How AI & Automation

Are Shaping the Next Era of Health & Human Services

Contents

Introduction

As in nearly every other part of government, automation and artificial intelligence will transform the way health and human services agencies meet their mission in the coming years.

AI and machine learning (ML) already help health and human services (HHS) agencies ingest, integrate, manage, analyze and secure data — capabilities that are vital for turning information into insights that improve community health and well-being.

Everything from virtual assistants and chatbots to self-service program applications and benefits claims are powered by AI, accelerating service delivery when constituents need benefits the most.

AI also enables a better employee experience with digital assistants, smarter search tools and automated workflows that let staff focus on mission-critical work.

Now, generative AI (GenAI) can drive even greater efficiencies for HHS organizations and help them offer tailored, whole-person care.

"Human services agencies across the country are well aware of the opportunities and the challenges AI brings to the field," says Reggie Bicha, president and CEO of the American Public Human Services Association (APHSA), a bipartisan national membership organization that represents cabinet-level leadership of state and local HHS agencies and the subject matter experts who support their work. "In the next 12 to 18 months, there's going to be work at the national, state and local levels about how best to incorporate AI into the work we do."

That process, he says, includes "a huge learning curve for HHS leaders to understand all the opportunities AI provides. But it's also about analyzing policy opportunities and making certain that we are leading efforts around AI, rather than AI and the technology leading us."

AI can help HHS agencies:

1. Transform the client experience
2. Improve the employee experience
3. Reduce administrative and regulatory burdens
4. Promote system efficiency and effectiveness
5. Predict patient and community health needs

As HHS agencies explore opportunities in these five areas, they'll need to implement effective guardrails and protections to safeguard personal identifiable information (PII) and other sensitive data. And they must prioritize human oversight and human-centered design to ensure ethical use of AI and advance equitable service delivery.

This guide provides a roadmap for implementing and optimizing AI to deliver safer, smarter, better services for HHS agencies, their partners and the communities they serve.

Explore more

This is the latest in our series of guides on how technology is impacting health and human services.

+ **Part 1:** Managing Data in Health & Human Services: A Blueprint for State and Local Agencies

+ **Part 2:** Delivering on Data in Health & Human Services: Improving Outcomes in State and Local Communities

5 Areas Where AI is Impacting HHS

1 Transforming the Client Experience

AI can create an immediate positive impact for people accessing services.

- **+ AI helps agencies connect constituent data across the HHS ecosystem and facilitate a true no-wrong-door approach to social services.**

- **+ AI makes it easy for residents to find the forms they need — without having to hunt down the right document from the right department.**

- **+ Agencies can use AI to identify where they can more effectively deploy their resources to improve the poorest outcomes in their communities.**

"Real access is relational: It's about having an immediate understanding of who each client is," says Justin Brown, a senior fellow at the Center for Digital Government (CDG) and the former Oklahoma Secretary of Human Services. "It's understanding their needs and procuring resources to address them. It's about building trust between clients and government and using technology to accelerate response times. To me, that's the true definition of client experience."

AI tools, he says, help agencies gain a better understanding of their clients.

The technology also lets agencies create a one-stop shop for residents, says Nikhil Jain, an engagement manager in Adobe's Digital Strategy Group.

"Digital has become the front door for many individuals when accessing government services," he says. That presents a tremendous opportunity for agencies to reorient the constituent experience. "Rather than having government agencies and processes be the focus, it's very resident- or customer-centric. That means delivering the right service to the right person at the right time in their journey."

AI can also enhance accessibility and user-centered communications. The technology makes it easier to integrate advanced screen readers or audio aids into digital platforms for users with hearing or vision impairments. And AI-powered real-time written and verbal translations help eliminate language barriers and make information and services more accessible to diverse populations.

"Real access is relational: It's about having an immediate understanding of who each client is."

Justin Brown, Senior Fellow,
Center for Digital Government

2 Improving the Employee Experience

HHS agencies face critical workforce shortages at the same time demand for social services increases. Low pay, administrative burdens and lack of collaboration all make it harder to recruit and retain staff, notes a January 2024 Deloitte article.[1] At the same time, the U.S. Bureau of Labor Statistics predicts employment of substance abuse, behavioral disorder and mental health counselors alone is projected to grow 18% from 2022 to 2032, much faster than the average for all occupations.[2]

AI can address workforce shortage gaps. For example, agencies can create sandboxed large language models (LLMs) with their own policies and regulations, which staff can use to easily find answers to specific inquiries. AI can also modernize human capital management functions within HHS to shorten the time to hire and train new staff. It streamlines resume screening, personalizes training programs and automates routine administrative tasks for onboarding new employees.

