



The Digital Front Door

A Cornerstone
of NextGen CX for
Federal Health Agencies

maximus

“The *digital front door* is poised to facilitate comprehensive views of health data, systems, and services to improve health outcomes for all. As a decisive departure from siloed government, it responds to the need for personalized services at scale and a deep understanding of the customer experience (CX) journey. It is a monumental task, but we have the tools and technology available to support greater personalization of care and modernization of the care delivery model.”

MONICA ROSSER
Executive Managing Director of
Federal Health, Maximus

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Key Technology Building Blocks of a Streamlined, CX-Driven Contact Center

From public health information dissemination to health program enrollments, claims, and independent dispute resolution, Maximus is a leading operator of contact centers across government health organizations. Leveraging decades of expertise as a trusted government partner, our teams have identified key technologies, solutions, and services that make AI-powered contact centers a core part of the digital front door experience for delivery of government health services and programs:

FedRAMP-Authorized Cloud Hosting

By leveraging digital contact centers hosted on leading secure-by-design cloud platforms, government programs can protect sensitive citizen data, streamline compliance activities, and improve operational efficiencies. These services reduce risk and accelerate contact center deployment with built-in enhanced protection of personal health information (PHI), strict access controls, and continuous monitoring.

Key considerations:

- Leading commercial cloud solutions enable government contact centers to meet variable demand, scaling to handle surges in demand and ensuring uninterrupted mission delivery.
- FedRAMP-authorized solutions provide agility to deploy new digital services faster, enabling health agencies to respond rapidly as innovation, policy, regulations, and citizen needs evolve.



Intelligent Virtual Assistants (IVA)

IVA solutions leveraging natural language processing (NLP) provide seamless, standardized service and information to citizens and help to lower costs by reducing the number of agents needed.

Key considerations:

- Choose solutions with advanced NLP technology to improve response quality, accuracy, and sentiment analysis.
- Ensure human agents remain available to address specialized needs and outlier caller circumstances.

Agentic AI-Powered Workflows

By learning from existing contact center processes, AI agents can streamline and automate workflows, find opportunities for improvement, and increase digital front door efficiencies.

Key considerations:

- Leverage AI agents to retrieve relevant information, accelerate responses, and ensure accurate, personalized, and context-aware service.
- Automate call routing and escalation decisions based on AI-powered analysis of caller intent and issue urgency, helping to contain calls (and costs) and resolve calls and requests efficiently.

Intelligent Document Processing (IDP)

IDP solutions automatically extract relevant data in digital and handwritten text and graphics from high volumes of forms, publications, and other documents. For contact centers, it can aggregate relevant data from email, web portals, chat threads, call transcripts, and even faxes to categorize and prioritize calls and requests and ensure consistent service with context of the caller's communication history.

Key considerations:

- Solutions should scale as contact centers grow and integrate seamlessly with existing CRM and other digital systems. This helps to optimize time savings and citizen service by organizing all necessary documents within primary CRM workflows.
- Prioritize IDP solutions with built-in security features (and hosted on secure, FedRAMP-authorized cloud platforms). These safeguards enable consistent handling of sensitive citizen data, limit human exposure, and can aid compliance, data governance, and auditing activities.

Omnichannel Communication

Options across communication channels provide next-gen connectivity to ensure citizens can connect with government programs and services on their terms—whether phone, chat, text, or web portal. By dissolving the limits of traditional contact centers, these advanced options elevate citizen touchpoints with unified, seamless, consistent interactions.



Key considerations:

- Leverage solutions that proactively suggest communication channel shifting to reduce call volume and provide faster resolution of citizen needs.
- Facilitate seamless transitions between channels with AI-assisted prompts for the next best actions in real time to reduce hold times and streamline service.

AI-Powered Analytics

Advanced analytics solutions are an essential component of the digital front door. They enable collection of operational and process data, customer feedback, sentiment, and customer experience (CX) data to drive insights for informed decision making and continuous improvement.

Key considerations:

- Prioritize solutions that seamlessly integrate tools for rigorous metrics evaluation to aid tracking of government performance benchmarks and identify areas needing improvement.
- Consider advanced analytics to enable predictive outreach, such as notifying callers via text or email of next steps in their program enrollment or alerting eligible citizens about benefit programs and services.

