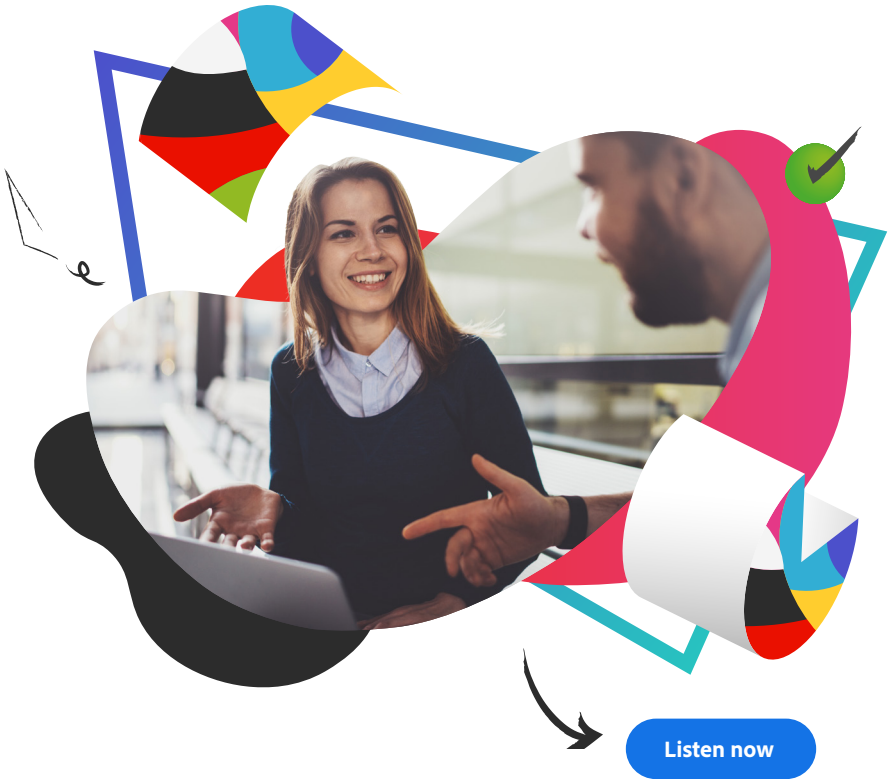




Building the future of digital citizen services.


How Health and Human Services is modernizing for good.



Setting new standards with digital experiences.

The private sector has set standards high by offering easy online shopping, convenient delivery services, and nearly instant financial transactions. Citizens can benefit from 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 have shown that more than 84% of people now have access to a smartphone. And with the growing prevalence of internet access, it's easy to email, text, and browse the web from anywhere.



It's never been more clear that in order to most effectively and efficiently serve their mission, Health and Human Services (HHS) agencies must provide timely and relevant digital services to current and eligible clients—on every channel.

3 Keys to a Successful Digital Experience

It's time for HHS to accelerate digital experiences. In this guide, you'll learn how you can prepare your agency for a future where digital-first service delivery is the norm. It will take transforming the workforce experience, approaching services with a citizen-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 public trust for your agency and improve client outcomes.



A digitized workforce experience



Citizen 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 experiences.



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.

Technology is transforming and connecting almost every aspect of the workforce experience, creating a more cohesive and collaborative environment.

✔ **Get rid of the busy work.**

Automating the mundane transforms routine processes into easy, self-serve tasks. Employees no longer have to worry about complicated, convoluted systems in order to review documents, request signatures, or apply for time off. Instead they are free to focus on critical 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 automates task routing, they spend less time searching for information or important documents.

✔ **Speed up the workflow with automation.**

Pre-built templates and automated communications keep everyone in sync and help the team work more efficiently. Templates accelerate 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 effectively with their clients.

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.

Efficient processes help employees serve more people, focus on more complicated tasks, and create a greater positive impact with less effort and stress.

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

Plus numerous benefits to health and well-being.

Source: The Happiness Advantage



Case Study

State of Hawaii

Hawaii state officials wanted to provide 1.4 million Hawaiian citizens with faster, more efficient government services while reducing the environmental footprint of paper documents. This required improving the productivity of state employees and reaching approvers and signers regardless of their location.

Leveraging Microsoft 365 and Adobe Sign, Hawaii officials were able to deliver over 400k documents electronically. Users could sign documents from anywhere and on any device, and then send files to signers digitally with an automated audit trail. The increases in operational efficiency have **saved the state of Hawaii \$5 million and over 2.5 years in labor, paper, and printing costs to date.**

“ Electronic signatures are key to driving new innovations in the state of Hawaii, as it’s the linchpin that allows us to push many workflows digital.

