

***For Immediate Release.***

Date: October 16, 2008  
Contact Name: Rick Rhyner  
Phone Number: 913-451-9102  
Email Address: rhyner@rhycom.com

## **Blue Cross and Blue Shield of Kansas City taps Rhycom for an online marketing campaign for individual health plans**

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, has recently added Blue Cross and Blue Shield of Kansas City (BCBSKC) to its client list. “Rhycom is excited to work with such a strong recognizable brand and one of Kansas City’s best companies. This relationship gives us the opportunity to utilize our significant health care experience by serving the regions premier health insurance provider”, stated Rick Rhyner, President of Rhycom.

Rhycom is working with BCBSKC to develop an online strategy for banner advertising, SEM (Search Engine Marketing) and pay-per-click for their individual health insurance plans. “As more consumers research, shop for, and purchase health insurance online, it is important that we have an experienced partner assist us in developing and managing our online advertising and sales strategies. Rhycom demonstrated a keen understanding of the online shopper and how our products should be presented online”, said Ron Rowe, Director of Consumer & Non-Metro Sales of Blue Cross and Blue Shield of Kansas City.

### **About Blue Cross and Blue Shield of Kansas City**

Blue Cross Blue Shield of Kansas City is the area’s largest health benefits provider, serving nearly one million members in 32 counties in greater Kansas City, northwest Missouri, and Johnson and Wyandotte counties in Kansas. BCBSKC has been serving the health insurance needs of the Kansas City area for 70 years and provides a wide choice of insurance plans for individuals, families, and businesses.

### **About Rhycom**

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* "Top 25 Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom's services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.

###