Leverage best practices for balancing secure data sharing with data privacy and compliance. [Download the whitepaper.](#)

Learn More

Discover how Maximus leverages leading technologies to dissolve service barriers and deliver measurable mission outcomes:

Contact Center Solutions



Five Ways Total Experience Management Can Improve Government Health Service Delivery

A digital front door is about more than convenience. It is about delivering a Total Experience Management (TXM) approach that envisions the future whole health. With TXM, federal health agencies can securely provide unified, proactive, and personalized services across any digital channel.



1. Break Down Communication Silos

Connect information among patients, providers, contact centers and other stakeholders with integrated communication across phone, chat, text, web, and mobile.

Real-World Example: Unified patient health portals enable beneficiaries to manage their healthcare alongside other citizen or Veteran benefits and services. Connected applications bring complementary programs together under one umbrella, making it easy for beneficiaries to choose the health care options that work for them.

TXM Benefit: Unified communication across all touchpoints and all connected programs ensures consistent service delivery whether patients call, text, or use online portals.



2. Enable Personalized, Data-Driven Care

Leverage AI/ML and advanced analytics to deliver personalized health services.

Real-World Example: CMS announced a multi-year initiative that will update Medicare resources to meet beneficiaries' expectation of personalized customer experience.

TXM Benefit: AI-powered technology analyzes patient data to provide proactive, personalized recommendations and streamline access to relevant services and benefits.



3. Secure Personal Health Information (PHI) with FedRAMP-Authorized Technologies

Protect sensitive health information while enabling seamless digital experiences.

Real-World Example: Electronic health record (EHR) programs community care and medical providers more easily to serve Veterans, service members, and other beneficiary groups.

TXM Benefit: Implementing FedRAMP-authorized technologies provides built-in security frameworks to build trust by mitigating risks and maintaining data integrity across all platforms.



4. Streamline Access to Multiple Benefits

Unify disparate government services into one accessible digital front door.

Real-World Example: Veterans often receive benefits from multiple agencies—VA for health care, Social Security for retirement benefits, and housing assistance from different departments. A TXM approach could allow Veterans to access all these services through one secure platform, eliminating the need to navigate multiple systems and paper forms.

TXM Benefit: Simple, accessible services that evolve with agency and customer needs while facilitating smooth transitions between different government programs and services.



5. Optimize Employee Performance and Service Quality

Deploy AI/ML for quality management while accelerating staff recruiting and training.

Real-World Example: The Centers for Disease Control & Prevention (CDC) launched **CDC-INFO** for emergency response communication. During the COVID-19 pandemic, **CDC worked with Maximus** to scale the service's staff by 1000% and expand service to provide consistent, 24/7 reliable information to the public.

TXM Benefit: Continuous improvement with human-centered design, automated quality analysis, and insights that enhance employee performance and customer satisfaction.

The Result: Measurable Mission Success

A TXM approach transforms government health service delivery by integrating people, experience, data insights, and secure technologies into one digitally powered platform. This creates measurable outcomes and builds trust through simple, seamless, and secure interactions.



Inside the Journey to a Digital Health Record

MHS Genesis, the federal electronic health record (EHR) from the Military Health System (MHS) has roots dating back to 1979 when the Department of Defense (DoD) first began electronic healthcare documentation activities. The concept of an EHR was conceived in 1997 according to MHS, and with the first launch of MHS Genesis in a limited rollout in 2017, the concept began to gain significant traction for unifying medical records for federal health benefits beneficiaries.

Today, the EHR is used across the DoD, VA, Coast Guard, National Oceanic and Atmospheric Administration (NOAA), and other organizations, providing one standardized health record that follows

patients across care facilities. As MHS expands EHR rollouts, creating a unified, digital-first infrastructure is expected to foster better patient outcomes and improve efficiency for healthcare providers.

