

Lotus knows.

Smarter software for a Smarter Planet.

Forces Shaping Change in Government
Social Service and Social Security Perspectives

Ahmad Zailani Abdul Majid | Public Sector Solution ASEAN SWG



lotusknows.com



Agenda

- Social Services Driving Forces
- IBM Industry Framework
 - Social Services Industry Model Addressing The Forces
 - Industry Model Mapping
 - Single View
 - SOA Foundation

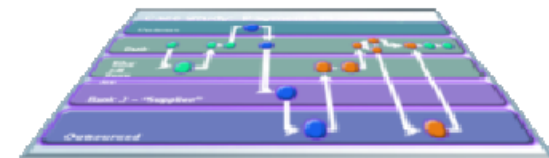
Our Social Services clients across globe continue to experience the same problems they have for many years



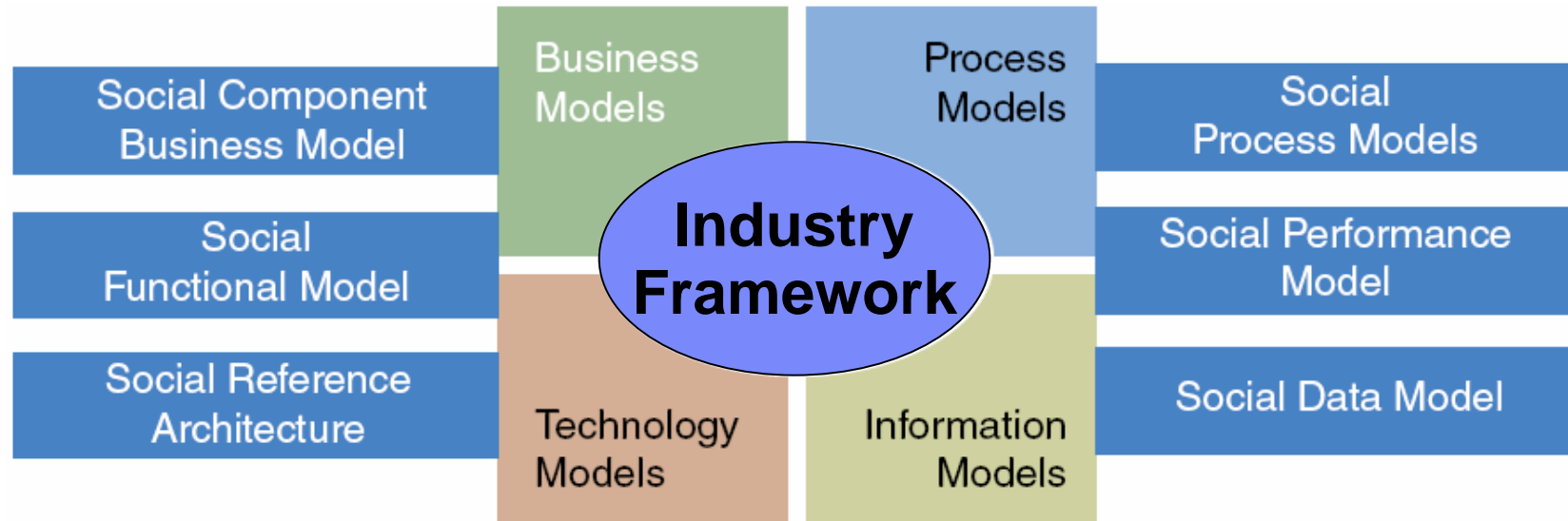
To address similar challenges in industries, IBM has successfully developed Industry Frameworks to better link business and IT providing greater flexibility

An Industry Frameworks contains

- A way of describing the organization/ecosystem
- A description of the functions and processes an organization must undertake in fulfilling their role
- SOA reference architectures
- Tools to allow the model to be customized and implemented to meet the needs of an organization
- Comprehensive Software applications



And now we are bringing our experience and the concepts of Industry Frameworks and collaborative development to the Social Services



A comprehensive business framework of related business models, describing different aspects of a Social organization that draws on our global insight, thought leadership and project experience.

Social Services & Social Security Focus Areas



Social Services and Social Security

Optimize citizen-centered experiences, reduce waste, and connect people to programs based on individual needs.

