



MAXIMUS®

# NORTH CAROLINA ENROLLMENT BROKER

December 7, 2018

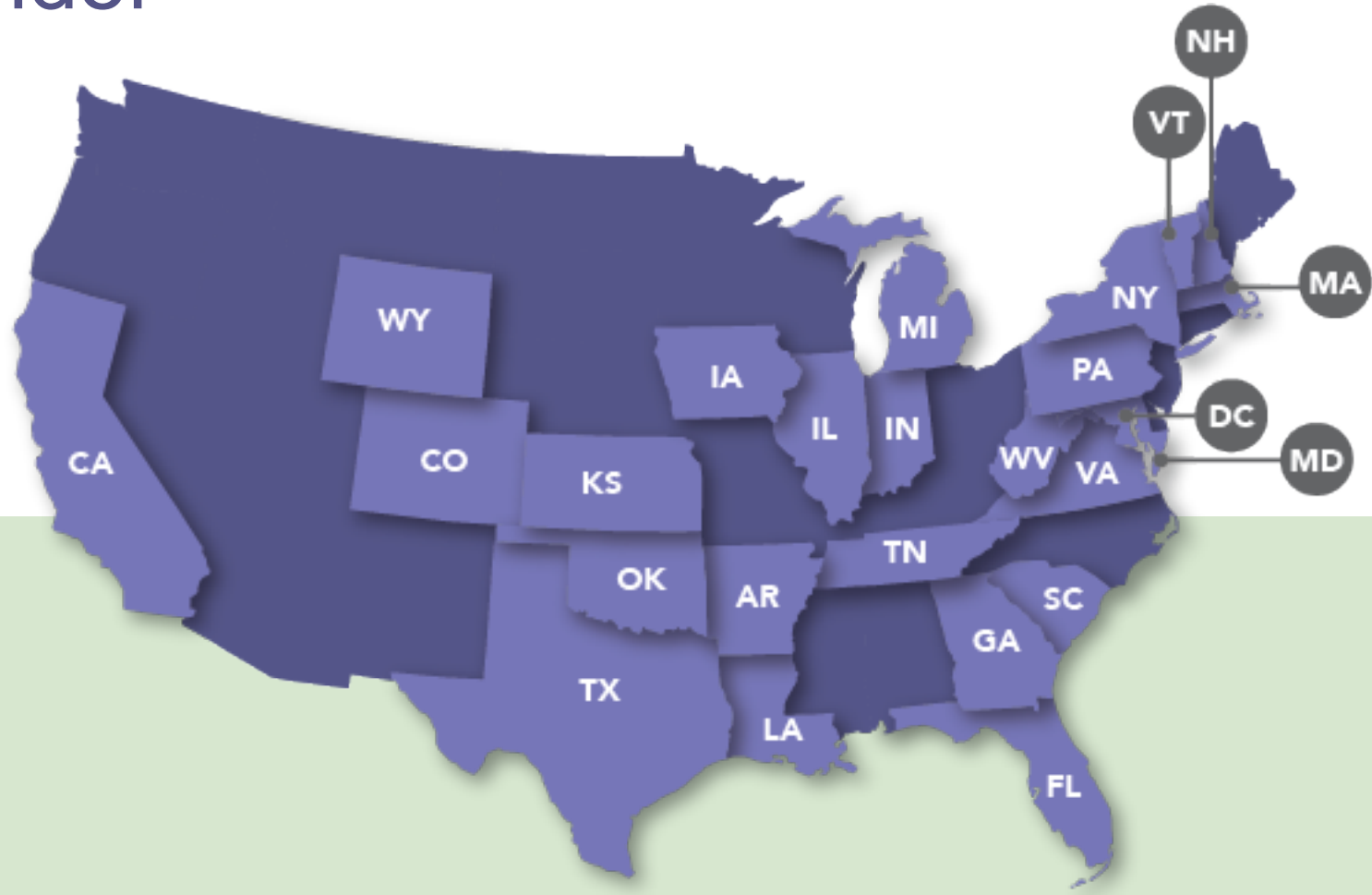
# **Who Is MAXIMUS?**

## **What is an Enrollment Broker?**

# The largest Medicaid administrative services provider

70%

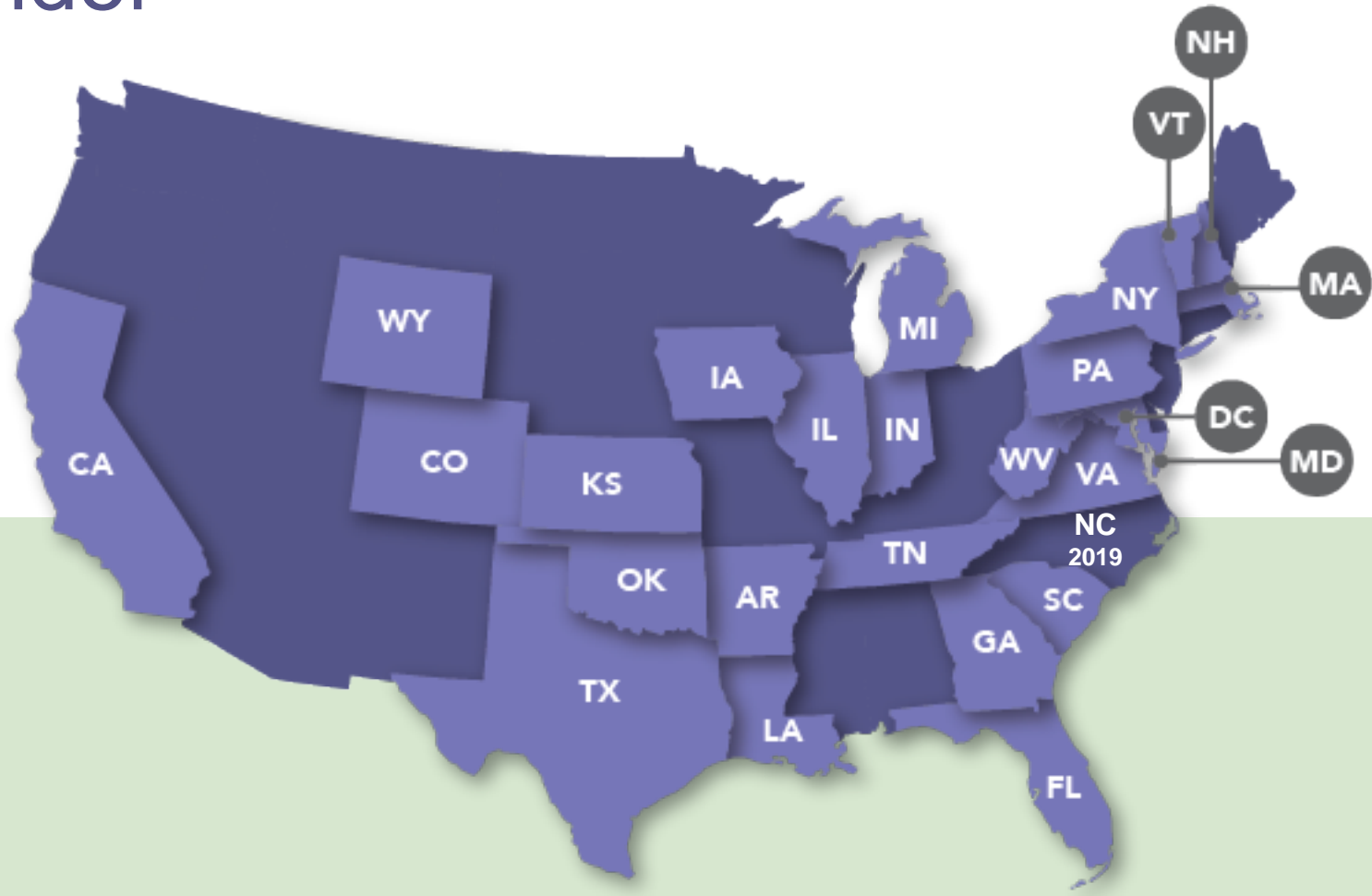
market share of  
Medicaid managed care



# The largest Medicaid administrative services provider

70%

market share of  
Medicaid managed care



# Enrollment Broker

- ✓ Unbiased 3<sup>rd</sup> party
- ✓ Work with and support local DSS offices
- ✓ Hub for communicating to beneficiaries, providers and plans
- ✓ Maintain web and mobile applications including Provider Directory
- ✓ Ensure beneficiaries enroll in the right healthcare plan to meet their needs

# Focus on the Consumer Experience with the MAXIMUS Center for Health Literacy



## Strategy

- Strategy Development & Program Planning
- Consulting
- Surveys & Focus Groups

## Program Marketing

- Audience Segmentation
- Messaging
- Media Planning
- Partnerships



## Collateral Development

- Content Strategy
- Branding & Design
- Plain Language
- Copywriting & Technical Editing
- Infographics
- Alternative Formats