Considerations include:

- Prioritizing user training for successful adoption, allowing the EHR to standardize processes while meeting individual healthcare needs
- Integrating emerging tools and technologies that support the systems' key benefits of aiding seamless clinical decision-making and claims processing by capturing patient history
- Including tracking metrics such as provider satisfaction as clinicians face burnout, enabling data-based initiatives to address clinical workforce shortages
- Embracing the EHR's standardized workflows to help manage digital patient care while easing provider workloads
- Training and upskilling providers and staff to improve experiences with emerging innovations such as AI-supported telehealth to make care more efficient and effective
- Planning for cultural and operational adjustments to address challenges in EHR adoption, particularly for providers working with legacy systems that are transitioning to new workflows

Learn More

Stay current and learn about what is next for the federal EHR

[Watch Health IT: In Depth](#)



Real-World AI Use Cases for Health Services Contact Centers

Contact centers for federal health services and programs are experiencing a fundamental transformation where AI is poised to revolutionize beneficiary service delivery. This evolution extends beyond operational efficiency to fundamentally reshape how beneficiaries access care, navigate government health programs, and receive personalized support.

As AI solutions evolve and become more sophisticated and tailored, the use cases that apply to health program service delivery continue to grow. They include:



- **Appointment Management**

AI agents can analyze beneficiary histories and provider availability to optimize scheduling while providing personalized preparation instructions and follow-up reminders.



- **Benefits Support**

Collaborative AI systems can simultaneously verify government benefits coverage, explain benefits, process prior authorizations, and connect beneficiaries with appropriate resources, dramatically reducing navigation time through complex processes.



- **Clinical Decision Support**

AI assistants can help human agents access standardized clinical guidelines, medication information, and care protocols in real time, ensuring beneficiaries receive accurate, evidence-based guidance.



- **Chronic Disease Management**

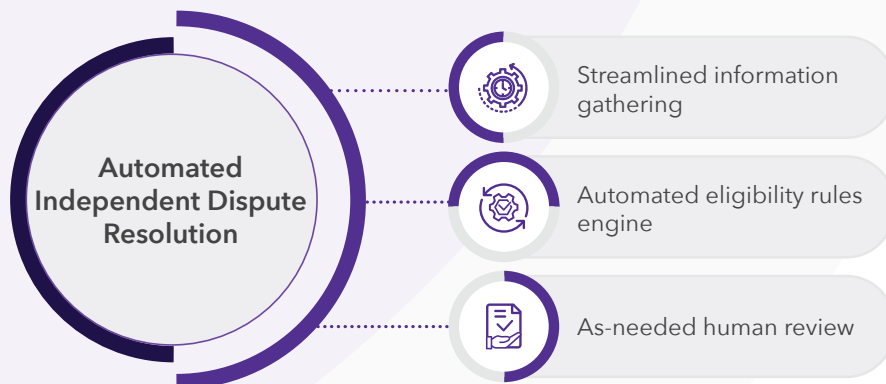
Agentic AI systems can proactively monitor beneficiary data, coordinate care across specialists, and provide personalized health coaching while alerting providers when intervention is needed.

AI in Action: Leveraging Automation to Streamline Independent Dispute Resolution

The Centers for Medicare & Medicaid Services (CMS) uses an independent dispute resolution (IDR) process under the federal No Surprises Act (NSA) to resolve out-of-network payment disputes between insurers and care facilities. Tapped by CMS to help address time-consuming processes and accelerate case processing, Maximus streamlined the complex dispute workflow using AI and robotic process automation (RPA) to:

- Reduce manual tasks and costs with up to 45% of disputes resolved using automation
- Process a backlog of disputes in a fraction of the time compared with manual processing
- Increase workload capacity, processing 700+ cases daily
- Improve accuracy and quality by automating case evaluation to eliminate manual errors

[Read the full case study.](#)



Why Maximus

Maximus partners with federal health agencies to integrate emerging technologies that streamline operations, reduce backlogs, and enhance customer experiences. Our experts in data science, software development, and cybersecurity support modernization efforts in IT infrastructure, data integration, security, workforce capacity, and compliance—delivering adaptable, efficient, and secure solutions.

As federal health agencies look to AI, cloud technology, and Total Experience strategies to transform service delivery, we are with them every step of the way, helping them become faster, more efficient and effective, and more citizen-centered—while building trust in a digital age.



Learn More

For more information, visit:

maximus.com/federal-government/fed-health

Contact us.

maximus.com/federal-government/fed-health

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The TXM Advantage

- **Modular, Flexible, Scalable**
Adapts to agency needs
- **Customer- & Employee-Focused**
With human-centered design
- **Insights-Driven Results**
Made possible by data-informed decision making
- **AI-Powered Technology**
Driving secure automation and insights
- **FedRAMP Secure**
Providing seamless security and compliance

Get started with TXM.