Social Services Agencies need to:

- Gain visibility to integrated citizen information to improve service scope and quality
- Provide the right service to the right individual at the right time
- Expand service across all communication channels and enable “no wrong door” approach
- Detect and prevent fraudulent activities
- Fulfill reporting requirements efficiently



Social Services & Social Security Focus Areas



Integrated View of Citizen Relationship

- Gain an accurate and integrated view of a citizen's relationship with government agencies
- Improve coordination of service offerings
- Reduce duplication and errors



Integrated Case Management

- Deliver service across all communication channels
- Streamline various process flows
- Enable collaboration across the agency and service providers



Citizen Services Portal and Intelligent Forms

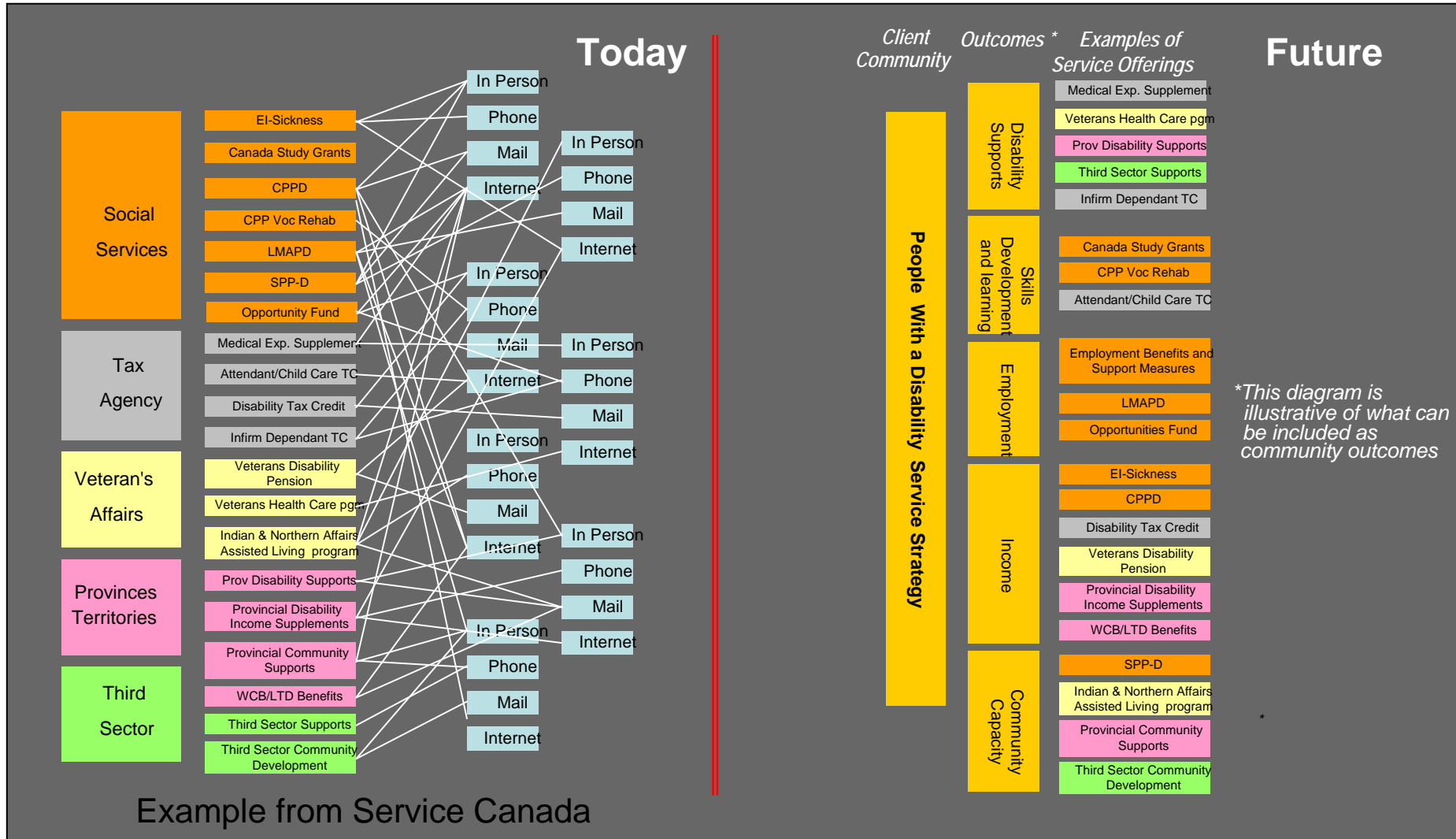
- Increase citizen self-service and reduce office visits
- Increase speed of response
- Enable digital signing, routing, and approval