## Usability & Community Testing

- Message & Materials Testing
- User Interface/ Usability Testing

## Translation Services

- Adaptive Translations
- Cultural & Linguistic Competency
- Multilingual Support



## Digital Engagement

- Content Development & Analysis
- User-Centered Design
- Accessibility
- E-learning
- Multimedia



# Multi-channel enrollment to support citizens' changing expectations

- ✓ Easier to interact with your state (web, mobile, IVR, phone)
- ✓ Self-service and mobile usage options aligned with consumer preferences
- ✓ Empathetic personal help for those who need it

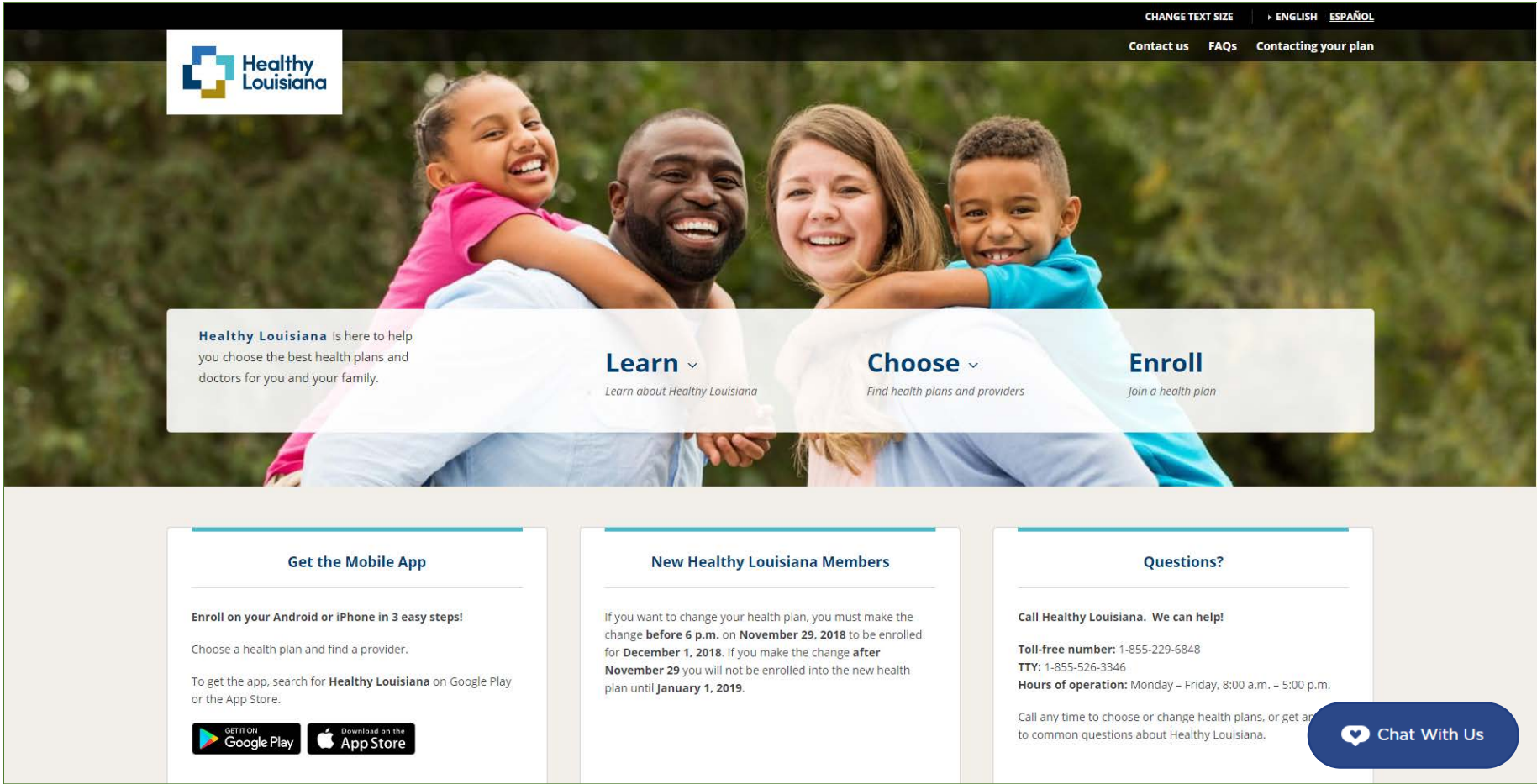


A group of people are gathered in a meeting, looking at a screen (not visible). In the foreground, a woman with short brown hair and glasses is smiling and looking towards the left. She is wearing a dark blue patterned top. Behind her, a man with short dark hair is looking down. To the left, another man is partially visible, looking towards the center. The background is blurred, showing other people and a bright, warm light source, possibly a window. The text "WEB PORTAL" is overlaid in white, bold, sans-serif font on the left side of the image.

