

# MAXIMUS Signs Three-year Medicaid Contract with Louisiana

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[Contracts and Awards](#)

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## *- Company to Provide Choice Counseling and Enrollment Services Under the State's New Managed Care Initiative -*

RESTON, Va.--(BUSINESS WIRE)--MAXIMUS (NYSE:MMS), a leading provider of government services worldwide, announced today that it has signed a new contract with the Louisiana Department of Health and Hospitals (DHH) to provide enrollment broker services under the state's BAYOU HEALTH Medicaid managed care program. The three-year, \$11.9 million program is expected to launch in December 2011.

Nearly 900,000 of Louisiana's 1.2 million Medicaid and LaCHIP recipients will transfer to BAYOU HEALTH, the state's Medicaid managed care program. Under the new contract, MAXIMUS will provide choice counseling and enrollment services to members on the state's five health managed care plans, as well as general information for current and potential members through a state-of-the-art enrollment center. Through a "no wrong door" approach to enrollment, the Company will also provide members with self-service options via Web portal and interactive voice response system.

"MAXIMUS is a recognized leader for providing education and enrollment services to communities that are new to managed care and facilitating voluntary selection rates in excess of 70%," commented Bruce Caswell, President and General Manager of MAXIMUS Health Services. "We look forward to providing optimal levels of customer service while working in partnership with the state to improve access to coordinated health care for individuals across Louisiana."

The state recently announced an aggressive statewide education effort to inform members about the new program and the benefits of its better coordination of care. To support the state's efforts, MAXIMUS will be developing and distributing communication materials that help members understand the managed care environment and make an informed selection of a health plan that best fits their needs.

"BAYOU HEALTH is our way forward to improve health outcomes and build a healthier Louisiana," commented DHH Secretary Bruce D. Greenstein. "Some states that have moved to managed care automatically assigned their enrollees to a health plan. At BAYOU HEALTH, we believe that having the choice is what stands out for our recipients."

**About MAXIMUS**

MAXIMUS is a leading health and human services administrator for governments in the United States, United Kingdom, Canada and Australia. The Company delivers administrative solutions to improve the cost effectiveness, efficiency and quality of government-sponsored benefit programs, such as Medicaid, Medicare, Children's Health Insurance Program (CHIP), Health Insurance BC (British Columbia), as well as welfare-to-work and child support enforcement programs across 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®, MAXIMUS has more than 7,000 employees located in more than 220 offices worldwide. For more information, visit [www.maximus.com](http://www.maximus.com).

**Language:**

English

**Contact:**

MAXIMUS  
Lisa Miles, 800-MAXIMUS x11637

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