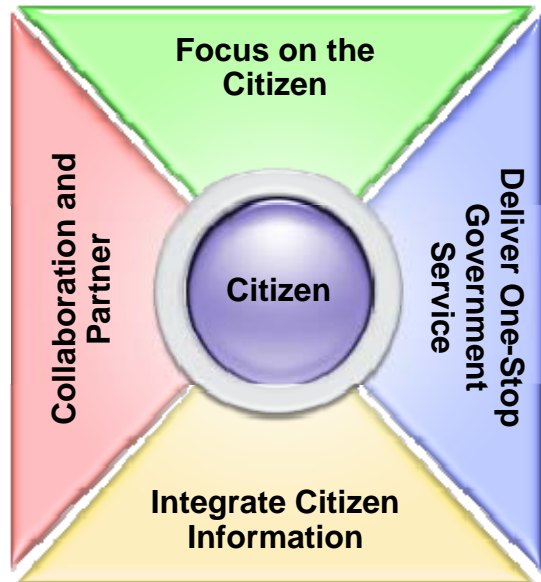
Lotus knows.

Smarter software for a Smarter Planet.

Understanding the Citizen and Desired Government Outcomes is a First Step in Reducing Complexity



One-stop Citizen-Centered Business Model Represents a Significant Shift From a Programmatic Model



The one-stop citizen-centered model has four foundational concepts



Focus On the Citizen

**A Industry Framework -
bringing services together to
achieve real outcomes**

Reduces complexity

Improves access

Meets needs

- Focuses on groups of people (client segments) with a common need
 - Service Canada is making available a wide range of service offerings to better meet the needs of client segments
- Bringing together wide range of services, benefits across government departments, levels being offered (i.e. Centrelink and Service Canada).



Focus On The Citizen

Build a Firm Foundation for Citizen Knowledge

**A service integrator –
bringing services together
to achieve real outcomes**

Know Your Citizen

- names
- identities
- relationships

Who is who?

Identity Resolution, eg Robert, Rob, Bobby, Bob

Who knows who?

Relationship Resolution eg. multiple degrees of separation, obvious, non-obvious relationships