For frontline staff, AI can review case records and provide a comprehensive analysis for caseworkers. AI-enabled case management and unified IT service management (ITSM) platforms can digitize employee workflows, automatically process benefits applications and summarize case files.

"GenAI automates tasks that previously required significant human effort," says Darris Adkins, senior missions account executive for health and human services at ServiceNow. "That allows staff to provide a more personalized interaction and faster service delivery."

The state of Missouri, for example, used these capabilities for eligibility redeterminations after its Medicaid rolls swelled during the pandemic. Missouri used ServiceNow's platform to prioritize applications and requalify individuals and families based on the criticality of each applicant's needs.

"GenAI is not a replacement for the workforce," Adkins says. "It allows the workforce to do their jobs more effectively."

AI automates routine tasks — allowing strained HHS staff to focus on the mission-critical work of helping residents.

3 Reducing Administrative and Regulatory Burdens

Agencies can use AI to modernize HHS systems, transforming them from platforms that facilitate transactional outcomes to those that meet each constituent's diverse needs across the HHS continuum — whether it's housing support, food assistance or healthcare.

Brown, the former Oklahoma human services director, gives the example of a caseworker focused on providing SNAP benefits. Until now, success for them has essentially meant getting eligible clients their EBT card. But AI can help them provide far more holistic assistance.

"This technology can remove a lot of the transactional processes and move that employee back to being a social worker — the reason they joined government in the first place," Brown says. "If you're in need of food benefits, you likely also need other resources and supports. There is no capacity today in the system for the workforce to really deliver a whole-person set of resources."

With AI, he adds, "unlocking human potential is the key."

Along with reducing administrative burdens, integrating AI into HHS operations helps agencies navigate an ever-changing regulatory landscape.

+ AI simplifies compliance activities through solutions that pre-populate compliance reports with the latest data (and flag any potential errors) before an employee conducts a final verification. ChatGPT-style tools help employees find timely information about relevant policies and procedures, as well as any recent statute changes.

+ It helps agencies more effectively examine their own current rules, policies and procedures.

+ It can streamline reporting requirements from community partners, providers and vendors, so HHS agencies don't have to reconfigure their internal infrastructure to ensure these partners comply with policy changes at the federal and state level.

In this way, AI not only improves outcomes. It also manages the rote (but necessary) tasks involved in delivering health and human services.

4 Promoting System Efficiency and Effectiveness

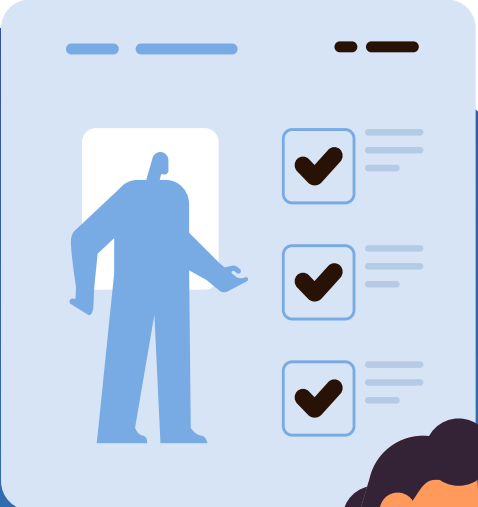AI can help agencies advance program integrity and reduce errors.

It can detect fraud and irregular activity, protecting public dollars. From a policy standpoint, AI reduces inconsistent decision-making, especially as it relates to child welfare, family reunification decisions and eligibility determinations.

However, the technology isn't ready — and shouldn't be used for — making final decisions about whether an individual is eligible for benefits.

"We're miles away from AI being able to help us render case conclusions or case practice decisions," says Bicha of APHSA. "Anything that would involve a level of professional judgment is just not where AI is today."

