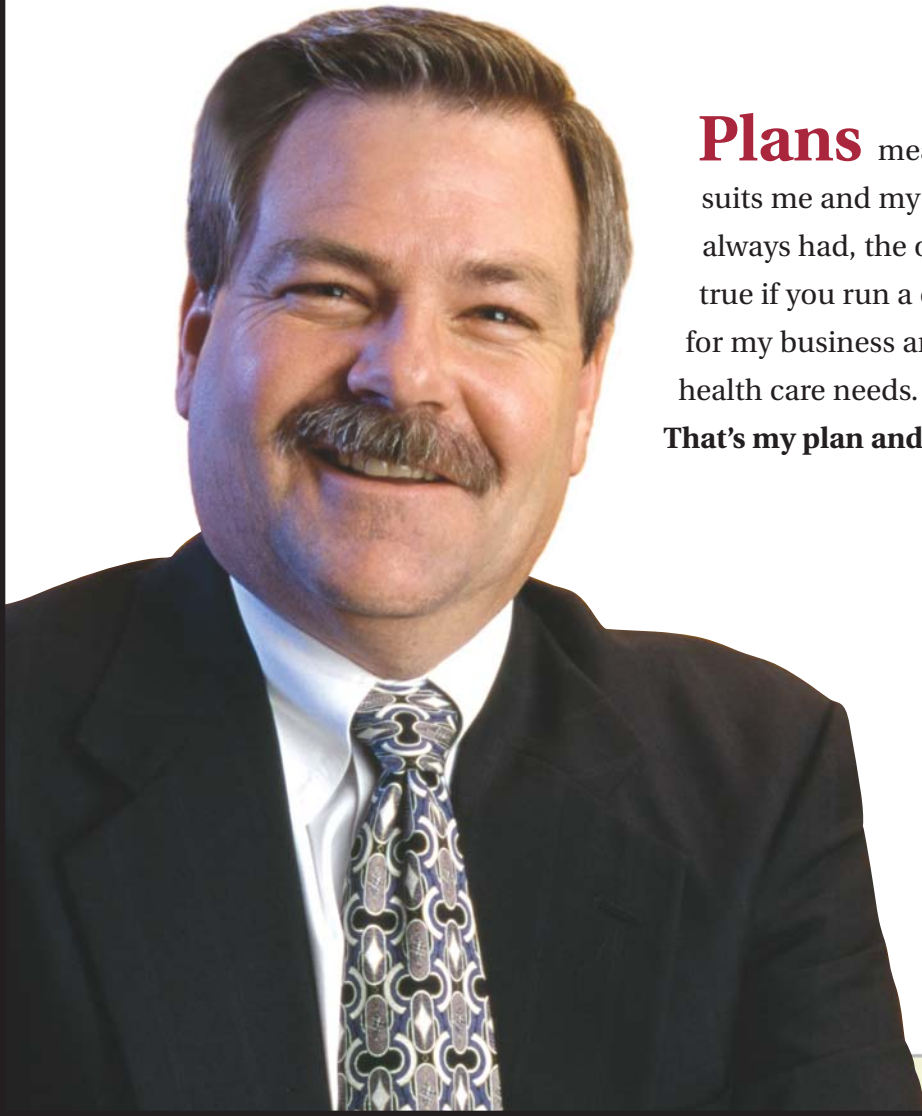


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**Plans** mean there are choices. I can choose what plan, specifically, suits me and my family and what plan lets my parents keep the doctor they've always had, the one that fits their budget and prescription needs. The same is true if you run a company, which I do. Rocky lets me choose what works best for my business and for my employees. Each plan is rock-solid in meeting my health care needs. Hey, Rocky was named for a mountain range after all. **That's my plan and I'm sticking to it.**

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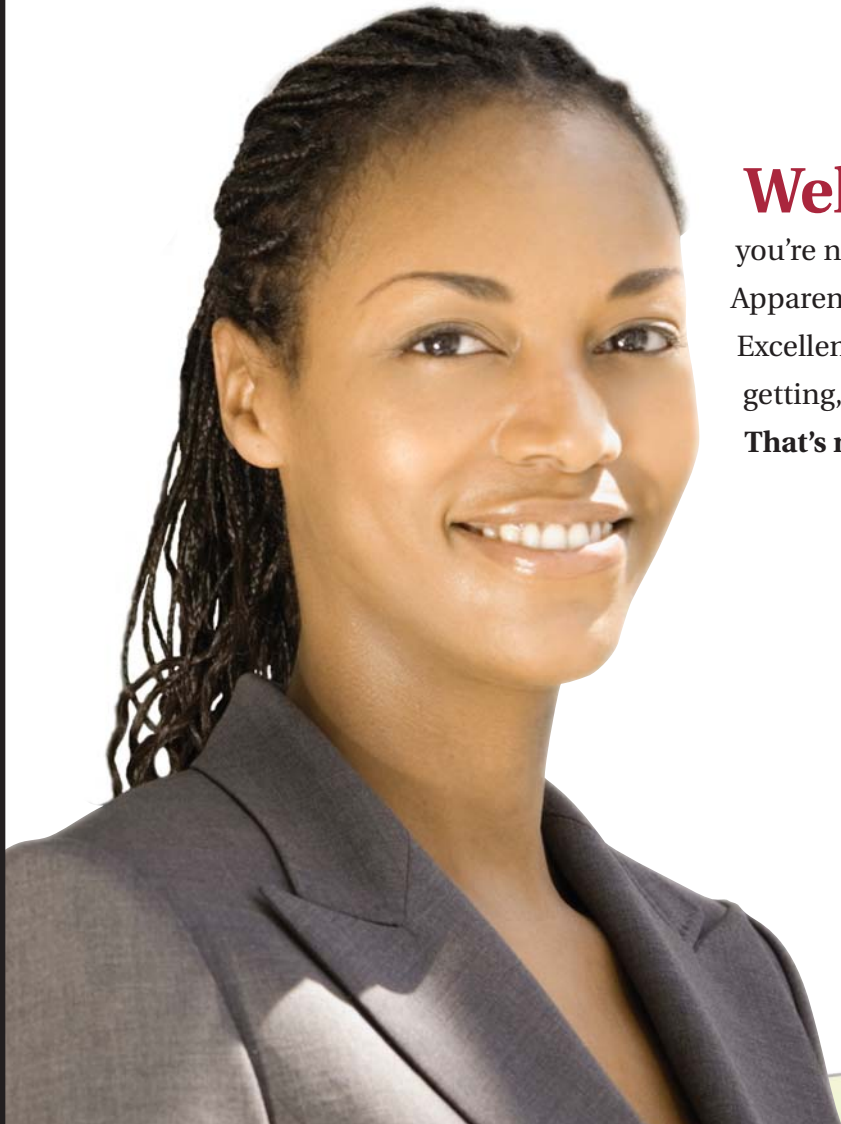
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**Wellness** is about getting better...when you're sick *and* when you're not. The fact that Rocky embraces this idea means a lot to me. Apparently, I'm not alone. They just received a national Innovation and Excellence Award for their diabetes care program. That means people are getting, and staying, healthy. That's good news for people like me. **That's my plan and I'm sticking to it.**

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