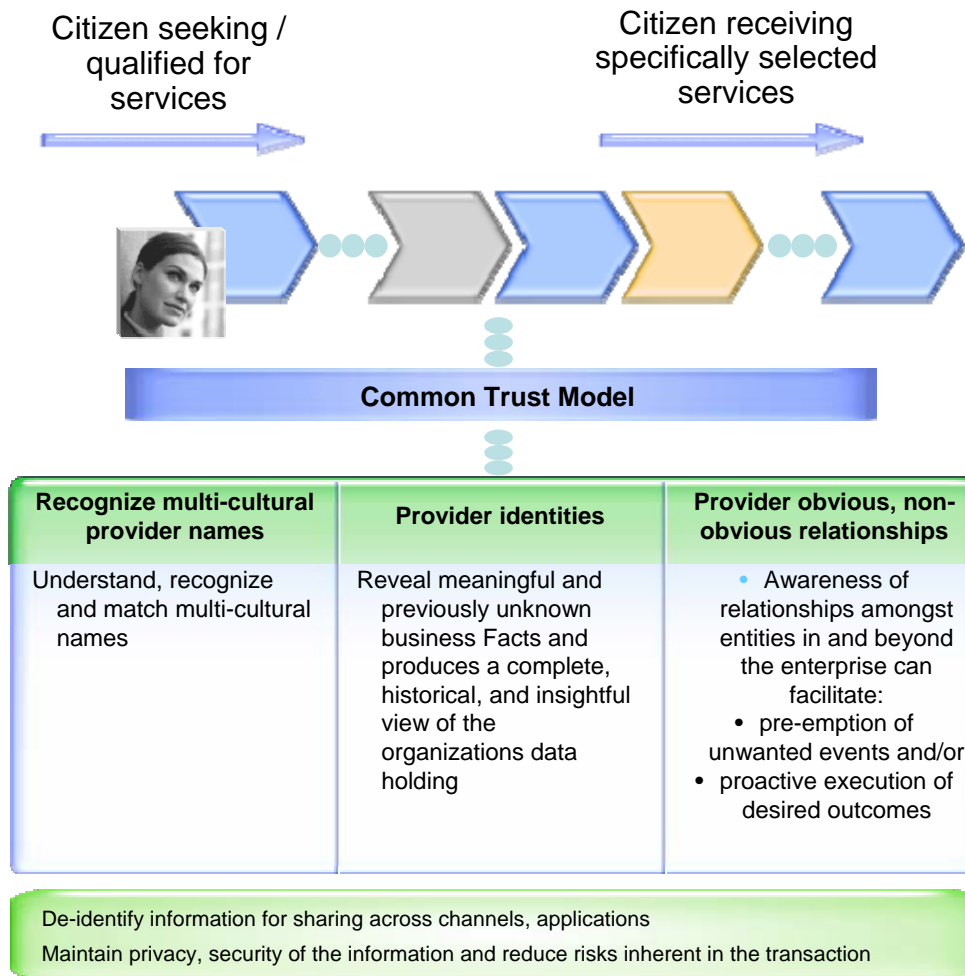
What's in a name?

Global Name Recognition eg. Multi-cultural names
eg Cait, Caitey, Katalin, Katchen, Kate, Katerinka

**Who is who?/
Who knows who?**

Anonymous Resolution, encryption for information sharing without revealing identities

During Interaction Identify Citizen & Relationships to Help Determine if/type Service to be Offered



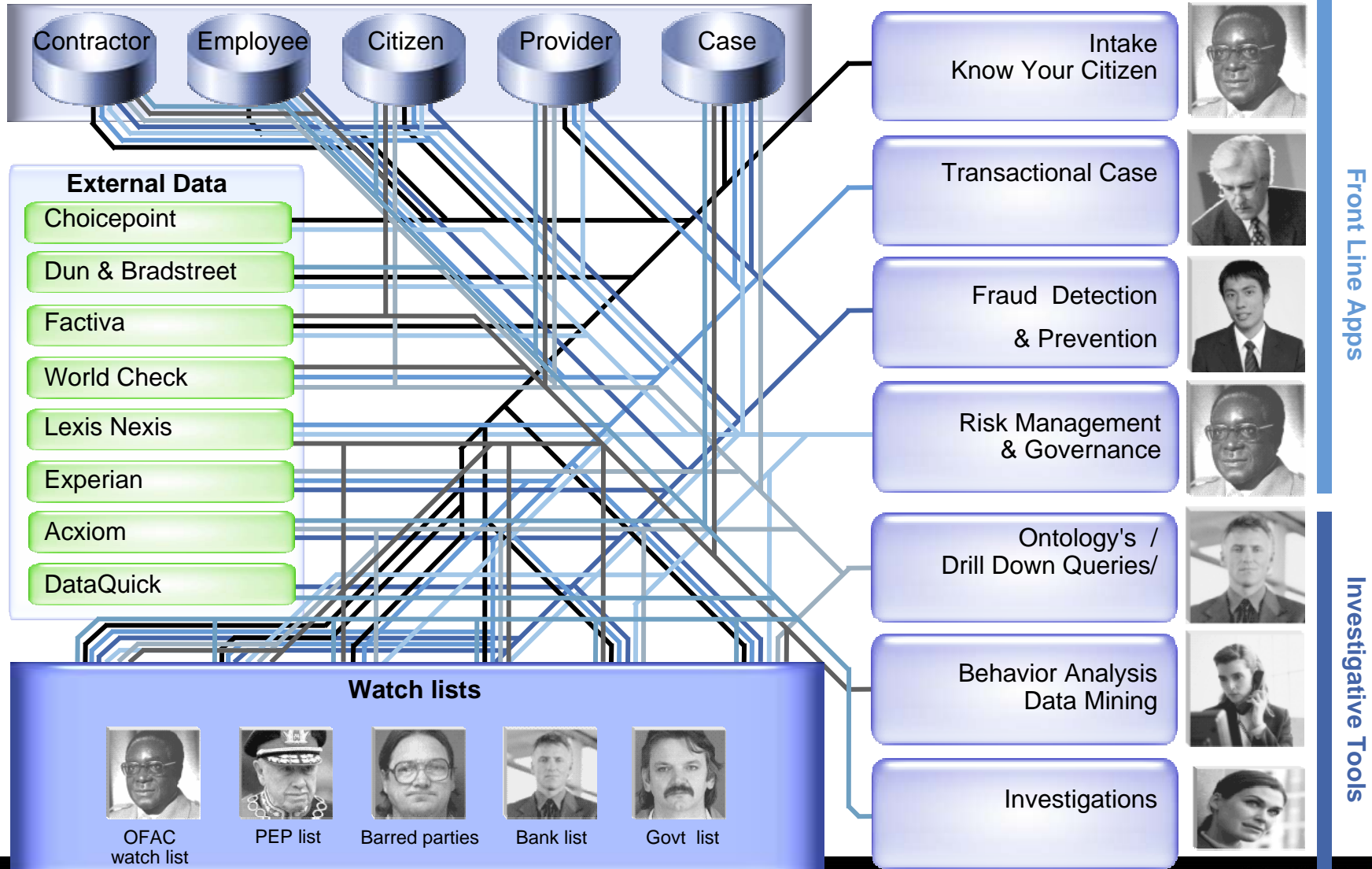
- Recognize, verify citizen identity upon initial interaction
- Identify, prevent fraud, abuse, error
- Determine if citizen is applying for multiple benefits, services across several programs whether in the same jurisdiction or across jurisdictions
- Uncover hidden relationships between the citizen, other benefit, service recipients that if known would negate or reduce benefits eligibility
- Compare constituent eligibility information across programs, orgs
- Information is more accurate, up to date, available in the one-citizen view
- Updates come from vital events, providers, citizen themselves

