

The Maximus logo is displayed in a white, lowercase, sans-serif font against a dark, blurred background of a city street at night.

## Maximus Health ConneXion

Delivering unified customer engagement for better outcomes

More than 82 million Americans rely on Medicaid for their healthcare coverage<sup>1</sup>. How state agencies structure and implement this vast safety net program can significantly impact the health of those who depend on it and the program's ability to meet future demand.

Big retail brands have raised the bar on customer experience by offering engagement services that are fast, easy, and personalized – like a purchase offering same-day delivery or rideshare within minutes of a few mobile clicks in an app. Today, consumers are accustomed to receiving services when and where they want. And, consumers increasingly expect the same speed, innovation, and convenience from their government.

Maximus can help transform your Medicaid Enterprise Services (MES) to meet rising expectations and improve the overall experience of consumers, providers, and agency staff. With Medicaid modularity, there's a need to ensure one contact door remains available for those needing customer service support. We can solve for this with Maximus Health ConneXion.

### Human-centered approach

Harnessing advanced technologies, omnichannel capabilities, and deep domain expertise, the Maximus Health ConneXion platform enables state agencies to provide a person-centric experience that saves time for both consumers and state staff. Our platform combines government-customer interactions into a single view that delivers a seamless and meaningful consumer journey. Powered by artificial intelligence, our solution provides greater program efficiencies and actionable data for coordinated information across multiple siloed program components.

### How it works

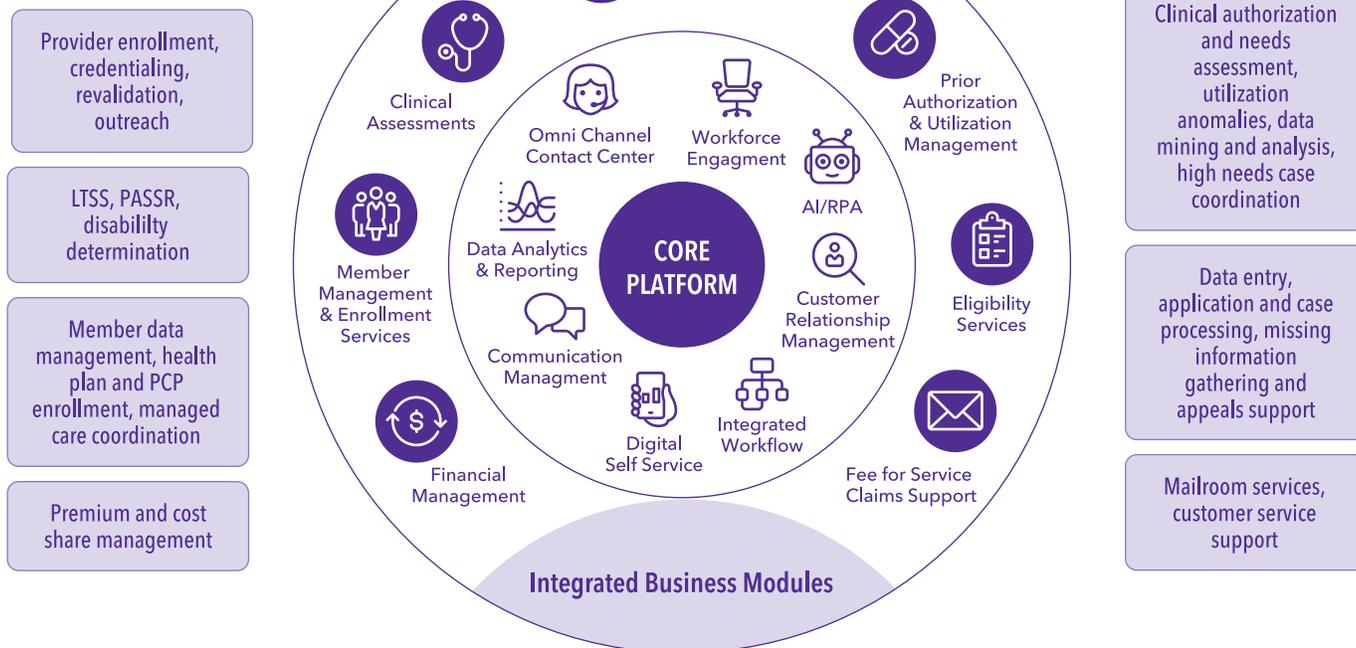
Transforming the consumer experience dictates meeting consumers where they are to make services simple, accessible, and more equitable. This means taking an omnichannel approach that considers individual preferences and circumstances. Both consumers and states benefit – the enhanced consumer engagement allows improved inter-agency collaboration, increased efficiency, and the flexibility of program staff to focus on high-touch tasks, allocating human resources where they are required most.

### Self-service increases engagement in Louisiana

Among the many engagement channels we operate, our multilingual Healthy Louisiana app reaches customers where they often are – on their phones – letting them compare and enroll in health plans, and search for and select providers.

- **26% of Medicaid families** (and growing) rely solely on mobile devices to access the internet
- **Digital enrollment** in health plans has **doubled** in Louisiana since the app was introduced

# Maximus Health ConneXion Platform



## Benefits to government

A modern, modular approach is crucial to positioning government to pivot quickly when circumstances arise, increasing the ability to respond to change and increased demand more nimbly. Connected data systems across modules are more efficient – eliminating redundancy and generating cost savings – and provide data that states need to improve outcomes. The Maximus Health ConneXion platform provides a consolidated view of member and provider data and interactions in one module, with the ability for states to add additional modules to meet specific business demands.

## Benefits to consumers and providers

A busy mother may want to fill out enrollment forms electronically after her kids have gone to bed. Someone with little access to technology might choose to come into an agency office and talk with someone. Others would be happy to get answers to simple questions through online FAQs or chat functionality. And, doctors looking to enroll as Medicaid providers are able to navigate the enrollment process easily through a tailored digital experience.

Consumers and providers want a unified experience where they don't have to waste their time filling out the same forms over and over for multiple programs. Using the Maximus Health ConneXion platform, states can connect data across programs, so all pertinent information moves with the user. A unified approach increases transparency and builds consumer trust and confidence in government service.

## The Maximus difference

For more than four decades, Maximus has reinvented how government agencies engage with the people they serve. Now, through a unique combination of digital technologies, human insight, domain expertise, and agility, we are helping agencies advance their mission at the speed of human need.

## A unified customer experience in New York

As part of the state's ambitious reinvention of its healthcare system, Maximus worked with New York to integrate eligibility and enrollment across 100+ plans statewide – including Medicaid, CHIP, and the individual marketplace. As a result, we have created a consumer-centric, analytics-driven experience that ensures “no wrong door” for a wide range of customers.

- **6 million** beneficiaries served annually
- **250,000** calls handled weekly
- **5 of 5** average client satisfaction rating