

Consumer Assistance Procurements

Language Translation Services Fulfillment Services Consolidated Service Center

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Language Translation Services

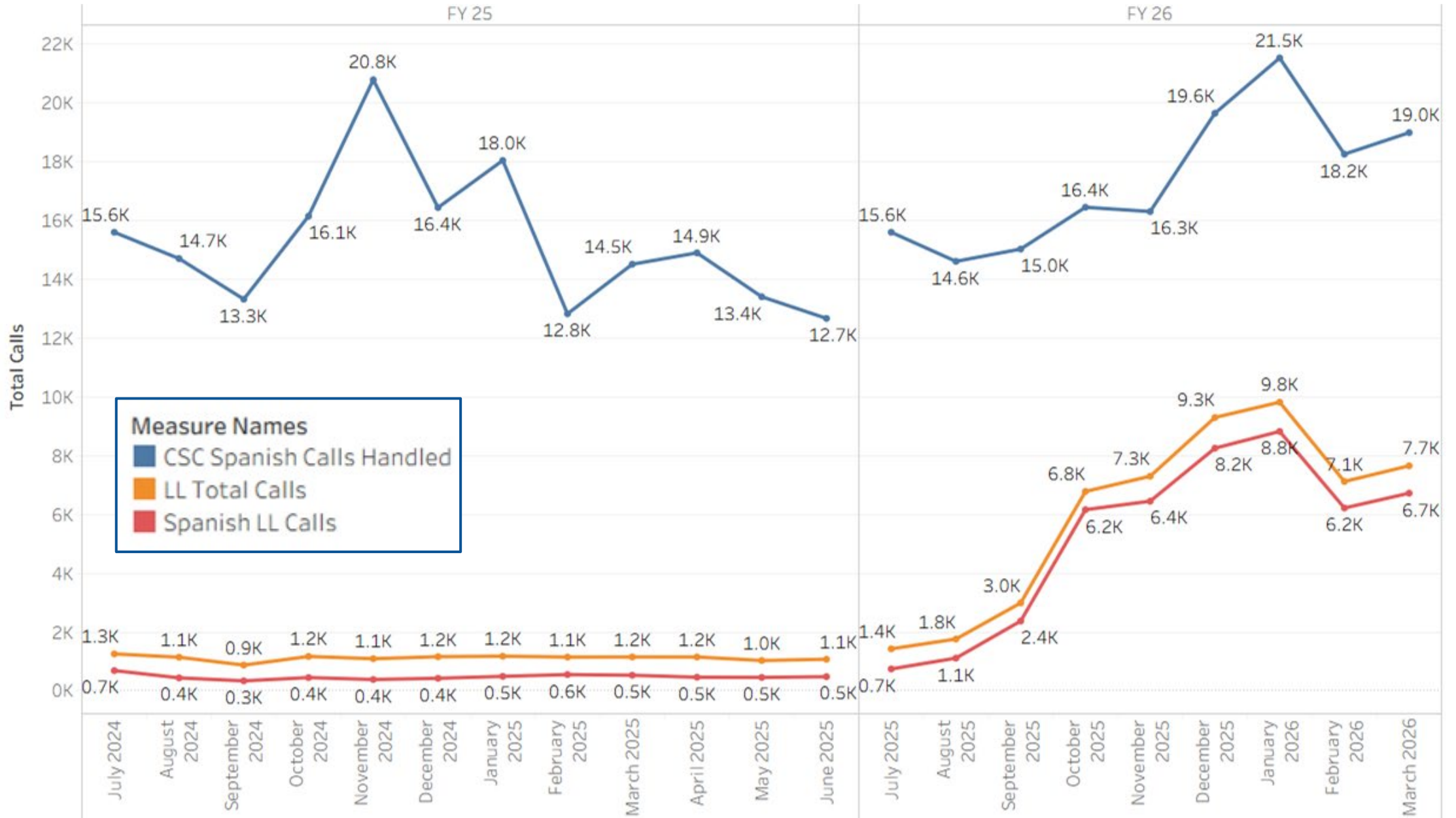
Language Line

- MHBE utilizes the Maryland State contract with Language Line Services through the state Board of Public Works (BPW).
- Statewide contract is open to all State agencies.
- Each agency generates a purchase order from the State contract's BPO.
- Previous year approval for FY26 was \$1.2M (increased in January 2026 from initial NTE of \$250,000).
- Seeking Board approval to generate a purchase order through BPW's state contract for Language Line services in the Not-To-Exceed amount of \$900,000 for FY27.
 - FY27 budgeted amount is \$200,000. We anticipate savings in fulfillment that will offset this increased cost.
- FY25 Funding Split: 44% Federal, 56% State