Nonetheless, the technology can improve HHS system efficacy in myriad ways. While AI can't replace human judgment, it can surface insights and optimize processes to ensure more effective and equitable service delivery.

For example, AI can help agencies address client benefits cliffs — or the "sudden and often unexpected decrease in public benefits that can occur with a small increase in earnings," according to the National Conference of State Legislatures.[3] The technology can provide valuable insights to HHS organizations to coach social services clients and employers through these cliffs, so individuals don't experience a lapse in benefits when, for example, they get a pay raise.

AI can help address client benefits cliffs and provide insights for caseworkers.

5 Predicting Patient and Community Health Needs

AI can help agencies improve public health outcomes by forecasting and preparing for future needs. It will even be used to deliver personalized treatment plans and precision medicine.

While these predictive applications may be farther on the horizon than more immediate use cases, agencies are already using AI to drive analytics and insights that will pave the way for a future-focused approach.

AI supports the development of models and simulations to better understand the potential outcomes of certain health interventions.

For instance, it can inform decision-making that shapes substance and opioid misuse prevention strategies and programs.

Agencies can also use AI for risk stratification and population health management, says Sanjeev Kumar, vice president and chief data officer at Gainwell Technologies.

Kumar says AI can integrate different data streams to inform risk predictions for populations. For example, it can bring together member claims data, clinical vitals, social determinants of health and data from case management systems to provide a comprehensive view of community health risks. Agencies can use those insights to proactively address those risks and prevent poor outcomes.

"AI has a huge role," Kumar says. "It is fundamental to population health management."

AI brings data together to provide a comprehensive view of community health risks.

Challenges and Considerations

Both traditional AI and GenAI come with risks. As governments implement AI solutions — especially for predictive uses — they must be mindful of the inherent challenges this technology presents.

✅ **Data privacy and security:** Governments must ensure they protect any sensitive health and personal data they use for AI predictions. Robust AI governance centered around stronger encryption, data storage and access controls help guard against breaches and unauthorized access.

✅ **Algorithmic and data bias:** AI systems can inadvertently perpetuate or worsen existing biases in the data used to train AI/ML models. Diverse, representative data sets and regular audits of models can reduce this bias.

✅ **Perpetuating inequity:** AI outputs can lead to inequitable access to HHS services if not carefully monitored. For example, predictive models may unwittingly lead to strategies that reduce access to treatment, resources and services in marginalized communities or rural areas. HHS agencies should establish policies that assess the impact of AI models on different populations and client groups.

✅ **The 'black box' problem:** AI systems, particularly those using complex neural networks, can lack transparency and accuracy in their decision-making. GenAI can produce hallucinations that misrepresent or falsify information. These issues make it challenging to understand how AI systems reach decisions. To combat the "black box" problem, HHS agencies should prioritize AI explainability in their governance policies and processes. They should hold third-party tools and vendors to this same standard.

✅ **Transparency and accountability:** In addition to understanding how AI makes decisions, agencies must clearly establish who is responsible for the output of these systems when something goes awry. Robust AI governance and human-in-the-loop review serve as critical checks and balances for AI systems.

AI in HHS

Improving Medicaid Administration in Tennessee

TennCare, the state of Tennessee's Medicaid program, is using GenAI to extract insights from its policy rulebook and help clinicians and staff find answers to questions.

TennCare CIO Hugh Hale says his organization approached AI enthusiastically but methodically, establishing basic tenets for AI use before exploring applicable use cases.

"There were things like, 'We have to have safety first' and 'Security is paramount,'" Hale says of the tenets. "But we also wanted to make sure we didn't include member or provider data, or expose any GenAI tool directly to our members or providers."

With those strategies in place, Hale's team conducted a "whiteboarding dream session" with all internal and external partners to explore how they could apply GenAI to TennCare operations. The group came up with 132 use cases, which they eventually narrowed down to three.

The agency recently went live with its first GenAI use case: a policy chatbot called (AI)dvisor that's designed to help users navigate long-term services and support rules and guidelines. The (AI)dvisor tool aids staff in answering policy and operations questions, reducing the need to spend hours sifting through more than 300 separate documents.

Tracking down the right information used to take up to an entire day. Now a human staffer has information to review almost instantly, Hale says.

