Adobe

GUIDE

The new blueprint for public health.

How HHS is building a connected, data-driven foundation for better care and better lives.

Lisa Thatcher
At risk

Last visit
4 months ago

Personalized reminder

Upcoming deadline

we.Healthcare   34m ago
Lisa, it's time to re-certify your benefits

Lisa, are you covered?

Digital by default: Setting new standards with digital experiences.

The private sector has set high standards by offering easy online shopping, convenient delivery services, and nearly instant financial transactions. People now expect a similar digital experience from their government.

While it was only a short time ago that agency executives were justly concerned that older adults, families on limited incomes, or people experiencing homelessness wouldn't be able to access digital services, we're now seeing a vastly different reality. Recent studies show that 91% of Americans now have access to a smartphone. And with the near ubiquity of internet access, Americans now expect to be able to email, text, and access resources online—from anywhere.

3 keys to a successful digital experience.

To achieve their missions, HHS agencies must continue their work to optimize their digital services. This guide will provide insights into how HHS agencies can achieve mission outcomes and prepare for digital-first service delivery.
This will involve transforming the workforce to be more productive, approaching services with a user-centric perspective, and personalizing communications to address the public's needs. Keep reading to learn how creating better digital experiences for all can lead to increased efficiency for your agency and improve outcomeshow creating better digital experiences for all can lead to increased efficiency for your agency and improve outcomes.

> It's never been more clear: To serve their mission more efficiently and effectively, HHS agencies must provide timely and relevant digital services to current and eligible participants—on every channel.

Optimized workforce

User-centricity

Personalized communications

> " We recognized that we had to stay a step ahead of customers and conform to the actual journey they are on. The experience we deliver to them couldn't be based on our terms, it had to be based on their terms.

Michael Sylvester
Assistant Director and Chief Information Officer, Los Angeles County Department of Public Social Services

Transforming workforce productivity.

For all the public-facing improvements a digital experience provides, the most important benefit of all may be the impact digital experiences have on front-line workers. When employees are empowered with the best possible tools and resources, they can do their jobs more effectively and efficiently. Not only does this foster a more motivated workforce—it also improves service delivery, public satisfaction and mission outcomes overall.

> Organizations with strong workforce engagement strategies are **5.1x** more likely to increase employee performance and retention.

By strategically adopting the right technologies, HHS has the potential to transform and connect almost every aspect of the workforce experience. The result is a more cohesive and productive environment that uses resources more efficiently. This creates more value for employees and the public.

Reduce the busy work.

Employees no longer need manual, paper-based processes to review forms, request signatures, or apply for time off. Instead, automation can transform routine processes into easy, self-serve tasks. Meanwhile, public-facing digital forms and self-service portals help residents access services independently—leading to fewer customer service calls and in-person visits. This means employees are free to focus on higher-value work.

Centralize work and improve the view.

Streamlined work management provides real-time insight into programs, projects, people, and resources. With a centralized view, leaders can preempt problems and optimize resources. When employees can connect, collaborate, and execute work in a single location that routes tasks automatically, they spend less time searching for information or important documents.

⚡✦ Intelligent captions

● Number of visits

10,000,000
8,000,000
6,000,000
4,000,000
2,000,000

Min: The lowest amount of visits on July 16th, **92% less than one week ago.**

Max: The highest amount of visits on, December 27th, **56% more than one month ago.**

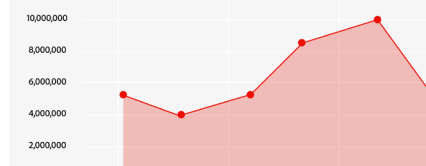**Spike:** The period from November 22nd to December 31st, **is up by 2,623 compared to last year.**

Speed up the workflow.

Pre-built templates and automated communications keep everyone in sync and help teams work more efficiently. Templates increase content velocity by standardizing design and copy work and preserving brand requirements. Automated notices, digital signature processes, and proactive outreach make it easier for your employees to engage the public more effectively.

Meanwhile, AI tools help your content creators generate personalized content at speed and scale, while harmonizing messaging so it's consistent across channels.

HHS employees want to know their work makes a difference. When secure online documents are readily available from any device, lost paperwork becomes a thing of the past. Fewer delays occur due to slow approval processes and missed appointments. Automated workflows and reminder messages keep processes moving forward—without additional employee effort.

Streamlined processes help employees accurately and efficiently serve the people who qualify for HHS programs and services.

Leaning into stakeholder outcomes.

Most government agencies have had some kind of digital presence for many years. Despite their best intentions, many of these websites and experiences have missed the mark, especially when it comes to producing effective outcomes for end-users. To deliver services more effectively, agencies must design digital experiences around the user's needs.

Recognizing when and how customer needs change over time allows forward-thinking HHS agencies to rapidly adjust the way they communicate and connect.

