

SOLUTION BRIEF

Make communications personal.

Transform notice generation & delivery with multichannel, interactive documents.

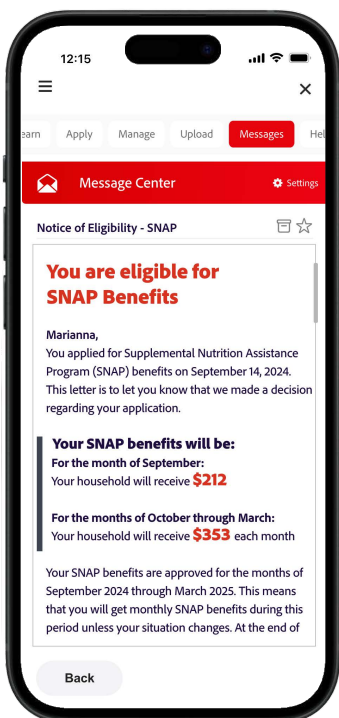
Notices are critical to ensuring individuals can understand and use their benefits, comply with program rules, and appeal decisions when necessary. Yet many Health & Human Services (HHS) agencies lack flexibility in the design and delivery of notices and struggle to stay timely & compliant as requirements evolve. Skill gaps and diminishing expertise in legacy systems introduce risks in security, cost containment, and compliance.

Adobe Experience Manager powers customer communications for more than

35 Health & Human Services systems in the U.S.

Adobe Experience Manager Forms

Adobe Experience Manager integrates relevant case data from any enterprise data service or system(s) of record, including mainframe case management, into defined document templates to automate communications at scale. With out-of-the-box data connectors, HHS agencies can integrate disparate data sources without the need to rip and replace core systems.



Deliver batch & on-demand communications.

Automatically schedule and send communications triggered by business rules, such as a change to a client's account details, or empower case workers to generate documents in real time. Pre-defined templates allow HHS agencies to define and control what content is editable by front-line staff. By using integrated data to create personalized and accurate statements, letters, and other communications, you no longer have to rely on manual intervention to achieve personalization.

Reach clients wherever they choose.

With multichannel communication, create compliant and mobile-ready correspondence to help engagement grow. Create and send personalized letters to be received and read on smartphones, tablets, or desktops — and traditional print. When you communicate with customers on their terms, you'll improve your reach, drive engagement, and ensure they listen to your message.

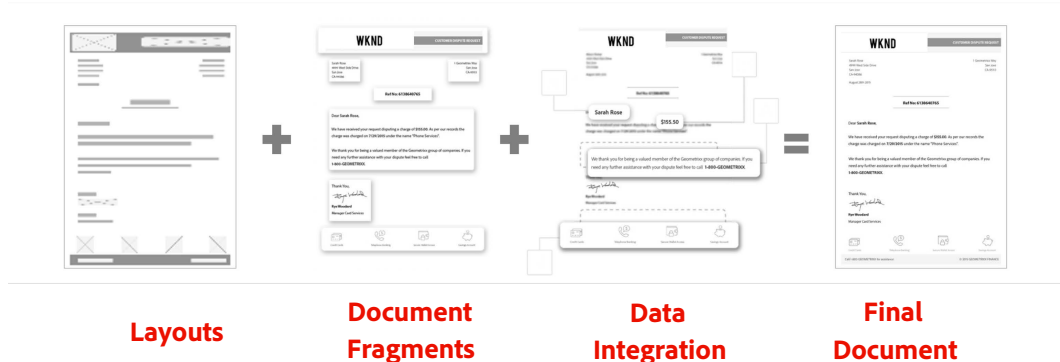
The California Statewide Automated Welfare System (CalSAWS) generates up to 4 million communications nightly across 18 languages powered by Adobe Experience Manager.



Empower non-technical authors.

Adobe Experience Manager's drag-and-drop document editor empowers non-technical users to manage and update document fragments without relying on IT.

- › Author a form once and render it across multiple screens, channels, and formats.
- › Drag and drop the standard components, such as text fields, drop-down menus, buttons, charts, electronic signature capture, and more.
- › Leverage out-of-the-box style themes and form and document templates, or create your own.



Keep communications current and compliant.

When updating text, logos, and form fields and components used in multiple places, agencies face the issue of ensuring that it is updated everywhere it appears. Address blocks, legal disclaimers, copyright information, and more can leave agencies exposed if they're not consistent — resulting in misinformed clients, inconsistent branding, and non-compliant communications. Approval workflows ensure changes are automatically reflected across relevant forms, guaranteeing consistent, cohesive information and experiences.

Ensure data security.

Minimize the risk of security threats or downtime with Adobe-backed security rules. Adobe Experience Manager Forms enables compliance with FedRAMP, GLBA, SOC-2, ISO 27001, and HIPAA standards.

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