"We can ask, 'Hey, can we provide this service for this member?' Within a few seconds, it comes back with 'yes' or 'no' and a probability of success. Like, 'There's a 95% chance you can provide the service. Here's all the policies that apply,'" Hale says.

Hale insisted the GenAI tool had to be at least as accurate as a human. Human accuracy in this area is 85%, while the new AI advisor is currently at 88% accuracy, Hale says. (Humans still review every TennCare policy determination.)

As TennCare looks to expand AI use, Hale says he and his team have already witnessed the value of this technology as a force multiplier, allowing staff to refocus their time on work that benefits the agency and, ultimately, its members.

"It's paramount that we take care of the most vulnerable population in Tennessee," Hale says. "Anything we can do to add value to their lives, we're going to test it out. GenAI is a perfect fit for that in certain cases."

Driving Welfare Outcomes

A growing number of states are using AI to improve human services for families and children. Massachusetts, Hawaii and Illinois, for example, have leveraged natural language processing (NLP), a branch of AI, to reveal insights from unstructured case notes for their child welfare agencies.

"Some of these cases have been around for many years, and looking through those volumes of case notes is really time consuming," says Carole Hussey, a CDG senior fellow with decades of experience in HHS consulting and program implementation. "NLP helps surface valuable insights about those clients."

AI can also help agencies communicate more effectively with clients. The California Health and Human Services Agency (CalHHS), for example, recently put out a request for information[4] for a GenAI language translation tool to improve access for non-native English speakers. In addition to expanding access and speeding translation of state documents, such a tool could help CalHHS tackle long-standing challenges with translation. (For instance, there are several ways to say "flu" in Spanish, depending on a patient's country of origin.)

"Something that we think would really change the face of health and human services in California [...] is around translation," the CalHHS secretary said in a recent briefing.[5] "How can we potentially not just transform all of our documents, but our websites and our ability to interact — even some of our call center inputs — around AI?"

Though this is still an open question, California's approach to AI could serve as a model for other HHS agencies that want to begin testing in relatively low-stakes scenarios.

Looking to the Federal Government

State and local governments interested in AI applications can turn to the federal level for examples and inspiration. The federal government has so far outlined some 700 AI uses cases already being adopted, including 150 within the U.S. Department of Health and Human Services. Those include automating application screenings for disability determinations and reading through clinical notes to detect providers' emotions, biases and potential for burnout.[6]

There are also HHS-related use cases in other departments. The U.S. Department of Veterans Affairs, for example, is using an AI model called REACH-VET that is designed to predict which veterans are most at risk of suicide.[7] The department is also leveraging NLP to review patient feedback and flag concerns for follow-up.

"AI represents a generational shift in how our computer systems will work, and what they will be capable of," VA Chief Technology Officer Charles Worthington told the House VA Committee early this year.[8] "If used well, AI has the potential to empower VA employees to provide better health care, faster benefits decisions and more secure systems."

Best Practices for Adopting AI

Here are some strategies to help ensure safe, effective and responsible use of AI and automation.

✅ **Reach out to your peers**
  Agencies should collaborate with their counterparts in other jurisdictions to discuss AI tools and emerging solutions.

