January 19, 2011

# MAXIMUS and Connecture to Co-Present Solutions for Easy and Accessible Insurance Shopping in a Health Insurance Exchange

RESTON, Va. & ATLANTA--(BUSINESS WIRE)-- MAXIMUS (NYSE:MMS), a leading provider of health and human services for governments worldwide, and Connecture, Inc., the leading provider of online marketplaces and administration solutions for health insurance distribution, will co-present a complimentary webinar, "Health Insurance Exchanges: Making Insurance Shopping Easy and Accessible," on Wednesday, January 26, 2011 at 1:00 PM (ET).

The webinar, hosted by Corporate Research Group, will feature Timothy Jost, Robert Willett Family Professor of Law at Washington and Lee University, Bruce Caswell, President and General Manager of MAXIMUS Health Services, and Sarah Rodehorst, Health Reform Program Director at Connecture. The webinar, which will seek to address some of the challenges facing states and Exchange entities, will discuss the following topics:

- Recommendations for how states can ensure a positive customer experience in their exchanges
- Customer and cost benefits of combined small group and individual exchange administration
- Innovative technology components to make insurance shopping easy and accessible for all consumers

"Under the Affordable Care Act, consumers - individuals and employers - will have choices. They will have the option to purchase inside or outside the Health Insurance Exchange," said Timothy Jost, Robert Willett Family Professor at Washington and Lee University. "If Exchanges are going to succeed, they must market themselves successfully and provide a satisfying consumer experience."

"We understand that the population seeking coverage on the Exchange will have a variety of technical skill and access," added Sarah Rodehorst, Director of Health Reform at Connecture. "For states to reach all consumers while keeping costs to a minimum, it will be imperative to equip multiple distribution and assistance channels with centralized technology that simplifies the enrollment process while streamlining the back-end processes."

"Application intake, initial and annual enrollment, and ongoing customer service are core administrative functions that the small group and individual Exchanges must implement cost-effectively and efficiently," commented Bruce Caswell, President and General Manager of MAXIMUS Health Services. "States that centralize these administrative functions across both Exchanges will realize higher customer satisfaction and reduced operational cost. This webinar will help states understand and address some of the challenges and opportunities for creating efficiencies through shared administrative processes when implementing a

health insurance exchange."

The "Health Insurance Exchanges: Making Insurance Shopping Easy and Accessible," will be held on Wednesday, January 26th from 1:00 to 2:30 PM (ET). To register for this webinar or to receive additional information, visit the Connecture Website at www.connecture.com/webinars.aspx.

About the Presenters

Timothy Jost holds the Robert L. Willett Family Professorship of Law at the Washington and Lee University School of Law. He is a co-author of the "Health Law" casebook, used widely throughout the United States in teaching health law, and of a treatise and hornbook by the same name. He is also the author of "Health Care Coverage Determinations: An International Comparative Study;" "Disentitlement? The Threats Facing our Public Health Care Programs and a Rights-Based Response;" and "Readings in Comparative Health Law and Bioethics," the second edition of which appeared this spring. He has also written numerous articles and book chapters on health care regulation and comparative health law and policy, and has lectured on health law topics throughout the world. His most recent book is "Health Care at Risk: A Critique of the Consumer-Driven Movement," which was published by Duke University Press in 2007.

Bruce Caswell is a leading authority on the administration of public health insurance and benefit programs, including Medicaid and the Children's Health Insurance Program. He has nearly 20 years of experience providing consulting, systems integration and program operations services primarily to public sector clients at all levels, with a focus on health and human services operations. As President and General Manager of the Health Services Segment at MAXIMUS, Mr. Caswell is responsible for overseeing the development, growth and operations of the Company's largest business segment, which includes program administration for Medicaid and CHIP, the Center for Health Literacy, and its Canadian health operations.

Sarah Rodehorst has more than 13 years of experience in technology, including 11 years with Connecture in the health insurance technology space. Her experience with Connecture includes leading the project management office and overseeing the product management team. In her current role as Health Reform Program Director, Ms. Rodehorst is responsible for Connecture's market research and strategy surrounding health insurance exchanges.

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. As the most established administrative partner for Medicaid managed care and the Children's Health Insurance Program (CHIP), MAXIMUS has determined eligibility for more than six million applicants and processed more than 47 million new health plan enrollments and reinstatements. 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 Connecture

Connecture is the leading provider of web-based marketplace, service and administration technology to the health insurance industry. Its industry-proven solutions effectively assist buyers with the health insurance purchasing process while minimizing the back-office administration tasks such as workflow management, application processing, and integration to carriers, state and federal programs. For more information, call Meg Riddle at 262.408.3865 or visit the Connecture website at www.connecture.com. Connecture has offices at 101 Marietta Street, Suite 1600, Atlanta, GA, and at One Riverwood Place, N17W24222 Riverwood Drive, Suite 330, Waukesha, WI.

Source: MAXIMUS and Connecture, Inc.