



NEWS RELEASE

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ROCKY MOUNTAIN HEALTH PLANS PRESIDENT AND CEO APPOINTED TO COLORADO HEALTH EXCHANGE

ErkenBrack will serve on board to restructure state's health care delivery system

GRAND JUNCTION, Colo. – President and CEO of Rocky Mountain Health Plans Steve ErkenBrack was appointed to the Governing Board of the Colorado Health Benefit Exchange by Speaker of the House Frank McNulty. ErkenBrack is now one of nine members on the board, which consists of a wide variety of health care professionals and experts.

“I am humbled and honored by my appointment to the Colorado Health Benefit Exchange and would like to thank Colorado Speaker of the House Frank McNulty for selecting me to serve the state in this capacity,” ErkenBrack said. “The Colorado Health Benefit Exchange will serve a critical role in restructuring our state's health care delivery system for individuals and small businesses. With that in mind, it is important all stakeholders are represented and work together to create a viable, pro-business, pro-consumer Exchange.”

As President and CEO of Rocky Mountain Health Plans, based in Grand Junction, ErkenBrack has extensive knowledge of Colorado's health care system from both Western Slope and Front Range outlooks. ErkenBrack also has vast experience in governmental and health care affairs. Prior to his position as president, he served as Vice President of Legal and Governmental Affairs for the organization. In addition, ErkenBrack worked as an attorney for 25 years. He has served six years as Mesa County's elected District Attorney and four years as Colorado's Deputy Attorney General. ErkenBrack looks forward to contributing his skills to the Exchange Board.

“I consider it a privilege to offer a Western Colorado perspective and to share details about the collaborative approach to health care delivery we developed here. I also look forward to listening and learning from people with other points of view,” ErkenBrack said.

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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 190,000 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.

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