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Engaging Public Health Insurance Consumers Through Social Media

-MAXIMUS Teams with the South Carolina Department of Health and Human Services to Present a Case Study at the Medicaid Managed Care Congress-

RESTON, Va. & COLUMBIA, S.C.--(BUSINESS WIRE)-- MAXIMUS (NYSE:MMS), a leading provider of government services worldwide, announced today that the Company and the South Carolina Department of Health and Human Services will co-present a case study on engaging public health insurance program participants using social media at the upcoming Medicaid Managed Care Congress.

The South Carolina Department of Health and Human Services has been working with MAXIMUS, the Medicaid managed care enrollment counselor for the South Carolina Healthy Connections Choices program, on a demonstration project to examine the usefulness of social media technologies for outreach to low-income populations. The demonstration project, in partnership with the MAXIMUS Center for Health Literacy, has been successful in providing health and enrollment information to consumers and program stakeholders who are actively engaged in social media networks.

Jeff Stensland, Director of Communications for the South Carolina Department of Health and Human Services, and Sunaina Menawat, Manager of Business Development for MAXIMUS Health Services, will present their case study entitled "Utilize Social Media for Greater Member Engagement, Communication and a Broader Reach." Stensland and Menawat will present the demonstration project from its inception, the methodology and the social media tools used, and preliminary results. They will also discuss social media in the broader context of engagement and communication.

"One of the things I like about the demonstration project is that it tests the notion that lower-income people are somehow disconnected from the changes occurring in mass media. The project's use of social media allowed us to interact with our members in new ways," Stensland commented. "Members saw that we established a presence on the social media sites they regularly frequent, offering them a new way to get information, offer instant feedback and even ask questions. We look forward to sharing the insight garnered from the project with the Medicaid Managed Care community."

"We are continuously looking for new ways to bring added value to our clients by improving outreach and education efforts to program participants," commented Bruce Caswell, President and General Manager of MAXIMUS Health Services. "Until now, social media was often seen as an unconventional channel for communicating with participants of public health insurance programs, but this demonstration project shows that social media can be effectively used to reach program participants and help them make informed choices for improved long-term health outcomes."

The Medicaid Managed Care Congress will take place May 17-19, 2010, at the Hyatt

Regency in Baltimore, Maryland. The Congress brings together State and Federal Medicaid Officials, Medicaid Managed Care Executives and National Policy Experts in a collaborative environment to create efficiencies while improving access to high quality care.

About MAXIMUS

MAXIMUS is a leading provider of government services worldwide and is devoted to providing health and human services program management and consulting services to its clients. The Company has more than 6,500 employees located in more than 220 offices in the United States, Canada, Australia, the United Kingdom, and Israel. Additionally, MAXIMUS is included in the Russell 2000 Index and the S&P SmallCap 600 Index.

About Healthy Connections Choices

Healthy Connections Choices is part of South Carolina's overall Medicaid reform plan and is designed to get a better return on the state's health care investment. Through partnerships with managed care organizations, medical homes networks and special enrollment counselors, the South Carolina Department of Health and Human Services seeks to increase care coordination and disease prevention methods not found in traditional Fee-for-Service Medicaid. Those who choose to enroll in a health plan will also establish crucial relationships with a primary care doctor. For more information on SC Healthy Connections Choices, call 877.552.4642 or visit www.SCchoices.com.

Source: MAXIMUS