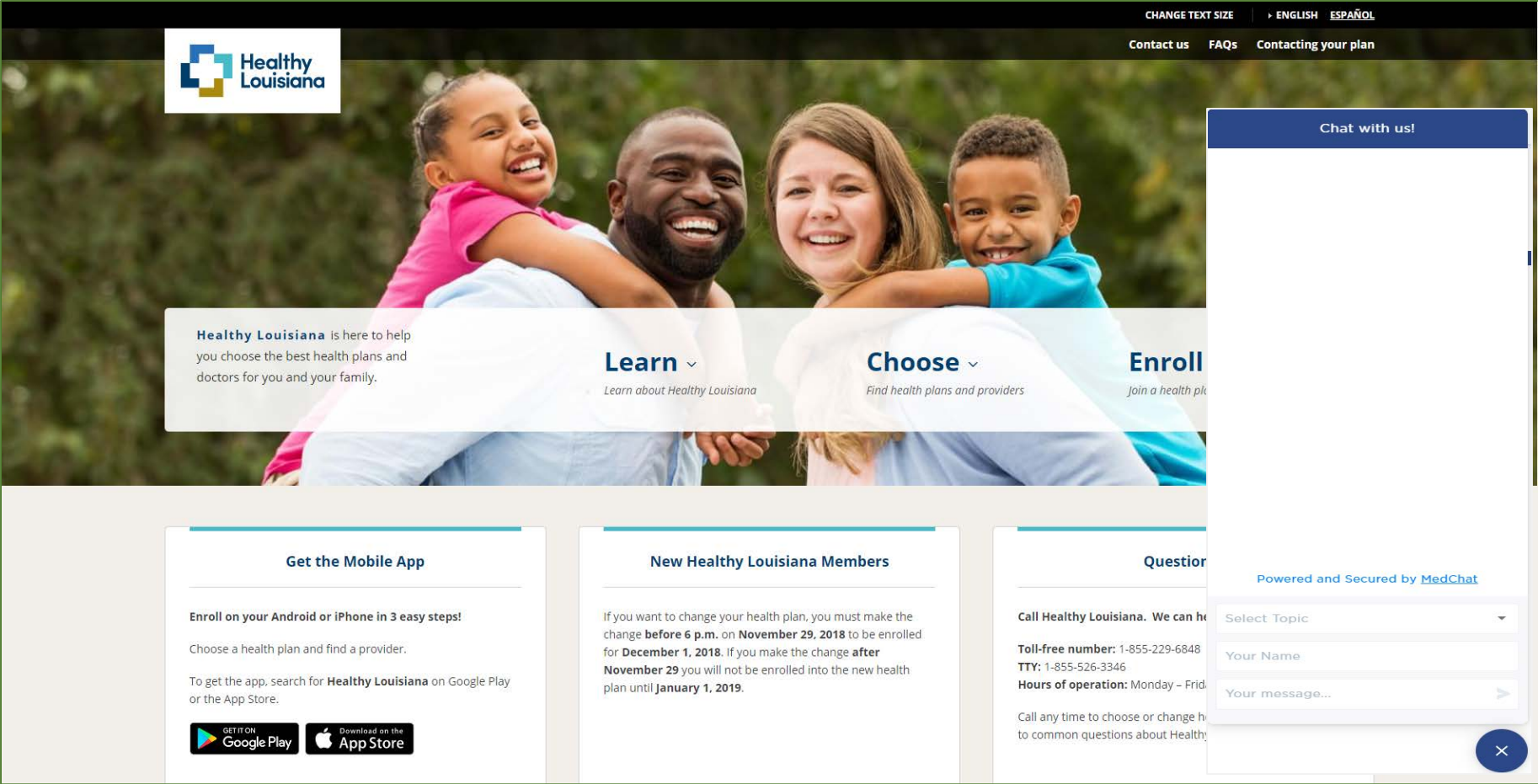
# WEB PORTAL



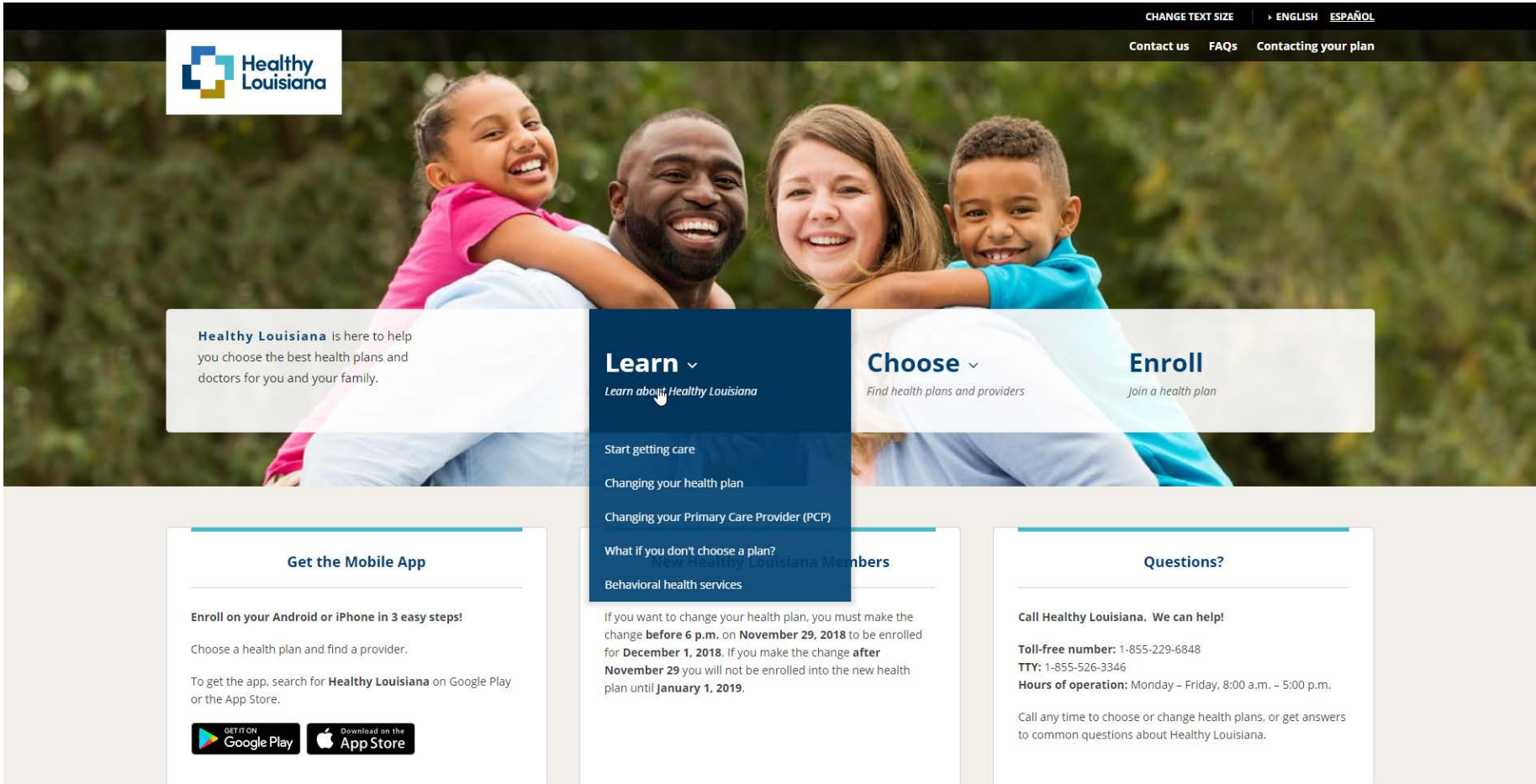
# Chat will display on all pages



# User starts a chat session




# Navigating from Home page



# Login page

SEARCHCHANGE TEXT SIZEENGLISHSPANISH

Healthy Louisiana

Learn  
*Learn about Healthy Louisiana*

Choose  
*Find health plans and providers*

Enroll  
*Join a health plan*

Contact us  
FAQs  
Contacting your plan

Let's get started...

