

# MAXIMUS to Present at the National Academy for State Health Policy Conference

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RESTON, Va.--(BUSINESS WIRE)--MAXIMUS (NYSE: MMS), a leading provider of government services worldwide, announced today that Joan Winchester, a plain language and readability expert with the MAXIMUS Center for Health Literacy, will be a featured presenter at the National Academy for State Health Policy (NASHP) Conference.

The session, titled "Helping Consumers Harvest the Benefits of their New Coverage," will discuss how to reach the millions of newly insured consumers who received coverage under the rollout of the Affordable Care Act. Appearing on the panel with Ms. Winchester are Steven Rush, Director of the UnitedHealth Group Health Literacy Innovations Program, and Linda Kanamine, Director of Communications at Connect for Health Colorado. Julie Weinbert, Medicaid Director for New Mexico, will be the moderator. The three panelists will discuss strategies for improving health insurance literacy, including successful outreach approaches and tips for developing materials targeted to specific populations.

"The complex terms and rules of our health care system can be confusing, particularly for individuals who are receiving coverage for the first time through the Affordable Care Act," said Bruce Caswell, President of MAXIMUS and General Manager of the Company's global health services business. "The MAXIMUS Center for Health Literacy uses plain language when developing health education and outreach materials that are easily understood by consumers with low levels of health literacy. As a result, consumers understand the information necessary to get the coverage they need."

The 25<sup>th</sup> Annual NASHP Conference is one of the premiere conferences on health policy in the United States and will showcase developments in important topics, such as health insurance exchanges, long-term services and supports, essential health benefits, mental health and children's coverage. The conference takes place from October 6-8, 2014 at the Atlanta Marriott Marquis in Atlanta, Georgia. To learn more, visit [www.nashpconference.org](http://www.nashpconference.org).

**About MAXIMUS**

MAXIMUS is a leading operator of government health and human services programs in the United States, United Kingdom, Canada, Australia and Saudi Arabia. The Company delivers business process services to improve the cost effectiveness, efficiency and quality of government-sponsored benefit programs, such as the Affordable Care Act, Medicaid, Medicare, Children's Health Insurance Program (CHIP), Health Insurance BC (British Columbia), as well as welfare-to-work and child support programs around the globe. The Company's primary customer base includes federal, provincial, state, county and municipal governments. Operating under its founding mission of *Helping Government Serve the People*<sup>®</sup>, MAXIMUS has approximately 11,000 employees worldwide. For more information, visit [www.maximus.com](http://www.maximus.com).

**Language:**

English

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