



Broker Briefing

Rocky Mountain Health Plans Names Neil Waldron Chief Marketing Officer

Rocky Mountain Health Plans named industry veteran Neil Waldron to the newly-created position of Chief Marketing Officer and Vice President of Strategic Initiatives. Working from the not-for-profit health plan's corporate headquarters in Grand Junction, Waldron will be responsible for statewide Commercial sales and marketing. Because Rocky Mountain is the only state-wide health plan in Colorado that serves every market including employers, individuals, Medicare, Medicaid and Child Health Plan Plus, Mr. Waldron's vast industry experience and knowledge will be of great value in what is expected to be a robust debate surrounding health care reform in Colorado and in Washington, D.C. in 2009.



Waldron is the former President and CEO of Sloans Lake Managed Care, where he won acclaim for bringing the company to profitability after five years of losses and positioned Sloans Lake as an innovative health plan. More recently, he was extremely successful in increasing membership, sales and profits for Aetna and Great West HealthCare.

"Neil is a proven corporate leader with a formidable record of success and a stellar reputation in our industry," said John Hopkins, Chief Executive Officer, Rocky Mountain Health Plans. "At a time when the debate about health care reform is front and center, Neil will strengthen our position as Colorado's home-grown health plan that offers a unique understanding of the needs of Colorado health care consumers."

A graduate of Eisenhower College, Waldron began his career in the insurance industry with Metropolitan Life in New York in 1975, before assuming the position of Senior Vice President of Sales and Marketing for MassMutual in 1988. He has managed multi-million dollar budgets, supervised teams of hundreds of employees, improved relationships with brokers, Members and providers, and launched innovative, consumer-driven products focused on wellness and preventive care.

"Neil will greatly complement our already-strong leadership team and will help us implement the strategic steps we believe are necessary to continue our long record of service to our Members with a collaborative, community-based focus," said Steve ErkenBrack, the President of Rocky Mountain Health Plans. Waldron added, "Regardless of how the health care landscape may change in the future, Rocky Mountain Health Plans is well-positioned to continue serving all communities throughout the state. Its record of working collaboratively with providers, brokers, and business owners is extraordinary and I am looking forward to helping such a successful model grow throughout Colorado."

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Neil's primary responsibilities include overseeing statewide Commercial sales and marketing. Changes to the Commercial sales and marketing organizational structure may be made in the months ahead after considering how to best take advantage of this new resource. Pat Duncan will continue in his role as Chief Financial Officer, overseeing Finance, Rating, and Underwriting. Likewise, this additional sales and marketing resource will allow Jim Swayze, to devote more time to growing the organization's Third Party Administration Division, CNIC Health Solutions. Rocky Mountain Health Plans has owned CNIC since 2004 and Jim has served as CNIC's President and CEO since May 2007.

For questions or comments regarding this announcement, contact:

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