

Supporting Emergency Response

IBM® Watson Health Citizen Engagement

As people around the world are faced with the COVID-19 pandemic, current government infrastructure cannot meet the unprecedented benefit applications being submitted as systems are being overloaded.

Government websites aren't just informational pages. They also require screening for potential benefits, online benefit applications, account management, determining eligibility and entitlement, reporting changes in circumstances, document uploads, notifications and communications, the ability to appeal decisions, and more. Screening and program applications require business rules, and infrastructure is required to manage those rules.

Having the capabilities available online are not enough. These websites need to be mobile enabled and optimized. The experience should be user-centered involving the citizen on how they find information on benefits, screen if they may be eligible and apply for benefits.

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, 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 to help the State get help to its citizens, fight misinformation, and improve response management. This helps frustrated 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.

Fully functioning accessibility

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, including all modern browsers.

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 people 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.

Our Offer

To help alleviate the burden on already taxed government agencies, IBM is offering the secure, mobile-enabled Citizen Engagement via cloud free for 90 days.

This offer will include:

- Responsive website for multiprogram screening with a set of questions.
- One Benefit Program (SNAP- food assistance, Unemployment Insurance or Child Care) preconfigured with a set of questions.
- Watson Assistant (chatbot) with Citizen Engagement 15 pre-trained social program intents in English.

Optional for a fee

- Social program expert services to provide configuration and state-specific requirements.

Citizens will be able to:

- Ask frequently asked questions on benefit programs and get guided to the where to screen and apply online for benefits
- Be guided through each step of the application process
- Review the summary of the information entered with the ability to edit any data as needed
- Confidently know the benefit application was submitted to the government agency

Learn More

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

Solution Overview



Cloud

Provided in a secure dedicated and reliable cloud to scale to growing needs



Pre-Built

Pre-screening and application questions for social programs and unemployment



Rapid Implementation

Quick deployment to have Watson Assistant, screening and online benefit application in 4 weeks



Configurable

Structured questions and answers in a responsive application backed by user centered design



AI

Guide citizens with pre-trained content on social programs and unemployment insurance with Watson Assistant



Modular

Citizen engagement and Watson Assistant modules to assist with influx of applications

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Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

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