Login

Please login to access your account

Name

First name (optional)Last name

Date of birth

mm / dd / yyyy

Login using my

☒ Case number

☐ Beneficiary ID

Case number

123456A789

Submit


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# Member home page

Member dashboard

4View lettersLog out


**Welcome!** Here you can choose or change your health plan. You can also choose or change your provider. If you want to choose the same health plan and provider for multiple people, go to [Enroll multiple people](#).

 May make changes

**Harris Jackson Benson**  
38 years old  
[View enrollment & case information](#)  
You may change your health plan and provider until 6/24/2017.

Make changes


[Complete health assessment](#)

 May make changes

**Amanda Ann Benson**  
44 years old  
[View enrollment & case information](#)  
You may change your health plan and provider until 6/24/2017.

Make changes

[Complete health assessment](#)

 No action required

**Thomas Smith Benson**  
18 years old  
[View enrollment & case information](#)  
You are not eligible for any programs. Please contact MAXIMUS with any questions.

Enroll multiple people

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# Choose a plan

[Back](#)

Choose a health plan

4

View letters

Log out

Choose a health plan. To compare health plan benefits and services, go to [compare plans](#). Or you can choose a health plan now by selecting "Choose this plan".

Compare plans

Aetna Health Plan

Choose this plan

Cigna Health Plan

Choose this plan

Meridian Health Plan

Choose this plan

United Healthcare

Choose this plan

Your enrollment choices

[Start over](#)

Beneficiary

Harris Jackson Benson

Health plan

Choose a health plan...

Health provider

[Select](#)

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# Search for a provider

[< Back](#)

Choose a health provider

4

[View letters](#)

[Log out](#)

You chose a health plan. Now choose a provider who works with that plan.  
Your state does not require you to choose a provider. You may [skip this step](#).

### Search by location

Select a provider type

Select a type ▼

Search by location

☒ Address ☐ ZIP code ☐ County

Located within

5 miles of ▼

Address

123 Main Street

City

Milwaukee

Find providers near me

Your enrollment choices [Start over](#)

**Beneficiary**

Harris Jackson Benson

**Health plan**

Aetna Health Plan [Remove](#)


**Health provider**


Choose a health provider...


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# Compare Plans

[CHANGE TEXT SIZE](#) | [ENGLISH](#) | [ESPAÑOL](#)



[Learn](#)   
*Learn about Healthy Louisiana*

[Choose](#)   
*Find health plans and providers*

[Enroll](#)  
*Join a health plan*

[Contact us](#)  
[FAQs](#)  
[Contacting your plan](#)

[Home](#)


## Program resources

You can find information and resources here to help you get the health care you need.

---

Choose your county:

Adams



[Go](#)

---

Here is the info specific to **Adams** county:

- **Behavioral health plan:** Community Care Behavioral Health 1-866-738-9849
- **County Assistance Office:** 1-800-638-6816
- **Medical Assistance Transportation Program:** Local number: 1-800-632-9063 | Toll-free number: 1-800-632-9063
- Comparison Chart [PDF](#)
- Consumer Guide [PDF](#)

# Review results & choose a provider – List view

4

View letters

Log out

Choose a health provider

You chose a health plan. Now choose a provider who works with that plan.

Address

ZIP code

County

Located within

Address

City / Town

5 miles of

123 Main Street

Milwaukee

Go

Filter by

22 providers work with Aetna Health plan. [Remove plan](#)

Map view

Yi Ngai

2 miles

[More details](#)

300 Longwood Ave  
Boston, MA 02115

[Driving directions](#)

Phone: 617-355-7701

Plans Accepted: Aetna Health Plan, Lorem Health Plan

Choose this provider

Tom Smith

4 miles

[More details](#)

300 Longwood Ave  
Boston, MA 02115

[Driving directions](#)

Phone: 617-355-7701

Plans Accepted: Aetna Health Plan, Lorem Health Plan

Choose this provider

Chris Fernandez

4.6 miles

[More details](#)

Choose this provider

Your enrollment choices

[Start over](#)

Beneficiary

Harris Jackson Benson

Health plan

Aetna Health Plan

[Remove](#)

Health provider

Choose a health provider...

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## Review results & choose a provider – Map view

< Back

Choose a health provider

4 View letters Log out

You chose a health plan. Now choose a provider who works with that plan.

