

Improving Health Service Delivery

Contact Center Modernization and Consolidation

Contact centers that operate on behalf of federal health agencies are front doors to care, coverage, and the government's ability to protect public health. They serve as critical intervention points for Veterans managing chronic conditions, service members navigating disability claims, families enrolling in coverage, and citizens seeking timely, accurate guidance during public health emergencies.

In these moments, speed, clarity, and accuracy are not conveniences; they are determinants of health outcomes. Scheduling delays can prolong treatment; confusing enrollment guidance can result in coverage gaps; and inconsistent messaging can slow adoption of life-saving behaviors. Yet currently decentralized health contact centers too often undermine care continuity, timely access, and public trust precisely when individuals are at their most vulnerable.

Contact center modernization and consolidation directly address these challenges, replacing fragmented service delivery with coordinated, reliable engagement to help:

- Improve access to care and benefits
- Boost timeliness of clinical and administrative actions
- Standardize health information dissemination
- Build trust and confidence in federal health programs

The result is not just operational efficiency, but improved mission outcomes at scale.

A comprehensive approach to contact center modernization and consolidation

Optimizing contact center service involves both modernization and consolidation to respond to today's current landscape of fragmented federal operations.

Maximus provides consolidation capabilities alongside a proven, outcomes-focused approach to modernizing contact centers for federal health agencies.

Operational efficiency & improved mission outcomes

1.  Start with Process
2.  Infuse Empathy
3.  Use AI as a Force Multiplier

A FedRAMP authorized, secure, compliant cloud environment



This approach includes the following operational principles:

Design for first-contact resolution

Our goal is to resolve individual needs fully on first contact, not just shorten call times to prevent delays that could worsen conditions or disrupt benefits.

- We consolidate and curate program knowledge—so the right answer surfaces instantly
- Agents use standardized workflows and checklists that make completeness the default
- Technology tools augment agent capabilities to close cases without handoffs or callbacks
- The result: Improved outcomes, lower costs per contact and less customer frustration

Process first, technology next

We always ensure technology selection serves the mission.

- We begin by clarifying mission objectives and mapping end-to-end workflows and user personas to expose bottlenecks, failure points, and handoff risks
- We then align technology to the work, selecting or configuring tools to remove friction
- The result: Consistent customer experience (CX) across communication channels, clear accountability across roles, and an easier path to scale when contact volumes spike or programs evolve

Technology as a force multiplier

We leverage technology to amplify human capabilities and judgment—not replace them.

- We deploy AI-driven knowledge and analytics to predict likely caller intent before a human says “help,”—empowering agents with instant guidance to get calls off to an efficient start
- Intelligent virtual assistants and interactive voice responses handle routine needs and triage

complex queries to the right human expertise, accelerating response and lowering costs

- Agentic AI can orchestrate specialized sub-tasks on complex inquiries while human representatives maintain primary engagement
- The result: Faster routing to appropriate care or expertise, more accurate service delivery, increased efficiencies, and lower costs

Empathy as a performance driver

Our experience shows that human empathy influences health engagement and compliance while driving results, and our approach reflects that.

- We hire for empathy and problem-solving aptitude, then reinforce those traits through scenario-based training, plain-language coaching, and “nesting” with experienced mentors
- Real-time agent assistance and sentiment detection help representatives recognize frustration and crisis early, adjust language, or escalate to senior resources when necessary
- The result: Faster resolution, fewer escalations, fewer repeat contacts, and measurable performance gains

Security without compromise

We start from a secure foundation, rather than adding security solutions later.

- Our FedRAMP-authorized cloud contact-center boundary supports secure engagement across voice, chat, text, and web—without compromising compliance
- We bring vetted commercial tools inside that boundary and apply Zero Trust Architecture (ZTA) principles to protect sensitive data and operations
- The result: Greater confidence in federal health systems, reduced attack surface, fast resolution of identified issues, and increased platform uptime and availability for uninterrupted service delivery



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Success in action:

Optimizing workflows to support patients

The client: A major federal health program

The challenge: Delays and errors in scheduling and service coordination for medical exams

The Solution: Maximus began by mapping the program’s end-to-end workflow for medical exams, revealing process gaps that could lead to errors and delays. The team then aligned technology to improve the process by:

- **Automating outreach** with tailored messaging to confirm appointments, offer reminders, and provide easy rescheduling to minimize missed appointments
- **Implementing workflow rules** to automatically trigger appropriate follow-up and documentation to reduce backlog and administrative delays
- **Supporting in-person and telehealth exams** and accounts by geography, routing patients to the nearest site or a mobile clinic when appropriate, ensuring convenient and timely access
- **Optimizing workflows** and empowering contact center staff with AI-powered technology to improve efficiency and effectiveness

Potential use cases: addressing real-world health program challenges

Through contact center modernization and consolidation, health agencies can address many real-world scenarios encountered by Veterans, service members, and civilians. Potential scenarios include:

- **VA disability benefits, claims, and appeals**

- Integrated access to claims data, medical records, and benefits eligibility in real time
- AI-powered tools to guide agents through complex claims and coverage rules



- Dynamic redistribution of resources to scale efficiently during demand surges
- Outcomes: Faster decisions, reduced Veteran stress, improved access to care
- **Medicare and Medicaid enrollment navigation**
 - Deployment of chatbots for common questions to lower costs while routing complex cases to specialized agents with unified knowledge bases spanning both programs
 - Predictive analytics to identify callers likely to lose coverage and offer standardized information about appeal procedures
 - Outcomes: Fewer coverage gaps, improved preventive care access

- **Public health emergency response**

- Unified hotlines for the Centers for Disease Control and Prevention (CDC) under the umbrella of CDC-INFO to help standardize public health information dissemination
- AI-assisted systems to update messaging protocols in real time as situations evolve
- Analytics to identify emerging questions and drive communication adjustments
- Outcomes: Faster adoption of protective behaviors, clearer public guidance, improved population response

Why Maximus

Demonstrated contact center excellence at scale

Each year, Maximus provides critical government services—from healthcare coverage enrollments and appeals to Veterans’ benefits to tax filings—to hundreds of millions of Americans through efficient and effective contact center operations. We provide more than four billion interactions annually with an 86.5% average customer satisfaction score across all public service programs and a 9 out of 10 average agency satisfaction score.

Proven operational expertise and agility

Our FedRAMP Moderate authorization, combined with a technology incubator environment, enables continuous improvement and innovation aligned with industry standards and government expectations. We support 300+ federal, state,

and local government agencies with contact center operations built to scale with changing demand—and with consistency, quality, and empathy. Our real-time response models enable contact center deployment in under 48 hours when needed, meeting national emergencies, enrollment spikes, and legislative mandates across all 50 states and global locations.

Trusted responsiveness and results

Maximus is the trusted partner agencies rely on to deliver resilient, high-impact services at scale—even under the most urgent conditions. We operate more than 120 U.S. locations and have recruited, hired, trained, and deployed 10K+ agents. With proven surge capacity and seamless integration across service channels, we ensure continuity, responsiveness, and measurable outcomes when it matters most.

Learn more



maximus.com/contact-center-solutions