Lotus knows.

Smarter software for a Smarter Planet.

Preventing Improper Payments

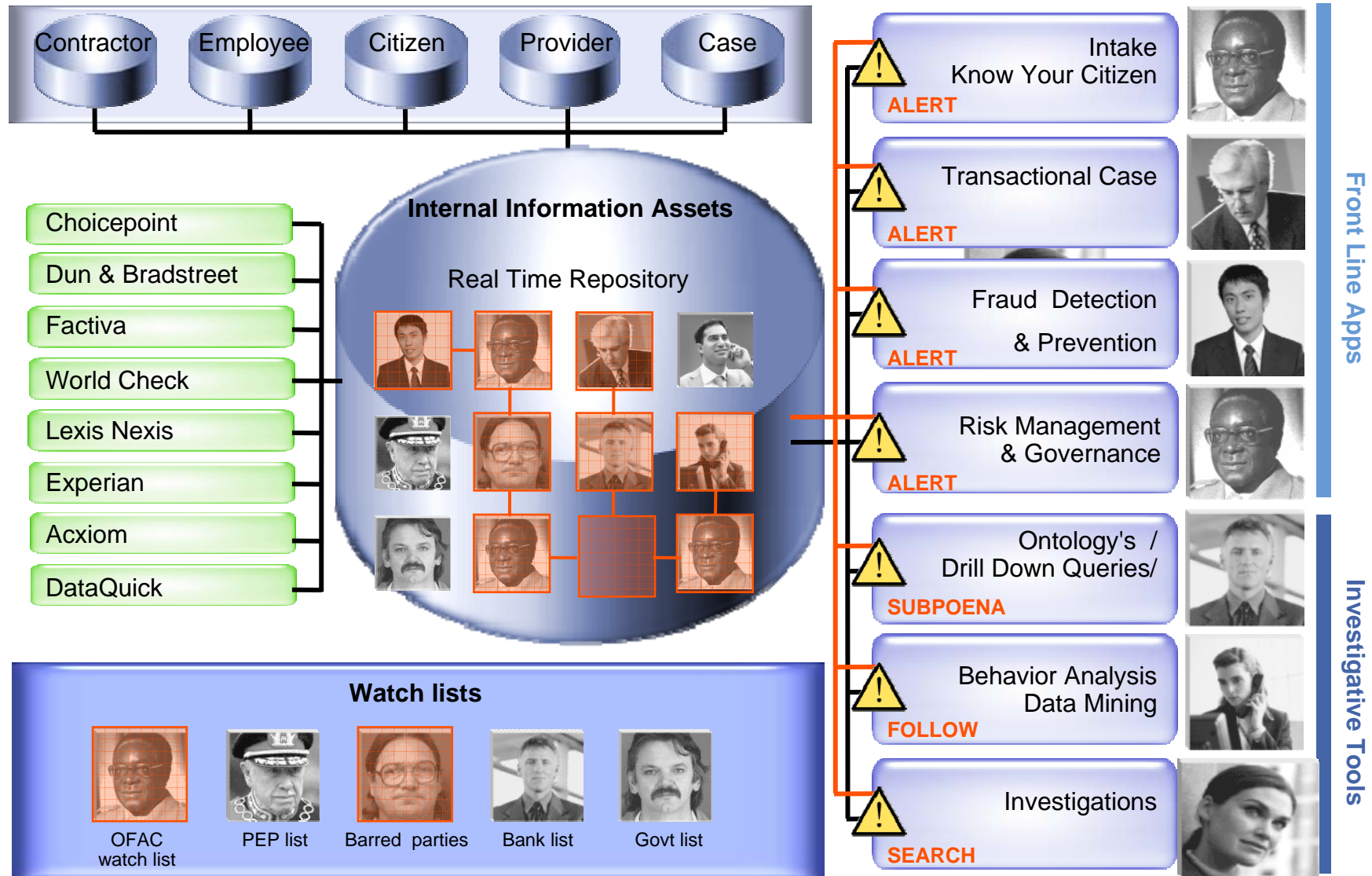
How do governments approach this problem today?



Lotus knows.

Smarter software for a Smarter Planet.

Preventing Improper Payments



Deliver One-Stop Government Service

Government that is easy to find, easy to access and easy to deal with

Easier access and more choice

“One-stop” service

More efficient delivery

One-stop government service:

- Ensures presence and visibility in communities across the country
- Provides easy access and choice across integrated channels
- Is driven by service standards and professionalizes the role of service delivery

Collaborate and Partner

**Partnership is
indispensable for citizen-
centered service**

Integrating services

Leveraging the collective

Improving outcomes

Collaborate and partner by

- Leveraging the collaborative potential across government
- Developing partnerships (both internal and external to government)
- Investing in relationship management

Integrate Citizen Information

**Collect information once,
re-use it again**

Enhance transparency

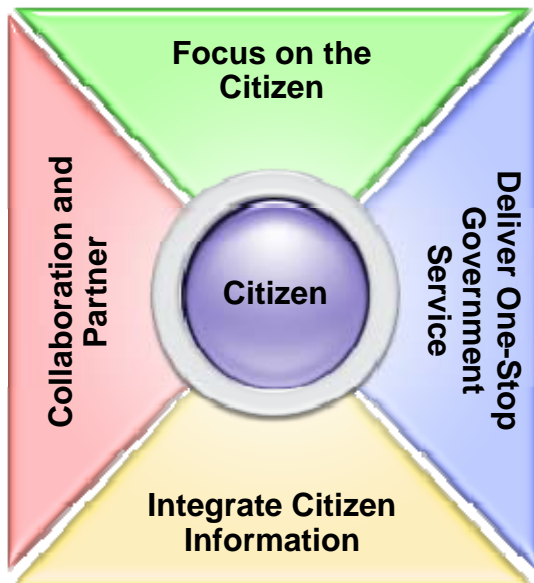
Reduce burden

Transformed service

Integrating citizen information:

- Enhances privacy protection, accuracy, and transparency of citizen information
- Improves the collection and use of information
- Provides service at the point of contact

The One-stop Citizen-Centered Business Model



The one-stop citizen-centered model has four foundational concepts

One Stop Business Model

Trusted Information On Demand

A service integrator -- bringing services together to achieve real outcomes

Know Your Citizen

- names
- identities
- relationships

Government that is easy to find, easy to access and easy to deal with

Single view of citizen

- authoritative record
- across orgs

Collect information once, re-use it again

Mastering your data

- integrated data
- synchronized data
- across data domains

Partnership is indispensable for citizen-centered service

Optimize process performance

- scorecard
- key performance indicators

Shifting Towards a Citizen-Centered Business Model Improves Service Experience, Outcomes and Lowers Costs

Moving from...