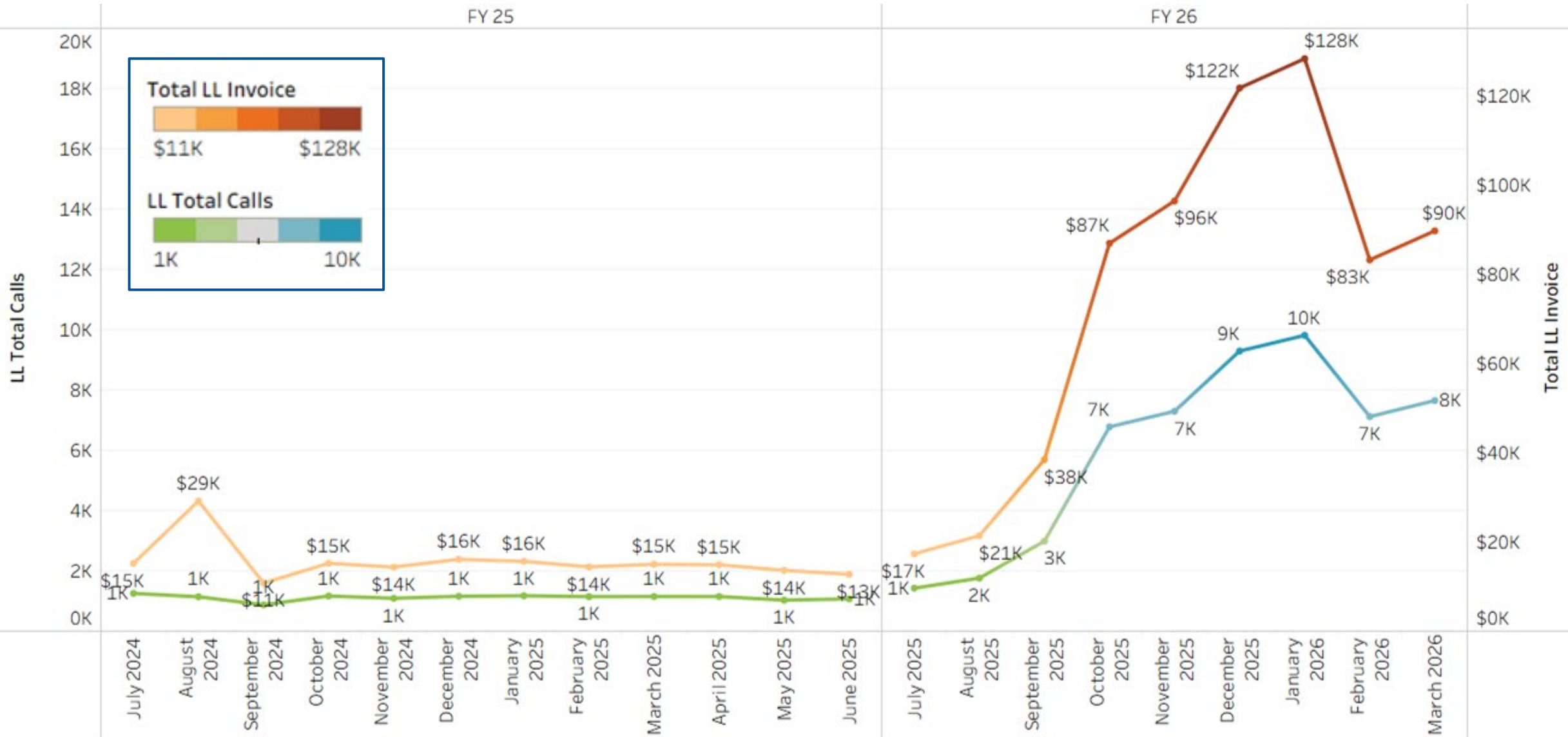
Language Line Services

- Approximately 79% of calls handled with Language Line in FY26 to date (March 2026) are Spanish.
- Lower volume translation requests include Amharic, French, Haitian Creole, Mandarin, Arabic, Vietnamese and Russian.
- Language Line offers translations in more than 290 languages.

Total Calls by Type (FY 25 - FY 26)



Total LL Calls and Costs (FY 25 - FY 26)



Language Line Contract History

Contract Year	Period	Contract Not To Exceed Amount	Actual Spend Amount	Total Calls
Year One	7/1/19 – 6/30/20	\$250, 000	\$221,843	20,086
Year Two	7/1/20 – 6/30/21	\$250, 000	\$290,484	26,260
Year Three	7/1/21 – 6/30/22	\$250, 000	\$123,831	31,766
Year Four	7/1/22 – 6/30/23	\$250, 000	\$163,134	14,374
Year Five	7/1/23 – 6/30/24	\$250, 000	\$227,398	21,982
Year Six	7/1/24 – 6/30/25	\$250,000	\$200,038	13,414
Year Seven	7/1/25 – 6/30/26	\$1,200,000	\$683,647*	54,118*

*through March 31, 2026

Request for Approval

MOTION: I move to [approve/defer/reject] the securing of Language Line services through the State contract with the Board of Public Works in the Not-To-Exceed amount of \$900,000 for FY27 [as presented/as amended].

