

# Social Program Management

*Deliver services more efficiently and effectively  
and improve outcomes for citizens*



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## Highlights:

- Supports multiple channels and a range of case worker management models
  - Incorporates more than 3,000 best practice business processes and rules to enable flexible, comprehensive support from initial contact and registration through service delivery and outcome evaluation
  - Manages citizen needs through a personalized and holistic approach to service delivery that supports transactions and a clear focus on outcomes
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It's almost a cliché: government social programs today face increasing demands to deliver better and more personalized service, and at a lower cost. In stark contrast to these expectations, citizens experience their interactions with government as fragmented, frustrating and time-consuming. Why is there a pronounced difference between what is expected by citizens and what is experienced?

It has been suggested that “The problem in government has not been the lack of a long-term vision of social outcomes, but an inability to articulate these outcomes in way that is clearly actionable by others.”<sup>1</sup> This may stem from the fact that, historically, social programs were only asked to report outputs – the number of units of service delivered or the number of people serviced. Filling a bed or attending a program is not an outcome. Outputs are about the program: what's delivered. Outcomes are about the individual: what the person gains or achieves as a result of what's delivered.

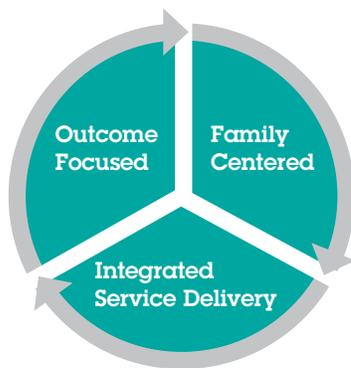
The Social Program Management solution combines leading social program management software with subject matter expertise. It enables transactional efficiency to help you deliver and manage citizen needs through a personalized and holistic approach to service provision that supports outcome achievement. It makes sense. It's necessary. And it's achievable.

## Service delivery across multiple channels with a focus on outcomes

Government has traditionally served citizens through a multitude of departments, each with its own set of social programs and services aligned to the organization's unique legislative and funding mandates. The result has been services that exist in isolation. This has led to poor or no service coordination, redundancy, and less than optimal outcomes for citizens. Confusion, frustration, lost personal time, and wasted public funds are also consequences. This model doesn't work for citizens or for government.



The IBM Social Program Management solution is functionally rich from a business perspective and incorporates more than 3,000 best practice business processes and rules to enable flexible, comprehensive support for the complete client lifecycle – from initial contact and registration through service delivery and outcome evaluation. It helps you meet increased service demand and coordinate the array of services needed by an individual or family, and it supports the documentation of service effectiveness. And IBM has the people and approach to implement the solution in a way that meets your specific goals and vision.



Some government leaders have started down this road.

- In Australia, IBM implemented a solution for WorkCoverSA that allows staff to manage workers' compensation claims and rehabilitation more efficiently, ensuring greater transparency and consistency in decision making. Manual calculations and processes have been automated and the complete claim lifecycle from injury to outcome is managed as part of a comprehensive IT modernization effort.
- In Utah, IBM Cúram Citizen Self Service is being used to help people triage and screen to find programs that meets their needs and circumstances. Citizens can do online self-screening for potential benefits and services eligibility, locate service providers near their home, and apply for services and benefits.

### How can IBM help you?

Social program management starts with people who know your business and the tools and technologies that can advance your goals and vision. Our social services consultants work with clients in more than 50 countries. Many were previously employed in the public sector and now specialize in bringing innovative approaches to social programs. We combine that expertise with the leading Social Program Management solutions. Organizations turn to IBM because we get results.

For more information, please contact your local IBM representative. You can also visit IBM's Government website: [ibm.com/government](http://ibm.com/government) for information on how to contact us.



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1 Stephen Brien, Outcome-Based Government: How to improve spending decisions across government. January 2011 pg. 8 ([http://www.centreforsocialjustice.org.uk/client/downloads/CSJOutcomeBasedGovernment\\_final2\\_WEB.pdf](http://www.centreforsocialjustice.org.uk/client/downloads/CSJOutcomeBasedGovernment_final2_WEB.pdf))



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