Toward...

Better Service

- Complexity and fragmentation for citizens and businesses

- Eroding presence and service

- Easier, one-stop access for citizens and more choice in how they access service
- Less government with streamlined information requirements and lower cost for business

- Strengthened physical presence, new collaboration with partners, and overall access to services

Improved Outcomes

- A focus on delivering payments and conducting transactions

- Individual departments and programs accountable for policy, programs and service delivery

- Responsive and personalized service that goes the “extra mile”

- A single delivery network with point accountability for service
- Policy departments with more focus on policy
- Better and more consistent feedback for policy

Lower costs

- Escalating costs and inadequate return on investments

- Disjointed information and data across and between jurisdictions

- Lower cost of operations by leveraging one network and its resources

- Greater integrity of information and benefits through collaboration with provinces/territories (program savings)

Job information self-help

Australia Department of Employment and Workplace Relations

▪ *Challenge:*

▪ **The Department had deployed kiosks nationwide that provided self service job information – linking job seekers with employment opportunities in real time.**

▪ *What they needed:*

▪ **Since kiosks were hardwired into the network – relocation to address changing demands was a difficult task**

▪ **a “wireless” kiosks system deployed to provide greater flexibility in managing the job information program.**

Benefits:

▪ **Wireless Kiosks**

– Better response to the changing needs of their constituents by relocating kiosks to areas greatest need

– Allows the Department employees to focus on their core mission

– Reduced the administrative issues associated with the hardwired system.



Department of
Housing and Works

Lotus knows.

Smarter software for a Smarter Planet.

Service Canada

Challenge

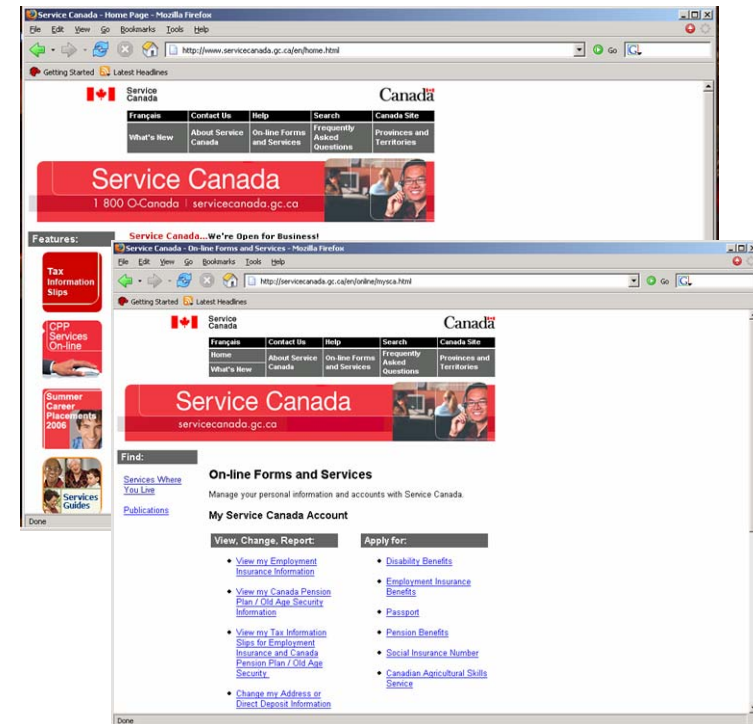
As with most central governments, Canada has a vast array of programs and service for it's citizens, but identifying and accessing those services can be very challenging

Solution

Established Service Canada as a “One-Stop” integrated, multi-channel service center for a broad range of federal programs and services. Services can be accessed through the 300+ offices throughout Canada, by phone (over 50 million calls annually) or through the Web (over 14 million web visits per year)

Benefits

- Created a “Citizen-Focused” delivery network
- Expanded points of service throughout the country, especially in the northern and remote communities
- Focused on building partnerships with other levels of government and community service providers to better integrate services for Canadians
- Establish an organization that can continue to enhance and introduce new services – in a one stop environment



Lotus knows.

