

Adobe solutions for government healthcare and human services

Helps to reduce costs, improve efficiencies, and increase citizen empowerment



A collaborative network of federal, state, and local agencies—along with public sector payers such as Medicare and Medicaid—are collectively tasked with ensuring the health and well-being of our nation's service members and veterans, as well as our most vulnerable citizens. Their challenging missions are complicated by the fact that they operate with limited budgets and resources in environments that are often fragmented by geographical and economic disparities.

While constant pressure to reduce costs is nothing new in the government sector, ongoing budget cuts, reduced headcounts, and sobering unemployment rates place even greater pressure on agencies to find new, more efficient ways to provide high-quality healthcare with fewer resources. Furthermore, agencies are also tasked with improving transparency, maintaining accurate regulatory compliance records, and simplifying consumer access to personalized health information.

More securely deliver medical information where and when it's needed

Adobe's Customer Experience Solutions are designed to help agencies provide high-quality healthcare in the face of shrinking resources. Governments around the world use Adobe solutions to help automate processes that increase efficiency, improve compliance documentation, and lower costs. Adobe solutions give healthcare providers, case workers, administrators, and agency employees faster, easier access to the medical information they need from multiple sources to provide accurate, responsive service. Help enable cost-effective interagency communication and collaboration. And can empower citizens to take more control of their health through intuitive self-service portals that simplify access to personal medical information and reduce the burden of agency staff.

Easily integrated with existing IT investments, Adobe solutions can bridge the gap between effective user engagement and efficient back-end systems to support streamlined, end-to-end healthcare processes including service selection and enrollment, benefits management, and constituent communications.

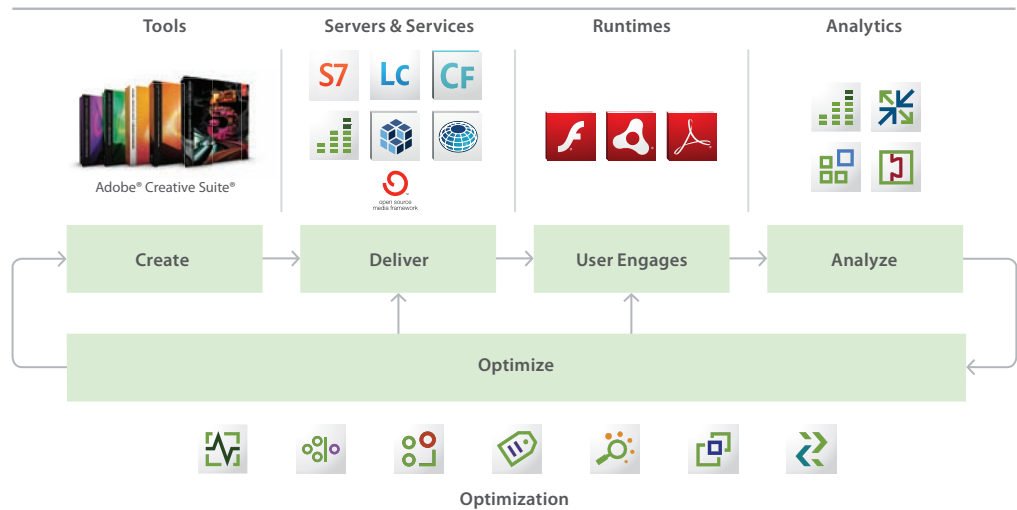
Increase citizen satisfaction with every interaction

Make it simpler and more rewarding for citizens to find the information they need quickly—on their terms—whether they're researching and comparing health insurance options, enrolling in services, or reviewing benefits. Leverage Customer Experience Solutions to design, deploy, measure, and optimize solutions that shift more interactions to lower cost, self-service portals. Provide engaging, online experiences that can increase citizen participation and satisfaction through effective Health Benefit Exchange (HBE) solutions. And deliver personal health information more securely on virtually any device or platform. Streamline key processes, such as plan enrollment, using dynamic online forms that guide citizens through each step, helping increase the number of successful transactions while reducing the need for expensive in-person interactions and help center calls.

Automate processes for improved efficiencies

Prudent agencies use Adobe solutions to help streamline healthcare workflows, increase efficiencies, and provide more accurate, responsive citizen services. By connecting disparate back-end systems with easy-to-navigate internal applications, government agencies can automate and integrate standard processes such as services and benefits selection, enrollment, and claims management. Help reduce costly paper-based processes and the associated errors that go with them. And help boost the productivity of employees throughout the organization—including physicians, case workers, and administrators—by freeing them to devote more time to serve their health consumers, and less time to paperwork.

Completing the loop



Adobe Digital Enterprise Platform, the technology foundation for Adobe's Customer Experience Solutions, helps enable the creation of vivid interactive experiences delivered through multiple channels to any device. Leverage powerful yet easy-to-use analytic tools to adapt content in real time and help ensure measurable effectiveness.

The Illinois Department of Health Services (IL DHS) is a case in point. Using Adobe solutions, Illinois' largest government agency automated over 2,000 paper-based forms, enabling citizens and employees to fill out and submit forms online that automatically extract and migrate data into back-end systems for processing. By eliminating redundancy and automating form-based workflows, IL DHS is able to provide a higher level of service while saving millions in administrative costs annually. Customer Experience Solutions also include powerful, yet simple-to-use analytics that provide highly visualized insight into the effectiveness of our deployed solutions. These analytic capabilities help empower agencies to adapt highly personalized and relevant member interactions across multiple touchpoints, continually refine content, and improve the experience of employees and consumers alike.

Customize correspondence for more meaningful citizen experiences

Create, assemble, and deliver tailored, interactive correspondence to engage citizens, making it easy for them to learn about new programs, enroll in additional services, dispute a claim, manage their benefits, and deepen their connection with your organization. Using Adobe solutions, agency employees can easily combine preapproved content blocks, interactive multimedia elements, and fillable electronic forms into personalized, compelling communications that address the specific needs and situations of each consumer. These streamlined correspondence processes help your agency maximize the value of every interaction, while helping to minimize cost and risk through unified communications that support compliance, security, and consumer satisfaction. From new member welcome kits that contain personalized messages to monthly interactive statements that deliver relevant and targeted information, user-centric agencies use Customer Experience Solutions to deliver customized correspondence that speaks directly to the needs and interests of each constituent.

Using Adobe solutions, agencies can drive citizen empowerment and satisfaction by more securely delivering personalized health information through self-service, online experiences. Help increase employee productivity and help reduce costs by automating key processes such as benefits selection and enrollment, claims submission and management, and member communications. And effortlessly document, maintain, and archive proof of regulatory compliance. Choose Adobe solutions for government healthcare and human services to deliver consistently superior service and promote public health and wellness.

For more information
www.adobe.com/solutions/customer-experience/healthcare



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