



Citizen experience transformation adds up to healthy savings.

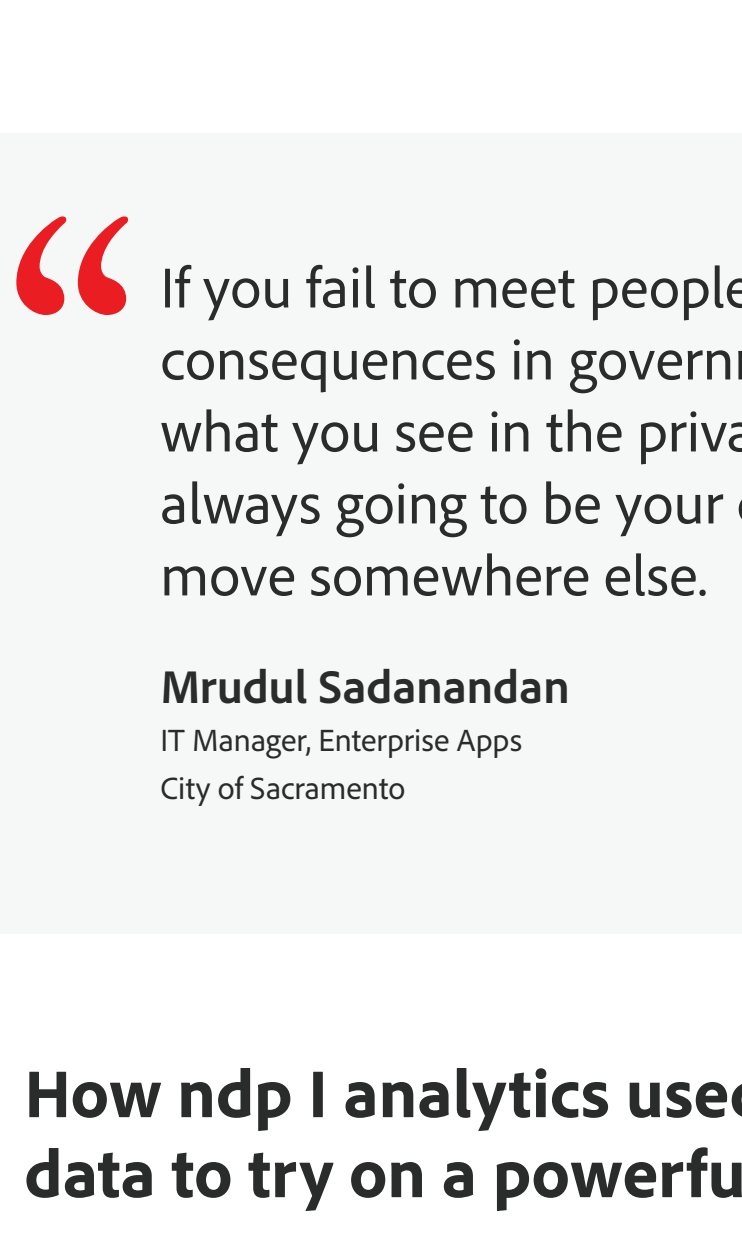
3 ways health and human services agencies can save more than \$13,000 per citizen in costs with tailored experiences.



Tailored citizen experiences are critical for the future of health and human services (HHS) agencies—and for the well-being of communities.

Delivering the **right message**, at the **right time**, at the **right point in a citizen's life** can make a big difference in creating **successful outcomes**.

And when that success or failure is tied to participation in a health and human services program, **it really counts**.



87% of respondents to a recent survey said a great digital government customer experience would increase their degree of trust.

Source: BCG and Salesforce

That's why **tailored citizen experiences**, with the focus on individuals, are so critical to the **future of government services**.

The right digital tools and services can help HHS agencies:



Test personalized messages for citizens



Engage citizens on the right programs



Communicate at the right time

“ If you fail to meet people's expectations, the consequences in government are much bigger than what you see in the private sector...your customers are always going to be your customers. They're not going to move somewhere else.

Mrudul Sadanandan
IT Manager, Enterprise Apps
City of Sacramento

How ndp | analytics used public Texas HHS data to try on a powerful digital toolset.

An economic research firm, ndp | analytics, produced a report using public Texas Health and Human Services (HHS) data and Adobe products as a case study to demonstrate the estimated impacts of customer experience management solutions on Texas health outcomes.

Their findings indicated nearly \$248 million in administrative cost savings (more than \$13,000 per citizen) and improved health outcomes if Texas HHS personalized services for Medicaid, SNAP, and TANF.



Customer experience solutions that are poised to revolutionize HHS impact:



Personalizing citizen experiences using advanced digital analytics



Increasing engagement utilizing complete citizen profiles



Informing citizens more effectively using advanced campaign management



Increasing action with modern digital forms and signatures

Actionable, unified citizen profiles are the keystone to tailored experiences.