Smarter software for a Smarter Planet.

Connecting People and Opportunities *Italian Ministry of Labor*



Challenge

As the Ministry responsible for employment issues in Italy, the manual processes in place at its 500 offices did not allow for effective job matching between opportunities and potential employees or for in-depth labor analysis.

Solutions

A national Information system was developed to provide “real-time” access to applicant and job opportunity information and provide in-depth analysis of labor trends

Benefits

- ✓ Created an integrated system to more effectively linking businesses and applicants throughout the country
- ✓ Effectively linked the 500 office that are spread throughout 20 regions and 100 provinces
- ✓ Created a system for more effective cooperation between central and local authorities
- ✓ Provides better labor market insights with the goal increase employment 1-2%

Integrating agencies & providers while empowering client *State of Utah Department of Human Services*

- *Challenge:*
- **Integrate service delivery into a model of holistic case management**
- **Provide a single location for citizens to access government and non-profit service program information**
- **Replace outdated, siloed legacy system**

- *What they needed:*
 - Flexible, cost-effective and citizen-focused eligibility solution for workforce services and health and human services
 - 24x7 access to community resources
 - More accurate, consistent, and faster eligibility determination
 - Faster, more accurate eligibility decisions

Outcomes:

- **Electronic Resource & Eligibility (eRep)**
 - Established an enterprise foundation for service delivery that provides flexibility to update and add programs
 - Supports holistic case management for all programs
 - Fostering inter-agency collaboration with significantly improved service delivery
 - Simplified policies; support holistic case management and integration of programs and services
 - More accurate, timely and consistent eligibility determination

Winning the fight against medical fraud *New York Association of Counties*

■ *Challenge:*

■ **Stop the waste of funds due to improper billing and other abuses of the Medicaid system**

■ *What they needed:*

- More than 41,000 Rockland County residents receive Medicaid health care benefits.
- Medicaid expenses totaled more than \$380 million in 2005
- County estimates that more than 40 percent of all pharmacy claims are questionable and 19 percent of all Medicaid claims have inaccuracies.

Benefits:

■ *Project: "Verify NY"*

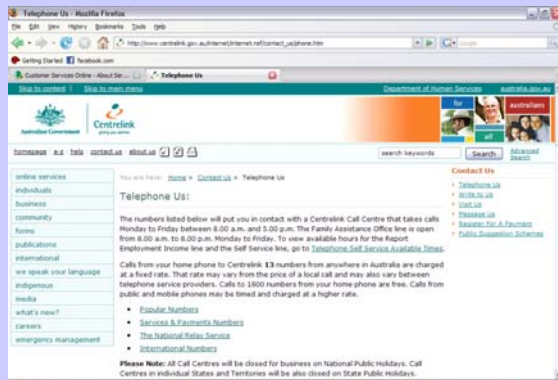
- In less than a year Rockland County has identified \$13 million in improper billing
- Potential savings of up to \$7 million a year



Lotus knows.

Smarter software for a Smarter Planet.

One Stop Service Delivery Means Easy to Find, Reach, Deal With



“When you phone us or use a text phone, we aim to answer your call within 30 seconds”.

“We will ring you back if you ask us to.”
Jobcentre Plus Customers' Charter (UK)

Easy to find

- Publish easy to find numbers

Easy to reach

- Setting appropriate service level targets should be based on citizen needs to help guide channel management efforts
 - No busy signals and fast response (100% availability targets and xx ring answer target)
 - Flexible capacity
 - Outbound capability
 - End to end processing capability

Easy to deal with

- A first call resolution approach to service-the client only visits or calls once
- Well-trained, accountable and pleasant service agents
- Consistent, accurate, timely and fair service

Lotus knows.

Smarter software for a Smarter Planet.

Thank You