☒ Address☐ ZIP code☐ County

Located within

AddressCity / Town

5 miles of

22 providers

Yi Ngai

More detail

300 Longwood Ave  
Boston, MA 02115

Driving directions

Tom Sr

More detail

300 Longwood Ave  
Boston, MA 02115

Driving directions

Yi Ngai

300 Longwood Ave  
Boston, MA 02115

Driving directions

Phone: 617-355-7701

More details

Choose this provider

Map

22 providers work with Aetna Health plan. Remove plan

List view

by

view

Your enrollment choicesStart over

Beneficiary

Harris Jackson Benson

Health plan

Aetna Health PlanRemove

Health provider

Choose a health provider...



A group of diverse people, including a man, a woman with long brown hair, and a woman with dark curly hair, are gathered around a smartphone. The woman with dark curly hair is in the foreground, looking at the phone with a slight smile. The other people are slightly out of focus in the background. The text "MOBILE SOLUTION" is overlaid in white on the left side of the image.

# MOBILE SOLUTION

# Login page

**MAXIMUS**  
**HealthEnroll**

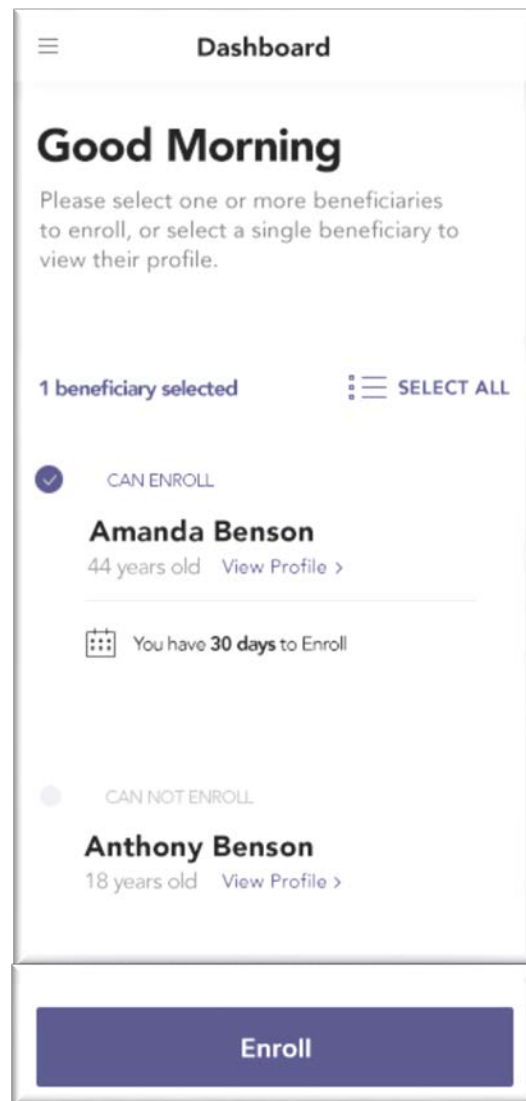
<b>First Name</b> Harris	<b>Last Name</b> Benson
<b>Date of Birth</b> MM / DD / YYYY	<b>Case Number</b> C1001001

[English](#) | Español

**Submit**

[Continue as a guest](#)

# Member home page



# Choose a plan

←

Select a Plan

CANCEL

✓

Beneficiary

2

3

Health Plan

Provider

Enrolling

• Amanda Benson

^

3 Plans available

COMPARE

●

AETNA HEALTH PLANS OF NEW YORK

Blue Cross

Fidelity: NYC Only

Enroll in this Plan

# Search for a provider

←

Provider

CANCEL

✓

Beneficiary

2

Provider

3

Health Plan

Enrolling • Amanda Benson

Find a Provider

You must enter a ZIP Code, City or County to search for a provider.

