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MAXIMUS Streamlines Medicaid Enrollment Using Mobile Technology

RESTON, Va., Aug. 29, 2018 /PRNewswire/ -- MAXIMUS (NYSE: MMS), a leading provider of government services worldwide, announced an update to its digital engagement activities with the success of its work with Healthy Louisiana, the Medicaid managed care program for the state of Louisiana, where MAXIMUS provides enrollment broker services.



In 2017, MAXIMUS designed and implemented the Healthy Louisiana mobile app to help streamline, simplify and improve the beneficiary's enrollment journey. The state recently wrapped up its 2018 Medicaid managed care open enrollment period and digital enrollment volume, using both web and mobile channels, doubled over 2017, while enrollment using just the Healthy Louisiana mobile app, tripled.

The mobile app is secure and HIPAA-compliant with strong authentication and encryption to protect the user's Protected Health Information (PHI) and Personally Identifiable Information (PII). MAXIMUS mobile technology provides users with a streamlined enrollment experience that is accessible 24 hours a day, 7 days a week. The app enables users to compare plans and locate providers as well as complete Medicaid health plan enrollment selections quickly via their mobile devices. The app is multilingual and Section 508 compliant with built-in availability for assistive technology, ensuring accessibility for beneficiaries.

During the first week of Louisiana's Medicaid managed care open enrollment period this past June, the Healthy Louisiana app was the number two trending Medical App in Google Play. Additionally, during the first month of open enrollment, it was consistently rated as a top 100 Medical App in Google Play. Supported by Apple and Android smartphones, the app continues to have positive user feedback with a 4.6 out of 5 rating in both the App Store and Google Play. These high ratings reflect the convenience, simplicity and speed by which a beneficiary can complete their health plan enrollment using the app.

"By leveraging mobile technology, such as the Healthy Louisiana app, states can enable their beneficiaries to manage their Medicaid benefits simply through their smartphone," said Thomas Hancock, Vice President of MAXIMUS Digital Solutions™. "We are committed to delivering innovative solutions to help our clients improve their program effectiveness and customer experience."

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 20,000 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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