October 21, 2019

MAXIMUS Receives Prestigious PRNEWS Digital Award for Healthy Louisiana Enrollment App

App Delivers Substantial Improvements to the Consumer Journey for LA Medicaid Beneficiaries

RESTON, Va.--(BUSINESS WIRE)-- MAXIMUS (NYSE: MMS), a leading provider of government services worldwide, announced today that it has been awarded the prestigious 2019 PRNEWS Digital Award in the Mobile App category for its Healthy Louisiana Medicaid Enrollment App.

“MAXIMUS is honored to be distinguished as a digital trailblazer and named the 2019 Digital Award winner by PRNEWS,” said Thomas Hancock, Vice President of MAXIMUS Digital Solutions®. “We are committed to helping our government clients provide their Medicaid beneficiaries a seamless and improved enrollment experience through transformative digital innovations.”

Contracted by the Louisiana Department of Health, MAXIMUS designed and implemented the Healthy Louisiana mobile app – the first Medicaid enrollment app in the country – along with a suite of digital capabilities aimed at increasing citizen engagement and self-service for members of the state’s Medicaid managed care program, Healthy Louisiana. The mobile app and modernized website simplify and streamline the enrollment process by allowing Louisiana Medicaid beneficiaries to access critical information about their plans, research and locate providers, compare plan options and manage their contact preferences. The app capabilities, combined with more recent enhancements in the Healthy Louisiana 2.0 version, provide a convenient and easy to navigate enrollment experience—improving the overall customer journey for Medicaid beneficiaries.

The Healthy Louisiana app’s success is evident by the high volume of digital enrollment, including web and mobile, which doubled year over year from 2017 to 2018 and continues to outnumber more traditional enrollment channels such as paper and telephone. Additionally, the app is gaining positive feedback from users with a 4.5 rating in the App Store and 4.4 rating in Google Play.

The PRNEWS Digital Awards recognize the year's most outstanding digital communicators and campaigns in a variety of media such as video, website design, mobile apps and more. Category winners were announced and presented with their awards on Friday, October 18, at the Yale Club in New York City.

About MAXIMUS

Since 1975, MAXIMUS has operated under its founding mission of *Helping Government Serve the People*®, enabling citizens around the globe to successfully engage with their

governments at all levels and across a variety of health and human services programs. MAXIMUS delivers innovative business process management and technology solutions that contribute to improved outcomes for citizens and higher levels of productivity, accuracy, accountability and efficiency of government-sponsored programs. With more than 30,000 employees worldwide, MAXIMUS is a proud partner to government agencies in the United States, Australia, Canada, Saudi Arabia, Singapore and the United Kingdom. For more information, visit maximus.com.

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