maximus

Comprehensive Public Health Solutions

Delivering population health essential services. Addressing emerging public health threats. Modernizing our nation's public health infrastructure. These critical goals will require new capabilities and solutions at the local, state, and federal levels.

The Maximus Center for Health Innovation (CHI) supports governments to achieve their critical goals and deliver public health programs and services efficiently, effectively, and at scale. As a large public health program provider with over 25 projects completed in the last two years, the Maximus CHI promotes and implements best practices, understands evolving state and federal guidelines, and delivers results-oriented approaches with the highest level of business and public health ethics.

We deliver state-of-the-art integrated services with hands-on experience from our diversified team of experienced epidemiologists, providers, and other public health professionals.

Our services include:

- Public health infrastructure modernization
- Advanced data analytics and data-driven public health decision support
- Public health program operation and engagement at scale
- Public health workforce development and training
- Social determinants of health and health equity

Spotlight: Centers for Disease Control and Prevention

Our full-service external contact center operations for CDC-INFO include surge support and expertise on a wide variety of public health and occupational safety topics as well as the latest research and progress on disease outbreaks.

Initiatives include:

» CDC Vaccination Support
Maximus established the CDC COVID-19 Vaccination Assistance Hotline in just 4 weeks, scaling rapidly with recruitment of 20K workers in less than 60 days to handle up to 500,000 interactions an hour, resulting in 81% call containment, over $800,000 in cost savings, and targeted outreach to underserved populations.

Our team stood up the Vaccine Order Management Contact Center (VOMCC) helpdesk, providing centralized technical support to 44,000 healthcare providers using a tiered support structure via telephone and email.

We support the CDC Vaccine Distribution and Administration Tracking (VDAT) helpdesk, providing a mechanism to address the needs of end-users interacting with multiple vaccine admin and clearinghouse systems through a tiered support structure and scale to support surge staffing and bilingual support.

» National Center for Immunization and Respiratory Diseases
Our team provided information management support services such as data management/data quality support, epidemiologic data analysis, survey design, scientific information support, and applications programming support for viral disease programs.

» National Institute for Occupational Safety and Health
Maximus provides Information management and technology services, CIO support, digital government, ERP, and software application development services including award-winning mobile applications and website development.

» Project Firstline
Working with the National Network of Public Health Institutes, Maximus strengthens public health workforce training, provides career development, and delivers digital innovations to support Infection Prevention and Control professionals in the field.

Scaled rapidly recruiting 20K workers in less than 60 days

⌄

Enabled 500K interactions an hour

⌄

Provided $800K in cost savings

⌄

Support to 44K healthcare providers

With over 37,000 staff, Maximus is one of the largest public program operators in the U.S., providing expertise in:

Public Health Infrastructure Modernization

Our experts in health IT, data science, software and API development, and cybersecurity collaborate to deliver data systems, analytical tools, and expertise for efficient population health systems that meet public health data and security standards. Our experience working with the CDC's Office of the Chief Information Officer ensures that our projects are aligned with the larger public health system. Our vendor partnerships bring best-in-class solutions for each public health modernization project, helping government organizations meet the diverse needs of the public health system using innovations in technology and implementation to deliver multiple program benefits supported by certified CMMI ML5 v2.0 management methodology and FedRAMP solutions.

Advanced Data Analytics and Data-Driven Public Health Decision Support

Maximus partners with health departments to develop tailored analytics platforms that enable sharing, use, and visualization of population health data to inform decision making and community planning and response. Our customer-centric contact center approach uses enhanced technology such as real-time data, speech, and call analytics to identify trends and proactive opportunities for improvement that have increased customer satisfaction and improved cost control during surges.

Public Health Program Operation and Engagement at Scale

Maximus provides proven expertise in executing public information, surge support, and vaccination programs to communicate accurate, timely, and consistent health and safety messages to the public, providers, and partners.

We work with school districts and Immunization Information Registries to support childhood and seasonal vaccination campaigns, vaccine records quality improvement programs, and vaccination case management services that can help keep children in school and reduce the burden on school districts and health departments.

The CDC-VAX program required rapid scale able to handle up to 500,000 interactions an hour amid the country's initial adult COVID-19 vaccine rollout. We deployed multiple strategies to accomplish project goals:

- Conducted virtual training with 12,000 people in one week
- Omni-channel citizen interactions enabled including voice, interactive voice response (IVR), and text
- Provided current information on local vaccination sites to citizens
- Targeted outreach to underserved populations

Public Health Workforce Development and Training

Maximus works with the National Network of Public Health Institutes (NNPHI) to strengthen public health workforce training, provide career development, and deliver digital innovations to support Infection Prevention and Control (IPC) professionals in the field. We:

- Develop, assess, and apply quality standards for online public health training content, identifying gaps and recommending IPC content
- Use human-centered design methodology to uncover a deep understanding of the many roles of IPC professionals working in public health departments, long-term care facilities, and residential facilities
- Apply these strategies across a range of public health roles including informaticists, data scientists, and epidemiologists to ensure that they have efficient, effective, user-friendly tools and the ability to make full use of updated technologies and data systems to improve population health

Epidemiology, Disease Surveillance, and Data Visualization

Maximus has partnered with local health departments such as Pima County, AZ to slow the spread of COVID-19 since 2020. We:

- Expanded contact tracing programs to be more efficient and comprehensive
- Helped address health equity during recommended quarantine by ensuring individuals were connected to proper resources and completed community outreach in areas of high transmission to promote best practices and encourage vaccination
- Developed an interactive analytic dashboard to highlight case demographics by geographic region to understand case rates by census tract, enabling identification of hot spots and development of targeted approaches to testing and vaccine dissemination

Social Determinants of Health (SDOH) and Health Equity

Our SDOH data enhancement efforts aid understanding of health inequities and provide meaningful context to develop a tailored socio-ecological approach to improving population health outcomes. Examples include:

- For the U.S. Department of Labor our team built a predictive machine learning model to better understand occupational health risk factors. The model identifies common factors among workers' compensation claims that has enabled researchers to better predict work-related risks and make appropriate recommendations for injury prevention, improving occupational health and safety, and ultimately protecting workers' lives and livelihoods.
- A systematic review of vaccine hesitancy data to identify best practices and lessons learned with interviews of leadership from select programs to generate deep insights that help partners improve vaccine programs and inform community engagement, identifying best practices for citizen outreach, community engagement, program implementation and evaluation that are broadly applicable across health promotion and disease prevention programs