Listen now

A decade of research shows that a happy and engaged workforce is the single greatest advantage in the economy today.

↑**31%**

productivity increase

↑**19%**

accuracy increase

Source:
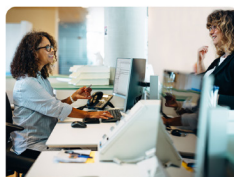The Happiness Advantage

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Personalized content

SERVICE RECOMMENDATION

♫ RECOMMENDED
Renew benefits

♫ RECOMMENDED
Find programs

♫ RECOMMENDED
Learn more

An exceptional digital experience places people's needs front and center. When this user-centric approach is applied to government services and communications, agencies can expect to reach more people, be more accessible, and deliver effective outcomes more efficiently.

There are four key strategies agencies can apply to keep people at the center of their processes and communications.

1. **Digital service delivery** is arguably the most convenient way for the public to engage with your agency. Regardless of a person's schedule, your services will always be at their fingertips. Online delivery also offers numerous opportunities to deliver increased accessibility as residents' needs evolve.

2. **Personalization.** Design messaging and user journeys so they align with customer needs, preferences, and recent activity. Use AI and data insights to track and predict customer behavior, produce personalized content at scale, and craft more impactful communications campaigns.

> **Experience tip:**
> Use templates and reusable fragments that enforce HHS branding to keep omnichannel communications consistent across channels.

3. **Omnichannel approaches** help reinforce your agency's commitment to each user's health and access to HHS services. This could include sending a confirmation email immediately after an application has been received, keeping messaging consistent across online and offline channels, and tracking users' activity as they interact with your agency. This allows you to tailor the user experience beyond a single transaction—and orchestrate multi-step journeys that deliver relevant messaging at every stage of the user lifecycle. When you give the user what they need at every touchpoint, your agency can build trust and streamline its service delivery.

4. **Measuring cross-channel engagement in real time** takes you beyond standard click and download metrics. You can identify your message's reach, how many enrollments your ads are generating, the moments customers are getting stuck, and the populations that are struggling the most when interacting with your agency's services.

When you can connect your data and content across systems and get a unified view of customer interactions—whether they're on your website, mobile app, or email—you have a better picture of which content is performing well, and which is not. This allows you to adapt your messaging as needed.

Attributed conversions

- Site visits
- Mobile visits
- Form fills

$20

$15

0

Export report
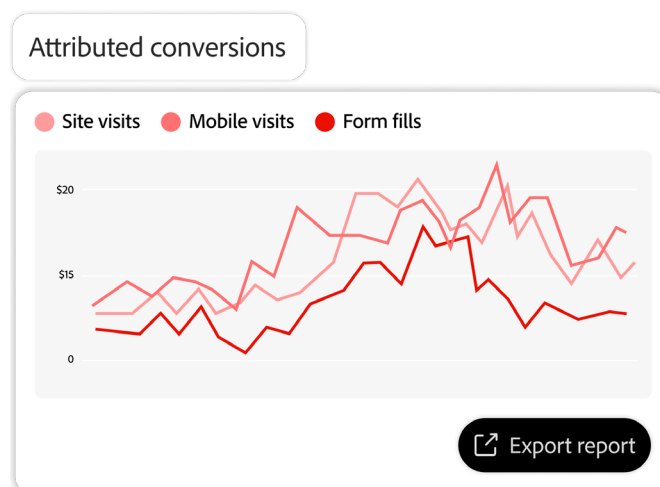
Of course, the security of sensitive information is always top of mind when applying any of these strategies. Using secure, cloud-based solutions will provide the scalability and speed your agency needs
to modernize its digital communications and web services while keeping citizen data safe. The Federal Risk and Authorization Management Program (FedRAMP) offers a standardized approach to security assessment, authorization, and continuous monitoring for cloud products.

> Whether for health or convenience, across all generations, income levels, and demographics, the majority of service recipients prefer a digital customer experience.
>
> Source: Forrester

Case Study

Los Angeles County Department of Public Social Services (LA DPSS)

One in three Los Angeles residents relies on the city's social services. So when the physical offices of LA DPSS closed due to the pandemic, digital channels became indispensable.

LA DPSS recognized the need to evolve beyond phone calls and physical office visits and instead prioritize robust digital interactions. The agency launched an ambitious project to modernize the LA DPSS website (which served as the agency's digital front door) and fundamentally revamp the way LA DPSS delivers its services. As part of that effort, the agency reduced its 600-page website to 200 pages and made essential content easier to find for users on any device.

In addition to simplifying the user experience, LA DPSS expanded its reach by creating a Spanish-language version of its website—with the ability to add 11 more languages quickly. The agency is now well equipped to help residents access the information and services they need faster than ever.

[Learn more](#) about how LA DPSS transformed the online experience for Los Angeles residents.