Select a provider type

- select -

✓

Search by location

Use my current location

Address

ZIP Code

County

Located within

5 miles of

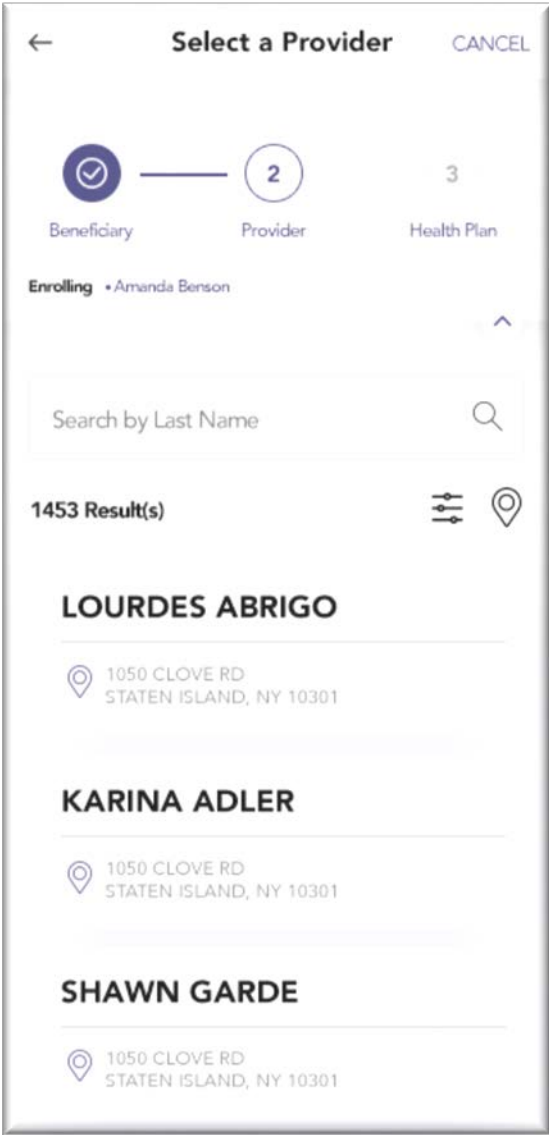
Address

City

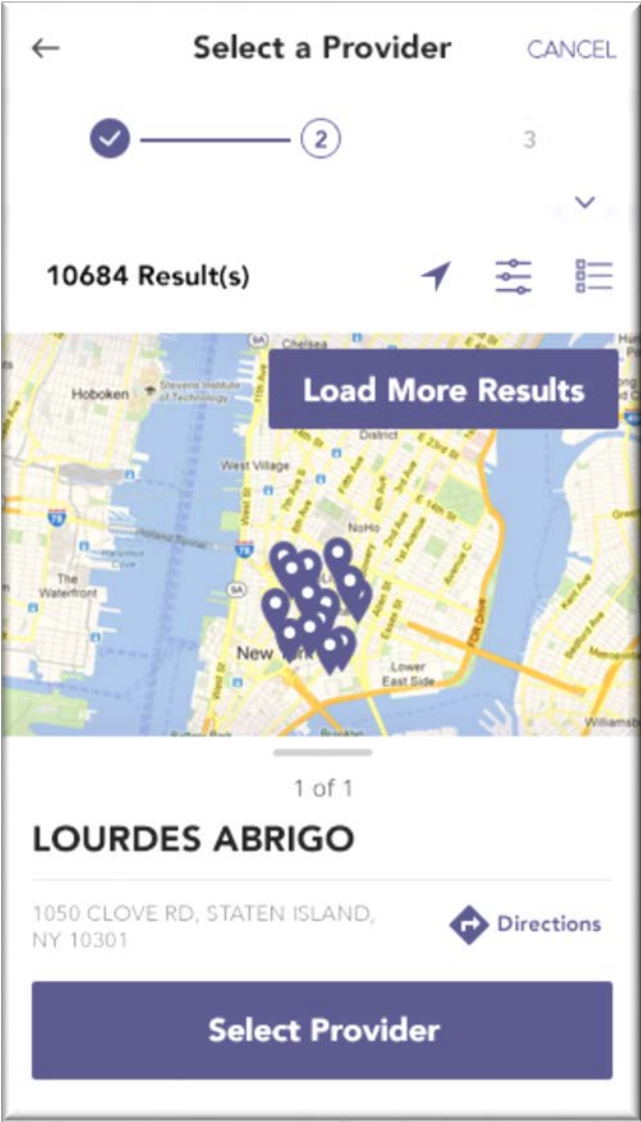
Find providers near me



# Review results & choose a provider – List view



# Review results & choose a provider – Map view



# OUTREACH AND EDUCATION: PROACTIVELY HELPING THOSE WHO NEED IT



In-person services,  
group presentations  
and health fairs



Engagement with  
community-based  
organizations



Distribution of  
information and  
educational materials



Training



A person in a light blue shirt is seen from the back, raising their right hand. In the background, a group of people are seated, looking towards the person with their hands raised. The scene is a professional meeting or conference.

# Questions & Discussion