When HHS agencies truly understand their citizen's needs, they can provide a user-friendly experience throughout the entire citizen journey.

By integrating citizen behavior insights and communication preferences from multiple channels, agencies can analyze citizen journeys and take action to deliver seamless experiences.

“ 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 CIO
LA County Department of Public Social Services

Analytics solutions put into action can:

- Support both digital and in-person citizen engagements
- Help citizens easily find the information that matters most to them
- Enable agencies to reach citizens at the right time, in the right place, in the right format

The economic impact

The ndp | Analytics report determined that even a 3-minute call can cost an agency as much as \$12.45. If just 12% of HHS consumers can avoid 3 phone calls per year, administrative cost savings add up:

\$3.68M

\$3.68 million for Medicaid

\$2M

\$2 million for SNAP

\$22k

\$22,000 for TANF

\$5.7M

\$5.7 million in total cost savings per year

Tailored to individual citizens' needs, online and program enrollment experiences can transform the citizen HHS experience.

It's no secret requesting HHS benefits can be an arduous process for the citizen, and when you add the complication of devices and in-person visits, that process can become even more convoluted.

7/10

7 out of 10 users still experience problems when using digital government services across different devices.

Source: BCG

But when agencies can quickly tailor online engagements and streamline experiences using a combination of online personalization and dynamic digital forms, it can completely transform the citizen experience.

The LA Department of Public Social Services saw a 68% improvement in content efficiency using modern customer experience solutions.

Source: Adobe

68%

Improved online and enrollment experiences can:

- Help citizens identify potential benefits faster with easier web navigation
- Increase web usability across devices and track enrollment progress across digital and in-person visits
- Decrease the amount of time spent by agency staff helping participants through enrollment challenges

The economic impact

If digital efforts to streamline the enrollment process can increase Medicaid and SNAP enrollments by just 4-5%, HHS agencies can expect:

\$18.04M

\$18.04 million per 1,000 Medicaid participants in savings

\$18.2M

\$18.2 million per 1,000 SNAP participants in economic impact in SNAP spending

Real-time communications prompt citizens to take action.

Whether citizens are re-enrolling in services or participating in preventative efforts such as skills training, automated and real-time communications can support citizens through every step of their journey with a government agency.



Agencies that utilize automated, real-time communications:

- Help citizens identify the next-best-service and prompt participation
- Provide citizens with the right help when they get stuck on a part of the process
- Prevent citizens from missing re-enrollment dates, saving agency staff time and effort to re-enroll participants

The economic impact

Automated reminders for preventative measures can result in:

\$45.8M

\$45.8 million per 1,000 Medicaid participants in health savings

\$933k

\$933,000 per 1,000 SNAP participants in increased spending from higher income and increased spending

\$693k

\$693,000 per 1,000 TANF participants in increased spending from higher incomes

Automated reminders for enrollment deadlines, combined with a streamlined overall experience, could result in a yearly savings of \$33.20 per case per agency or:

\$1M

\$1 million per year for Medicaid

\$3M

Nearly \$3 million per year for SNAP

\$36k

\$36,000 per year for TANF

The total positive impact for Texas HHS and for all HHS agencies.

In total, if the state of Texas were to incorporate Adobe customer experience solutions as envisioned by this study, they'd stand to not only broaden their impact but save a significant amount of funding.

The City of Sacramento was able to increase their newsletter subscribers by 30% using customer experience solutions that allowed them to segment their lists and craft unique emails that apply to distinct needs.

Source: Adobe

30%

Results that make a day-to-day difference:

Reduced call center volume

Improved outcomes

Reduced cost to serve

Reduced creative production and storage costs

Reduced time to market for new campaign or product launches

Increased trust with more engaging, targeted experiences

Reduced compliance costs and usage disputes

Game-changing budget savings and economic benefits:

\$175.25M

Medicaid total savings + economic benefits = \$175.25 million

\$72.16M

SNAP total savings + economic benefits = \$72.16 million

\$219,364

TANF total savings + economic benefits = \$219,364

Adobe can help.

We know how critical digital transformation is and what it takes to succeed. We're partnering with HHS agencies across the globe to digitally transform their operations with Adobe Experience Cloud and expand their efforts to create positive change through more personalized customer experiences.

Products like Adobe Analytics and Adobe Target can help you deliver personalized experiences based on data insights from your constituents' engagements. Adobe Experience Manager Forms, Adobe Experience Manager Sites, and Adobe Campaign—which can each fully integrate with each other—can support efforts to increase personalization, improve communication across the customer journey, and build better experiences via web, mobile, and apps.

[Find out more](#)



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1. "The Economic & Social Benefits of Adobe Health Case Study: Potential of Adobe Health in Texas" ndp | Analytics, 2021.
2. "The Global Trust Imperative" BCG and Salesforce.
3. "Los Angeles County Department of Public Social Services achieves a digital makeover with Adobe Experience Manager" Adobe.

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