



NEWS RELEASE

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Memorial Hospital and Rocky Mountain Health Plans Announce New Alliance

Partnership to offer residents of El Paso and Teller counties more choices in health care benefit plans and the best in professional care.

(COLORADO SPRINGS, Colo.) - Rocky Mountain Health Plans (RMHP) and Memorial Hospital today announced a new alliance that will greatly benefit the citizens of Colorado Springs and its neighbors.

The two organizations have formed an exclusive partnership in which Memorial Hospital will provide all acute care services to RMHP commercial members in El Paso and Teller counties. RMHP commercial members will also have access to the Memorial Hospital Medical Network, made up of more than 500 physicians. Commercial members are those that receive health care through their employer and those who purchase health care benefits directly from the health plan.

“This is a significant market expansion for Rocky Mountain Health Plans,” said John Hopkins, president and CEO, RMHP. “We couldn’t be more pleased to have formed this relationship with Memorial Hospital and are confident the arrangement allows RMHP to offer the community a robust provider network, state-of-the-art hospital facilities, comprehensive benefit plans, and competitive prices.” RMHP has provided benefit plans for Medicare members in Colorado Springs since 2003. Now, the organization will also market to employer groups and individuals under age 65.

“This arrangement makes a lot of sense for both organizations because we have a lot in common,” said Richard Eitel, executive director, Memorial Hospital. “Both partners are strong, stable, not-for profit

(more)

New partnership between Memorial and Rocky Mountain Health Plans

organizations committed to excellence. We both have a proud history in Colorado and have always put people before profits and patients before shareholders. We welcome Rocky Mountain Health Plans to the Colorado Springs community.”

RMHP members in Colorado Springs can begin to access the services of Memorial Hospital and the Memorial Hospital Medical Network immediately. The exclusive agreement goes into effect on February 1, 2005.

Rocky Mountain Health Plans brings the citizens of Colorado Springs a commitment to physician-directed care. The organization makes decisions at the local level and invests in the communities it serves. Each year, RMHP collaborates with other health care organizations and not-for-profit entities to help improve the health of the community at large. Rocky Mountain Health Plans also contributes significantly to Colorado’s economy by circulating more than \$300 million in annual revenue throughout the state.

For more information, contact Rocky Mountain Health Plans at 719-632-1237 or Memorial Hospital at 719-356-5000.

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About Rocky Mountain Health Plans

Rocky Mountain Health Plans (RMHP) provides medical benefit plans and services to approximately 113,000 enrollees throughout Colorado. The organization offers a wide range of medical benefit options, including PPO, HMO, and indemnity-based medical plans. Through its family of health plans, Rocky Mountain Health Plans serves commercial groups, individuals, Medicare and Medicaid eligible persons, and children who receive care under the state’s Child Health Plan Plus program. Based in Grand Junction, RMHP is celebrating its 30th Anniversary and Commitment to Colorado.

In the 2004 *Health Matters Quality Report*, produced by the Colorado Business Group on Health, Rocky Mountain Health Plans received ***Significantly Higher Than Average*** scores for helpful customer service and for trouble-free access to specialty care.

About Memorial Hospital

Memorial Hospital is a 477-bed general hospital owned by the City of Colorado Springs. Committed to excellence and innovation, Memorial provides comprehensive medical care for adults and children in a wide range of services. Specialties include rehabilitation and treatment for cancer, heart disease, and trauma, as well as highly specialized services for women and children. In 2004, Memorial is celebrating its 100th anniversary and a Century of Caring.

Incorporating the latest in technology with a dedication to compassionate, family-centered care, Memorial has established a prestigious reputation throughout southern Colorado. In addition to providing a designated Level II trauma unit, Memorial provides high-risk care through its Maternal Fetal Medicine Center, Birth Center, Level III Neonatal Intensive Care Unit, Pediatric Intensive Care Unit, and Transport Services. Dedicated to the health and safety of the community, Memorial reaches out to the public through a variety of preventive health classes, screenings, and wellness activities.