" The new website has enabled our remote workforce to maintain a sense of continuity and minimize any disruptions for residents. And while resiliency is important for any organization during this time, it is particularly pressing for government agencies that provide critical services.

Chief Technology Officer
Los Angeles County Department of Public Social Services (LA DPSS)

Improve user outcomes with data-driven communications.

When your communications are delivered at the right time, on the right channel and to the right person, they become a powerful tool for building trust and improving user outcomes. And when these messages are delivered in the places your residents are spending the most time, they'll feel like you understand their needs.

> Citizens expect digital public services to be highly functional, efficient, and well-designed. More fundamentally, they want a positive experience with services tailored to their needs.
>
> Source: WPP and Adobe

Customers achieve better outcomes faster when they utilize the full breadth of programs they're eligible for. HHS professionals know that those who qualify for one service are frequently eligible for additional programs. But customers might not know these programs exist, how to how to apply for them or what they need to stay compliant.

HHS agencies have an opportunity to cluster web content and messaging to alert a user of their eligibility for additional programs. Customer journey and web analytics tools can now interpret behaviors and visitor intent to help inform which services should be displayed, when, and to which audiences. When users take advantage of additional programs available to them, they are more likely to become self-sufficient and experience better outcomes sooner.

See it in action.

Meet Lisa, a recently widowed mother. She relies on the supplemental nutritional assistance program (SNAP) to help take care of her family, but she's still struggling to stay on top of her monthly bills.

A local agency with a strong data foundation powered by artificial intelligence and digital analytics can see that many of its residents search and qualify for energy assistance programs. The agency also notices that the participation rate for those programs is lagging in certain ZIP codes. To reach more eligible households, the agency creates a geotargeted ad on its homepage notifying people that open enrollment for energy assistance has begun. The ad appears when users (including anonymous users) in the geotargeted locations visit the site. This ensures the message is delivered to the exact audience it's meant for. At the same time, it ensures other audiences don't see content that doesn't apply to them.

The agency also delivers a communications campaign targeting people enrolled in other USDA-operated programs—like SNAP —who are likely eligible for energy assistance but not enrolled. From her smartphone, Lisa clicks on the link in the email she received, which routes her to the agency's secure app. Drawing from Lisa's real-time user profile, the agency prefills her application with existing data, saving Lisa and the agency time and money.

Her experience is personalized even further when she's notified of a nearby farmers market, where she can utilize her Double Up Food Bucks to help her SNAP dollars go even further. When the time is right, Lisa is also reminded to recertify her benefits before their expiration date. She and her family are now that much closer to getting their lives back on track.

Follow these three best practices to guide your residents to relevant benefits:

1. **Create a holistic view of customers.** With the help of digital analytics, you can better understand who is interacting with your digital properties as well as their specific needs, and use these insights to improve your interactions.

2. **Use automated, cross-channel communications.** Notices of Action and other automated communications can be created from pre-defined and pre-approved templates, allowing HHS agencies to keep their customers informed across every channel—whether it's mail, secure portals, email or SMS—and stay compliant in the process.

3. **Personalize content and communications.** Add the human touch to online experiences to drive program awareness, self-service conversion, and brand awareness. Create A/B and multivariate tests to learn the most effective combination of content, layouts, UX, and more to help support your agency's core mission.

At the heart of personalized communications is identifying your customers' needs and delivering outcomes in the most efficient and effective way possible. Machine learning and AI make it possible for your agency to better understand the journey residents take to receive services across your city and state. With these insights, your agency can then deliver the next best experience in your customers' journey towards self-reliance.

Privacy is always a priority.

For HHS agencies, personalized communications may rely on a combination of protected health information (PHI) and non-PHI data to provide a truly tailored user experience. As a result, agencies must ensure their communications meet data protection requirements and user expectations—across all channels.

Adobe provides services that are ready to accept PHI, which we refer to as HIPAA-Ready Services. These services have additional capabilities that allow agencies to securely leverage customer data to create seamless, personalized experiences with full HIPAA compliance.

Test B

Don't forget to renew benefits

Test A

Discover new programs

● Test A   ● Test B

2,654 Clicks   **678** Clicks

Adobe's HIPAA-Ready Services include:

- Adobe Acrobat Sign
- Adobe Acrobat Sign for Government
- Adobe Experience Manager Cloud Service

- Adobe Workfront
- Adobe Journey Optimizer
- Adobe Customer Journey Analytics
- Adobe Experience Platform

- Adobe Marketo (Engage and Sales Connect only)
- Adobe Real-time CDP
- Adobe Experience Manager Managed Services

