

Adobe solutions for health and human services

Improving operational efficiencies to transform benefits program administration



"We've seen administrative costs drop by as much as \$6 million annually...we have reduced our margin of error and saved case managers as much as 1.5 hours per case request."

John Rigg, forms management manager, Illinois Department of Human Services

With Adobe Customer Experience Solutions, agencies can:

1. Streamline benefits program administrative processes
2. Reduce operational costs
3. Improve customer service
4. Increase transparency and compliance

As a result of the economic recession, there has been a dramatic increase in demand for public assistance benefits, such as the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), and subsidized child care services. This demand, in conjunction with budget difficulties at the state and local levels, has underscored the need for health and human services agencies to be more efficient and scalable in their benefits application and enrollment processes.

During these challenging times, citizens appreciate efficient and accountable service, yet the process for applying and receiving benefits is typically long and arduous. To provide a higher quality of service, agencies must transform and eliminate costly, paper-based and manual processes to take advantage of efficiencies enabled by modern technology.

Building a more efficient administrative process

Adobe Customer Experience Solutions, built on the Adobe Digital Enterprise Platform, can help agencies quickly improve their benefits program administration. Adobe's platform include several core solutions, such as:

- **Selection and enrollment.** Adobe helps agencies deliver intuitive experiences that guide citizens through eligibility determination and enrollment processes, increasing satisfaction and reducing abandonment rates.
- **Citizen communications.** Adobe engages citizens with personalized correspondence and interactive statements, enabling them to easily manage benefits, dispute inaccurate claims, and deepen their connection with agencies.
- **Web experience management.** Adobe helps agencies capture real-time insights from analytics, empowering administrators to resolve bottlenecks and abandonment rates. Content can then be promptly updated based on identified trends, and customer experiences may be optimized. Adobe also enhances mobile experiences, delivering targeted content to smartphones, tablets, and other devices.

Streamlining business operations for improved workflow

With Adobe, agencies can move their administrative operations, including benefits applications, eligibility re-certifications, and client statements, to online paperless environments.

Adobe's solutions combine multiple information sources into an organized, intuitive workspace, streamlining end-to-end processes with robust, flexible workflow capabilities. Data is shared between systems, reducing the need for redundant, manual information entries. Simple, yet engaging interfaces unify content and applications, providing a more holistic view of client history, preferences, and needs.

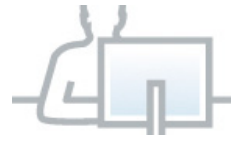
The routing of incident reports and other documents that require multiple signatures becomes a simplified process with online authorizations, digital signatures, and comprehensive audit trails.



Process automation
Exchange information between content repository and front-end applications for faster approvals, closed-loop processes, and more agile updating.



Collaboration service
Extend the value of your applications with services like chat, screen sharing, videoconferencing, and more.



Accessibility
Meet government-mandated accessibility requirements by including features that help people with disabilities use your applications.



Improved experience
Improve the user experience by enhancing forms with prefilled data, conditional fields, and data validation.



Multichannel delivery
Make sure business users and customers can access content across channels, including web, mobile, email, fax, and print.



Rights management
Use security policies to restrict access and manage documents inside and outside the firewall.



Digital signatures
Add digital signatures to forms and documents to validate their authenticity and integrity.



Interactive documents
Assemble interactive PDF documents that engage readers and enable new modes of interaction through Adobe Reader.

Improving customer service through effective engagement

Adobe's solutions empower agencies to serve customers online instead of in line, with self-service capabilities that reduce abandonment rates and allow people to apply for and manage their SNAP, TANF and child care services 24x7.

Benefits applications, attendance reports, and other documents that require review and approval can be electronically processed and tracked. The risk of lost documents or paper case files moving from one desk to another is eliminated.

Static, one-way client correspondence can be turned into secure, dynamic, bi-directional communications. Interactive statements and other documents can be delivered directly to a customer's online account or email inbox, improving the customer experience as well as driving efficiency. Embedded security capabilities ensure that only the intended recipient can open PDF statements, ensuring the privacy of sensitive customer information.

Increasing accountability and transparency

Leveraging Adobe solutions, agencies become a model of efficiency, as they demonstrate effectiveness while improving the well-being of clients through greater accountability. With real-time tracking, agencies can also increase performance by identifying bottlenecks that need remediation.

Adobe provides centralized management and audit trail capabilities that support security and regulatory requirements. Compliance is ensured through the use of standard templates and content prepared with intuitive tools and easily defined business rules.

Achieving measurable results step-by-step

With Adobe, agencies are empowered to respond more quickly to the needs of the populations they serve and increase the quality of the services they deliver.

To increase the ease of implementation, Adobe solutions for health and human services agencies are designed to support an incremental approach. Agencies may deploy modular solution components in phases that align with their business needs and funding realities, while seamlessly integrating with existing systems of record.

Adobe Customer Experience Solutions empower agencies to:

1. Serve customers online instead of in-line
2. Eliminate paper-based processes
3. Create more efficient client correspondence
4. Automate business processes
5. Implement solutions incrementally

For more information
www.adobe.com/government



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