



FOR IMMEDIATE RELEASE

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CENTURA HEALTH PARTNERS WITH COLORADO CHOICE

Partnership will focus on creating value-based programs that support rural communities and build a new model of health care to benefit communities across Colorado.

ENGLEWOOD, CO - (Sept. 24, 2013) – Centura Health, the region’s health care leader, has entered into a strategic affiliation with Colorado Choice Health Plans to develop new initiatives aimed at providing high-value programs and care for rural Colorado and giving new options for employers and organizations throughout the state.

Centura Health is Colorado's health system leader in the move toward value-based care, participating in a number of Medicare, Medicaid and private pilot programs that promote care coordination, prevention and wellness. Along with independent physicians and partners, Centura Health is creating Colorado Health Neighborhoods to bring this same value-based approach to improving care to consumers across Colorado.

Colorado Choice is a 40-year old nonprofit HMO based in Alamosa with considerable experience developing and implementing custom benefit designs and health and wellness programs for employer groups. A leader in bringing innovative insurance and payment models to its service area, including cutting-edge programs such as the national Prometheus bundled payment pilot and the Medicare Comprehensive Primary Care Initiative, Colorado Choice, covering 29 counties in Colorado and expanding, is dedicated to building improved models of health care delivery.

Together, Centura Health and Colorado Choice will create new health programs that deliver high-value care through improved service, convenience, outcome effectiveness and costs. These efforts will also strive to meet the unique needs of Colorado’s rural communities by ensuring that care is provided locally whenever possible and that care between rural providers and advanced acute and ambulatory services is closely coordinated.

QUOTES:

- “Centura Health is forging strategic partnerships with forward-thinking organizations such as Colorado Choice so that we can reengineer the health care

system to deliver optimal health care value,” said Gary Campbell, Centura Health’s president and CEO. “Although rural communities have unique health care needs, we share a common vision and are confident that we can benefit consumers across Colorado through our shared strengths and opportunities.”

- “At Colorado Choice, we believe the face of health care is changing and new models of relationships are needed to lead us into the next generation of health care in this country,” said Cynthia Palmer, CEO of Colorado Choice. “Centura Health has shown that it understands the needs of rural communities and will be the perfect partner to create these new models of care.”

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About Centura Health

Centura Health connects individuals, families and neighborhoods across Colorado and western Kansas with more than 6,000 physicians and 16,200 of the best hearts and minds in health care. Through our 15 hospitals, seven senior living communities, health neighborhoods, home care and hospice services, we are making the region’s best health care accessible and affordable in every community we serve. We believe you can inspire the people you care about to live healthier lives by encouraging them to do the *little* things that can make a *big* difference. We’re Centura Health, and we’re here for your health. For information on Centura Health or any of the facilities in our network, please visit www.centura.org.

About Colorado Choice Health Plans

For more than 40 years, Colorado Choice has been a nonprofit leader in offering rural Colorado communities affordable, accessible health coverage and personalized customer service. Founded in Alamosa and originally serving primarily the San Luis Valley, as San Luis Valley HMO, Colorado Choice has expanded its service area to include 29 Colorado counties and is working to offer innovative health plans in additional parts of the state. Colorado’s rural communities have unique health care needs and Colorado Choice is committed to ensuring every citizen of our state has access to top-quality care close to home. For more information on Colorado Choice, call 1-800-475-8466.