



ROCKY MOUNTAIN

HEALTH PLANS®

Good health. That's the plan.

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NEWS RELEASE

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Rocky Mountain Health Plans Launches New Plans with Lower Prices

Member focused, Colorado based not-for-profit introduces newly designed commercial plans with affordable options for large and small business groups

(GREENWOOD VILLAGE) – Rocky Mountain Health Plans launched a new line of “Good Health” HMO and PPO plans featuring lower premiums and more options for large and small business groups. All the plans include 100 percent coverage for preventive care and a choice of prescription drug coverage depending on the needs of each individual employee. The plans are effective for new business groups and renewals with an effective date of March 1, 2008.

“We designed these new plans to be feature-rich and premium-friendly,” said John Hopkins, president and CEO of Rocky Mountain Health Plans. “We believe that by combining these plans with our extensive provider network and customized wellness programs, we can now offer better solutions to employers who are committed to helping their employees lead healthier lives.”

Rocky Mountain’s new “Good Health” commercial plans all include:

- 100 percent coverage with no co-pays for preventive office visits, immunizations and screenings such as mammograms and prostate exams
- A choice of generic only or generic and brand prescription drug coverage at the employee level
- Choice of a \$500 accident rider to cover costs before any deductible kicks in

Rocky Mountain is promoting the new plans to insurance brokers and employers through personal contacts, direct mail and targeted print advertising. Employers can find information about the new plans and rates online at www.rmhp.org/groupplans or by calling 1-866-592-6928.

About Rocky Mountain Health Plans

Rocky Mountain Health Plans is a Colorado-based, not-for-profit organization that provides medical benefit plans and services to more than 175,905 enrollees. Founded in 1974, Rocky Mountain offers a wide range of options including PPO, HMO, and Health Savings Account-eligible plans. Medical plans can be fully-insured, fully-insured with cost sharing options, or self-funded. Rocky Mountain is the first Western Slope employer to receive the Well Workplace award from the Wellness Councils of America and has a thirty-year history of serving individuals and families, Medicare and Medicaid-eligible persons, and children who receive care under the Child Health Plan Plus program.

For more information, contact Rocky Mountain Health Plans at 800-843-0719 or visit www.rmhp.org.

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