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Maximus Selected to Expand the Impact of Pennsylvania's Health Plan Enrollment Services

Renewed contract includes a digitally enhanced customer experience for the Children's Health Insurance Program recipients

TYSONS, Va.--(BUSINESS WIRE)-- Maximus (NYSE: MMS), a leading employer and provider of government services, today announced it was selected by Pennsylvania's Department of Human Services (DHS) to continue administering the Pennsylvania Enrollment Assistance Program under a five-year, $62 million contract. In partnership with DHS, Maximus has provided information about healthcare options, health plans, and providers to Pennsylvanians since 2009.

Maximus currently assists eligible Pennsylvanians with health plan enrollments; under this latest contract award, the population will expand to include Children's Health Insurance Program (CHIP) recipients. The state determines CHIP eligibility and plan assignment, while Maximus supports CHIP recipients for plan changes.

Maximus will deploy digital solutions that facilitate access to the information residents need through multichannel engagement. Building on the program's website and mobile app, new technology enhancements will include 24/7 web chat, text messages, and email notifications. The program's digital assets will also be updated to ensure digital accessibility compliance.

Additionally, Maximus will apply a new AI-based training tool for staff supporting its digital customer contact center. Customer service agents will educate and guide residents through the enrollment process, assist them with selecting a health plan and primary care physician that meets their needs, and support them with plan changes. The training tool provides new agents with simulated call scenarios to enhance their preparation for providing residents with high-quality customer service.

"These technology enhancements are designed to make it easier for Pennsylvanians to connect with the information and support they need to make important healthcare decisions," said Ferdinand Morales, Senior Managing Director, Maximus. "As a technology-forward company, we're expanding digital tools like web chat and text alerts and equipping our staff with AI-powered training. These innovations are designed to simplify the enrollment process and improve the overall customer experience."

In addition to managing the contact center, Maximus is also leading a statewide outreach effort to educate key stakeholders, including county leaders and community-based organizations, about the health coverage options available to consumers. The outreach team will facilitate consumer advisory meetings across Pennsylvania, to empower residents to engage and share their experiences and important feedback to help shape the future of the program.

About Maximus

As a leading strategic partner to government, Maximus helps improve the delivery of public services amid complex technology, health, economic, environmental, and social challenges. With a deep understanding of program service delivery, acute insights that achieve operational excellence, and an extensive awareness of the needs of the people being served, our employees advance the critical missions of our partners. Maximus delivers innovative business process management, impactful consulting services, and technology solutions that provide improved outcomes for the public and higher levels of productivity and efficiency of government-sponsored programs. For more information, visit maximus.com.

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