- Adobe Connect Managed Services
- Adobe Commerce on Cloud
- Adobe Commerce on Managed Services
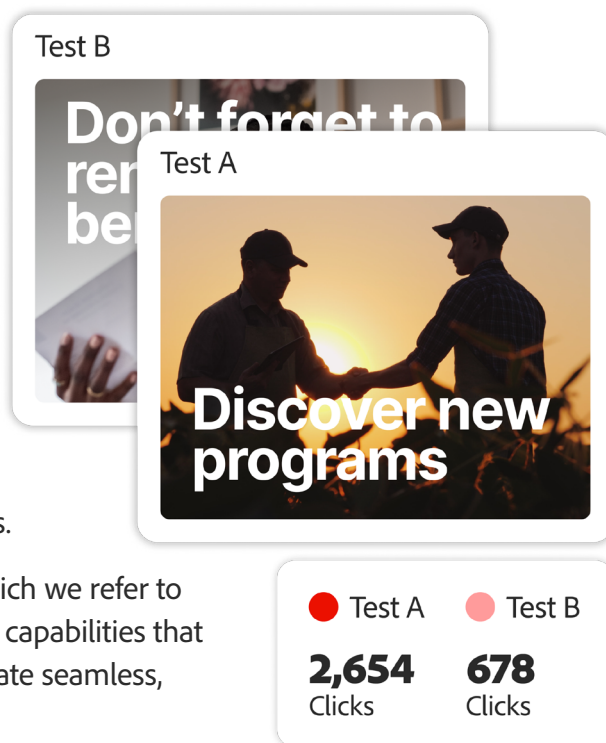
Report

Texas Health and Human Services

Knowing what your residents need and communicating it effectively can have significant monetary benefits. In a recent case study conducted by ndp Analytics, Texas Health and Human Services programs for Medicaid, SNAP, and TANF were assessed for potential economic savings if they implemented mature, digital capabilities such as those in Adobe Experience Cloud.

ndp Analytics concluded that if Texas were to implement Adobe Experience Cloud solutions, the state could significantly streamline program enrollments. This would increase participation in preventive efforts, reduce call and paperwork volume, and improve timeliness—ultimately totaling nearly $248 million in administrative cost savings and health benefits to Texas residents.

Total potential savings + economic benefits if Texas HHS implemented Adobe Experience Cloud Solutions:

Medicaid	SNAP	TANF
$175.25 million	**$72.16** million	**$219.36** thousand

Take the next step of your digital journey.

Digital experiences are no longer the vision of the future. They're an expected component of service delivery today. Better digital technology removes much of the administrative burden, allowing agencies to increase capacity and lower costs. For more than 20 years, Adobe has been instrumental in helping government agencies digitally transform so they can scale operations efficiently and securely.

Adobe has maintained a firm leadership position in the Customer Experience Management category we created over a decade ago. With Adobe Experience Cloud, you get a complete set of applications on top of the world's only platform that is purpose-built for experiences. Breakthrough user experiences require creativity, content, and data—and we are the only digital solutions provider that brings them all together to power real-time personalization.

Collect data

Lisa Montez

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04/20/1970

With Adobe Experience Cloud, you can expand your technology footprint at your own pace. Products like Adobe Target, Adobe Analytics, Adobe Audience Manager, and Adobe Sensei can help you deliver highly customized experiences based on user engagement and other data-driven metrics. Adobe Document Cloud and Adobe Sign give you the power of e-signatures, and digital workflows can be further enhanced with Adobe Workfront.

As one of the most recognized, trusted, and respected global brands on the planet, we know how critical digital transformation is and what it takes to succeed. Our dedicated public sector team is entirely focused on meeting the government's unique requirements.

We invite you to learn more about how HHS agencies are partnering with Adobe to digitally transform their operations. From creative to content to data, Adobe has the most complete platform for engaging digital experiences. Our team is constantly innovating, pushing the edge of new technology while providing the proven performance, FedRAMP-level security and HIPAA readiness that government agencies require.

2+ million people receive up-to-date information via email, SMS text, and newsletter subscriptions from the Centers for Disease Control

$1.4 billion estimated savings thanks to the innovative technology used to bring the US Census online

35+ HHS agencies using Adobe Forms to generate Notices of Action, including CalSAWS

Inland Empire Health Plan (IEHP) improved ability to deliver on service-level agreements (SLAs) by **500%**, and increased efficiency by **15–20%**

Start your journey to better customer experiences.

Learn more

> " The public sector has unique hurdles from scalability to security, and Adobe's FedRAMP-authorized solutions are tailored to address them while helping ensure ease-of-use and equitable access for citizens.

Anil Chakravarthy
President, Digital Experience Business and Worldwide Field Operations, Adobe

About Adobe

Adobe's trusted enterprise solutions enable next-generation digital government. We help government agencies modernize service delivery to reduce costs, speed processing times and improve user outcomes—all while delivering remarkable digital experiences.

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"*Create FedRAMP-approved Personalized Experiences*"

Adobe