

# Supporting emergency response

IBM® Watson Health Citizen Engagement

As people around the world faced the COVID-19 pandemic, governments quickly realized their existing infrastructure could not meet the unprecedented benefit applications being submitted as systems were being overloaded.

Having the capabilities available online are not enough. These websites need to be mobile enabled and optimized. The experience should be user-centered assisting the citizen on how they find information on benefits, screen if they may be eligible and apply for benefits. Screening and program applications require business rules, and infrastructure is required to manage those rules.

IBM Citizen Engagement is a modern, mobile-friendly portal accessible from any device anywhere with a flexible innovative design system using user centered design principles. Citizens can find, screen, and apply for all the benefits and services they might need, navigating a simple, intuitive path through the processes, which include:

#### **Multiprogram screening**

Citizens can self-screen for all the organization's programs, with screening results intelligently directing citizens to appropriate benefits, services and referrals.

#### **Web-based online application**

Application forms are pre-populated with screening data for ease of use. Intelligent scripts guide citizens through the application process, with information captured once and shared across relevant programs, reducing workload and increasing data quality and adding a more positive experience for the citizen.

#### **Personalized account**

Citizens can continue to manage benefits through an online account, where they can view and resume in-progress applications, view payments, update their details, submit supporting documentation, communicate with the organization and lodge appeals—all without the inconvenience of having to go to a service center.

### **Built for your citizens**

Unlike other citizen facing government portals, IBM Citizen Engagement offers:

#### **Pre-built business processes**

Comes with pre-defined configurable business processes for screening and online application. Our solution features an innovative design system built for government, empowering designers and developers to build responsive web experiences better and faster. The Client Portal lets you deliver modern, efficient, client-centric digital services in weeks instead of months.

#### **Watson Assistant**

Responds to citizens questions with accurate and reliable answers. Citizens can also navigate to the right place to screen for potential benefits and know where to apply online for benefits. Watson Assistant is a chatbot that helps the State get help to its citizens, fight misinformation, and improve response management. This helps citizens understand how to apply for benefits and minimized the need to phone over-burdened call centers.

#### **Verifications**

Notifies citizens when the information that they provide to the organization needs to be verified with supporting documentation. Citizens can upload requested documentation and manage their verifications through their online account.

#### **Accessibility built in**

Unlike many other solutions, Citizen Engagement meets the high accessibility standards outlined in Section 508/WCAG guidelines with an AA rating using a mobile-first inclusive design. The system provides guidance to ensure any extensions and customizations also comply with Section 508/ WCAG guidelines. Citizen Engagement implements best practices for browser support and accessibility from the leading global government digital services organizations.

#### **User-centered design**

A simple, consistent human-centered experience, accessible from any device and aligned with global digital service standards, guides the citizen through triage, screening, application and ongoing processing.

#### **Security, performance and scalability**

Built with modern, well-understood technologies such as Java, ReactJS and JavaScript, the system is fully secure, performant and scalable, proven by the many large and complex HHS (health and human services) implementations live today, serving up to thirty million citizens across five countries in eight different languages.

#### **Configuration, extension and interoperability**

Citizen Engagement comes with predefined, configurable business processes, a full suite of REST APIs and can be extended and integrated with a range of back-office systems, enabling organizations to provide and update a modern, consistent experience for clients, without changing the disparate backend systems.

#### **Flexible deployment options**

The system can be deployed anywhere, including on premises, cloud and hybrid cloud environments, depending on your requirements.

## Solution overview



### Cloud

Supported on any cloud, with flexible hosting to scale to growing needs



### Pre-built

Pre-screening and application questionnaires for social programs and unemployment



### Rapid implementation

Watson Assistant, screening, and online benefit application deployed in 4 weeks



### Configurable

Easy to configure to support new programs with a responsive application backed by user centered design



### AI

Watson Assistant guides citizens with pre-trained social program and unemployment insurance content



### Modular

Citizen engagement and Watson Assistant modules for incremental modernization

## Learn more:

<https://www.ibm.com/products/watson-health-universal-access> or contact your IBM representative.

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