Fulfillment Services

Fulfillment Service Center Award

- MHBE received three proposals, of which three met minimum qualifications.
- MHBE selected Data Integrators, Inc due to the merit of their technical proposal and the competitiveness of their financial proposal.
 - Data Integrators, Inc is located in Fredericksburg, VA.
- Requested Not-To-Exceed amount for FY27 is **\$8,507,394**
 - FY24 spend: \$8,417,777
 - FY25 spend: \$10,611,870
 - FY26 NTE: \$10,445,175

Request for Approval

MOTION: I move to [approve/defer/reject] award of the Fulfillment Service Center contract to Data Integrators, Inc for a 3 year base period of July 1, 2026 - June 30, 2029 and one 2-year option period of July 1, 2029 - June 30, 2031, with an FY27 Not-To-Exceed amount of \$8,507,394 [as presented/as amended].

Consolidated Service Center

FY26 NTE Increase Request
FY27 NTE Request

Consolidated Services Center Contract Terms

Current Vendor is Maximus Health Services Inc.

Cost

- Contract pricing includes a monthly operational fixed fee plus a fixed unit price per call fee
- The current FY26 Not-to-Exceed amount is \$13,034,802
 - Requesting updated **FY26 NTE of \$15,125,000**
- The requested Not-To-Exceed amount for **FY27** is **\$17,944,115**
- Funding split: State funds – 39.8% and Federal funds – 60.2%

Contract Term

- The three-year base term ran from July 1, 2022 and ended June 30, 2025
- A subsequent two-year option term runs July 1, 2025 to June 30, 2027
- FY27 is the second year of the two-year option term

Call Center Overview

- Charges are based on two levels of call complexity:
 - Tier 1 (basic): \$8.51 per call
 - Tier 2 (more complex): \$13.08 per call
- Call volume is generally split 78% Tier 1 / 22% Tier 2
- Chat typically averages nearly 15,800 uses a month at a cost of \$4.80 per chat

Past Six Years			
Year	Call Count	# Calls	Total Charge
FY21	Actual Calls	925,470	11,837,980.15
FY22	Actual Calls	805,918	10,687,309.18
FY23	Actual Calls	976,697	12,697,024.01
FY24	Actual Calls	1,229,533	14,318,605.53
FY25	Actual Calls	901,344	14,309,435.04
FY26	Jul-Mar Actual	1,092,988	15,125,000.00
	Apr-Jun Projected		
FY27	Projected	950,000	17,944,115.00

Call Center Services

- Inbound Calls
- LiveChat Support
- “BATPhone” (Broker Assisted Transfer) Support
- Broker Connect (Online Channel For Customers To Connect With A Broker)
- Outbound Calling
- Escalated Cases Triage and Routing
- Telephony / CRM Integration
- IVR and Courtesy Call Back

Maximus Successes and Challenges

Successes

- Demonstrates full understanding of MHBE's mission. Willing to meet new initiatives and requirements as they arise.
- Genesys telephony system is robust. Provides MHBE access to call monitoring and recording database.
- Responsive to policy changes, system updates, quality audit feedback and training.
- Conducts, complies with internal SOC2 and ARC-AMPE audit requirements.

Challenges

- Difficulty fulfilling new requirements or expectations without financially modifying contract.
- Persistent policy retention issues negatively impact agent performance and consumer experience.

MHBE IT Consolidated Service Center Enhancements

- Between December 2024 and March 2026, our new AI-Powered Virtual Call Center Agent assisted 84,625 consumers with resetting account passwords. Estimated savings of that sample alone was roughly \$331,273 without the need for representative assistance.
- Between December 2025 and March 2026 the AI-Powered Virtual Call Center Agent assisted 88,448 consumers with enrollment status updates. We receive roughly 300,000 enrollment status calls per year. Estimated savings for this feature roughly up to \$444,088.

Request for Approval

MOTION:

1. I move to [approve/defer/reject] increasing the FY26 Not-To-Exceed amount for Maximus Health Services Inc. from \$13,034,802 to \$15,125,000 [as presented/as amended].
1. I move to [approve/defer/reject] exercising the second year of the two-year option period with Maximus Health Services Inc. for the FY27 period of July 1, 2026 - June 30, 2027, with a Not-To-Exceed amount of \$17,944,115 [as presented/as amended].