Douglass Murdock

Chief Information Officer, state of Hawaii

[Learn more](#) about how the state of Hawaii digitized their work experiences.





Leaning into citizen centrality.

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 usability and accessibility. Often, the experiences have placed the agency and its people at the center, rather than its citizens.

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](#)

It's well understood that any exceptional digital experience places the client and their needs front and center. When this citizen-centric approach is applied to government services and communications, **agencies can expect to reach more people, be more accessible, and build trust with the public.**

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

1. Online 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 citizen needs evolve.

Experience tip:

Use templates and reusable fragments that enforce HHS branding to keep omnichannel communications consistent.

2. Omnichannel approaches

help reinforce your agency's commitment to the public's health and well-being. This could look like sending a confirmation email immediately after an application has been received, keeping messaging consistent on online and offline channels, and tracking the citizen's journey as

they interact with your agency. When you give the citizen what they need at every touchpoint, you build trust in your agency.

3. 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 services.

When you can connect your data and content across systems and get a unified view of customer interactions, be it with your website, mobile app, or email, you have a better picture of which content is working and which is not—and can adapt as needed.

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 you the scalability and speed your agency needs to modernize its digital communication 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 LA residents rely on the city's social services. So when the physical offices of LA DPSS closed due to the pandemic, digital channels became indispensable.



Recognizing the need to evolve beyond phone calls and physical office visits to robust digital interactions, LA DPSS embarked on an ambitious project to modernize its website (its digital front door) and fundamentally revamp the way it delivers services. As part of that effort, the agency cut their 600-page website down to 200 pages and made it easier to find essential content on any device.

The agency not only simplified the citizen experience, but also expanded its reach with the creation of a Spanish version of the website (and the ability to add 11 more languages quickly). LA DPSS is now well equipped to help residents get to the right information and services faster than ever.

“ 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, LA DPSS

[Learn more](#) about how LA DPSS transformed the resident online experience.



Guide citizens with data-driven communications.

“ 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

When your communications are delivered at the right time, in the right place, and to the right person, they become a powerful tool for building trust and improving citizen 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.

HHS professionals know that those who qualify for one service are frequently eligible for additional programs—called wrap-around programs—but often unaware they exist or how to apply for them, let alone what's needed in order to stay compliant with requirements. They might not know how to apply for them or what's needed to stay compliant. Wrap-around programs can help.

HHS agencies have an opportunity to cluster web content and messaging to alert a user of their eligibility for additional programs. Data analytics tools can now interpret behaviors and visitor intent to help inform which services should be displayed, when, and to which audiences. When citizens take advantage of wrap-around programs, they become more self-sufficient quicker and experience better outcomes.

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 their residents search and qualify for energy assistance programs. To reach more people, they create an ad on their home page and deliver a targeted campaign letting people like Lisa know that open enrollment for energy assistance has begun.



From her smartphone, Lisa clicks on the link in the email, which routes her to the agency's secure app. Utilizing her real-time 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 reminded to recertify her benefits. She and her family are now that much closer to getting their lives back on track.

Follow these three best practices to guide your citizens 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 clients informed across every channel—from mail or secure portals to email and 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 letting them know how you can help, wherever they're at. Machine learning and artificial intelligence make it possible for your agency to better understand the journey its residents take to receive services across your city and state. And then deliver the next best experience in their journey towards self-reliance.



REPORT

Texas Health and Human Services

Knowing what your citizens need and communicating that 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 expects that if Texas were to implement Adobe Experience Cloud solutions, they could effectively streamline enrollments, increasing participation in preventative efforts, reducing the volume of calls and paperwork their agencies receive, and improving timeliness—ultimately totaling to nearly \$248 million in administrative cost savings and health benefits to Texas citizens.

Total Potential Savings + Economic Benefits if Texas HHS implemented Adobe Experience Cloud Solutions.





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 10 years 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 citizen experiences require creativity, content, and data—and we are the only digital solutions provider that brings them all together to power real-time personalization.

With Adobe Experience Cloud, you can expand your technology footprint at your own pace. Products like Adobe Target, Adobe Analytics, and Adobe Audience Manager can help you deliver highly-customized experiences based on citizen 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 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 and FedRAMP-level security needed by government agencies.



\$5M saved in 2.5 years



2+ million people received up-to-date COVID-19 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 clients already using Adobe Forms to generate Notices of Action, including CalSAWS

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 to ensure ease-of-use and equitable access for citizens.

Anil Chakravarthy

Executive Vice President and General Manager, Digital Experience Business and Worldwide Field Operations, Adobe

View the full release [here](#).

About Adobe

Adobe's trusted enterprise solutions enable next-generation digital government. We help government agencies modernize service delivery while reducing cost to serve and processing time—all while delivering remarkable digital experiences.

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