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PRIMEWEST HEALTH: NEW LOOK, SAME LOCAL ROOTS AND TRUSTED NAME

[ALEXANDRIA, MN, Oct. 26, 2023] – PrimeWest Health’s new look better demonstrates its long-standing dedication to healing, compassion, and togetherness.

While the look is new, PrimeWest Health, a rural, multi-county-owned and governed health plan, has kept its trusted name and local roots. “Our new look is more than just a logo—it’s our home-grown identity and a renewal of our commitment to the rural people and communities we serve that our only interest will always be supporting your health, happiness, and well-being,” said Jim Przybilla, CEO, PrimeWest Health. “While our look is new, our mission and values are still firmly rooted in rural Minnesota.”

The new look ties into how members feel about PrimeWest Health:

- Members appreciate that PrimeWest Health is a very member-friendly health plan, particularly their customer service call center where friendly, expert representatives answer your calls, not computers or tape recordings, so the new logo colors are warm and welcoming.
- Members also appreciate PrimeWest Health being a local health plan with a neighbor-caring-for-neighbor style, helping local members receive high-quality health care in rural Minnesota. The updated tagline “your *greater* Minnesota health plan” reflects this rural connection as does the logo’s sweetgrass image, which echoes Minnesota’s agriculture and PrimeWest Health’s focus on rural communities.

“Our newly designed sweetgrass logo is a symbol of compassion, healing, kindness, and togetherness. Those qualities matter to our members, and reflect our mission and values,” said Przybilla. “Folks who know us know we *do* more and *are* more than just a health plan, and we chose our new look to show this bigger commitment to our members, the providers who care for them, and the rural communities we all call home.”

PrimeWest Health members and communities will see the health plan’s new look on its website, social media, advertising, and more.

About PrimeWest Health

Established in 2003, PrimeWest Health is a unique and innovative county-owned greater Minnesota health plan for residents in its service area counties who are eligible to enroll in Medical Assistance, MinnesotaCare, or Medicare.

Rooted in rural Minnesota, PrimeWest Health helps more than 63,000 members across 24 counties achieve healthier, fuller lives by cost-effectively improving their health care experience and advancing health equity. PrimeWest Health is owned by the counties it serves: Beltrami, Big Stone, Chippewa, Clearwater, Cottonwood, Douglas, Grant, Hubbard, Jackson, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Nobles, Pipestone, Pope, Redwood, Renville, Stevens, Swift, Traverse, and Yellow Medicine.

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