"Decision-makers and those who support them need to be a part of a collective conversation," Brown says. "We're going to make mistakes. We're going to buy things that two years later are obsolete. Or we could have made a different decision that integrates into something else in a better way. You have to build a culture that allows for that, or you'll never make a decision and you'll never move forward with technology."
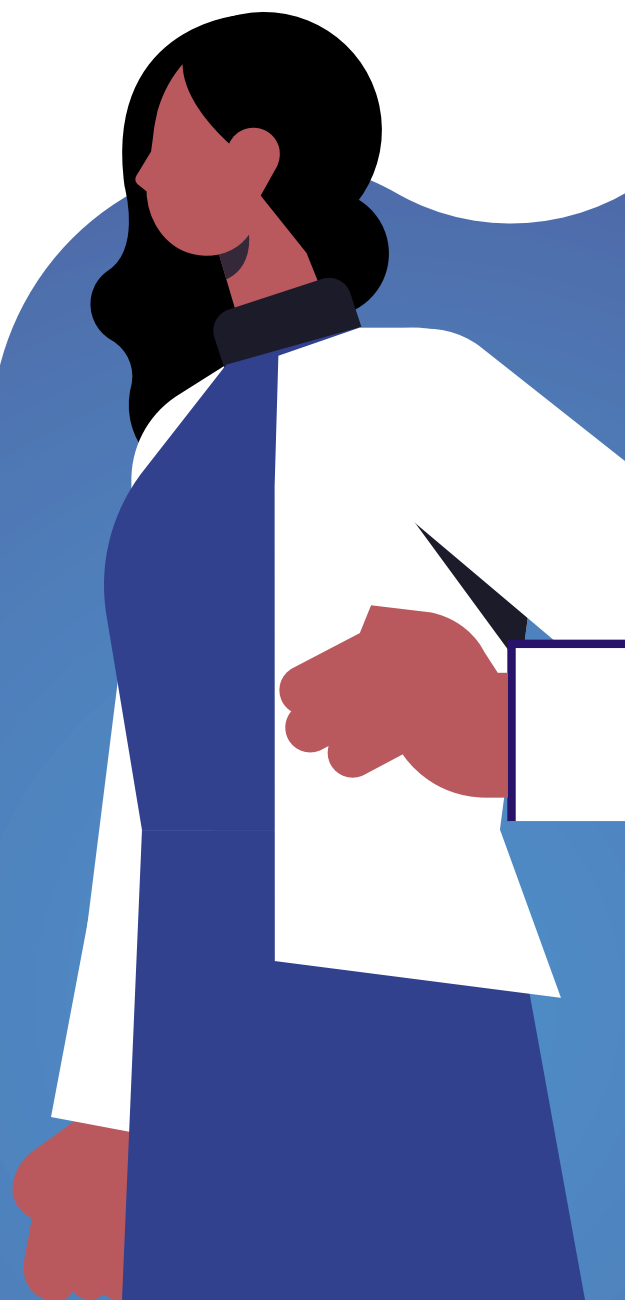
Collaboration also helps agencies amplify their impact. APHSA, for example, is an important conduit for state agencies to better understand federal actions around AI so they can provide input, highlight potential issues and shape national policy.

"What human services agencies should be doing right now is getting active in the federal-level policymaking," says Jessica Maneely, assistant director of process innovation at APHSA. "They need to make sure their voices are heard in that dialogue."

✓ Leverage available tools

While most HHS agencies will rely on out-of-the-box third-party AI tools, those who want to implement more custom solutions can use reference AI coding and language models to accelerate development. The city of San Diego, for example, used the Claude 3 Haiku LLM to build its eCiso tool, a GenAI chatbot that helps agencies strengthen their security posture. Through a question-and-answer interview, the chatbot identifies weaknesses in agencies' security infrastructure and provides a report card on their current security measures and recommendations for addressing their vulnerabilities.[9]

Pennsylvania, meanwhile, has encouraged state employees to experiment with ChatGPT. In a first-of-its-kind pilot program, 50 employees in the state's Office of Administration are using the tool "for tasks such as creating and editing copy, making outdated policy language more accessible, drafting job descriptions to help with recruitment and hiring, addressing duplication and conflicting guidance within hundreds of thousands of pages of employee policy, helping employees generate code and more."[10]

Alex Jaimes, chief AI officer at Dataminr, which offers a real-time AI platform for discovering events, risks and threats in public data, says HHS organizations' approach to AI deployment will likely depend on where they are in their journey.

"Leaders can start with products that leverage AI for specific use cases for their organization. In many of those cases, it's significantly more cost-effective to use third-party services than to build functionalities in house," he says.

Larger projects with bigger upfront investments require a more in-depth approach, he notes. "Those require a strategy that identifies what the goals are and where, ideally, the organization can make the right investments."

✓ Prioritize human-centered design

As agencies develop their AI strategy, they should incorporate constituent feedback at the very beginning through mechanisms such as customer and community advisory groups. Similarly, they should involve frontline staff in the design of AI systems, since they have deep institutional knowledge about policy and process — and they're the ones who will use these tools every day.

"With AI coming on the scene, it's more dangerous than ever *not* to lean into human-centered design," Maneely says. "We don't want to wind up with a system full of AI Band-Aids that automate troublesome processes or function as workarounds. This is the opportunity to deconstruct and redesign good, customer-centered processes."
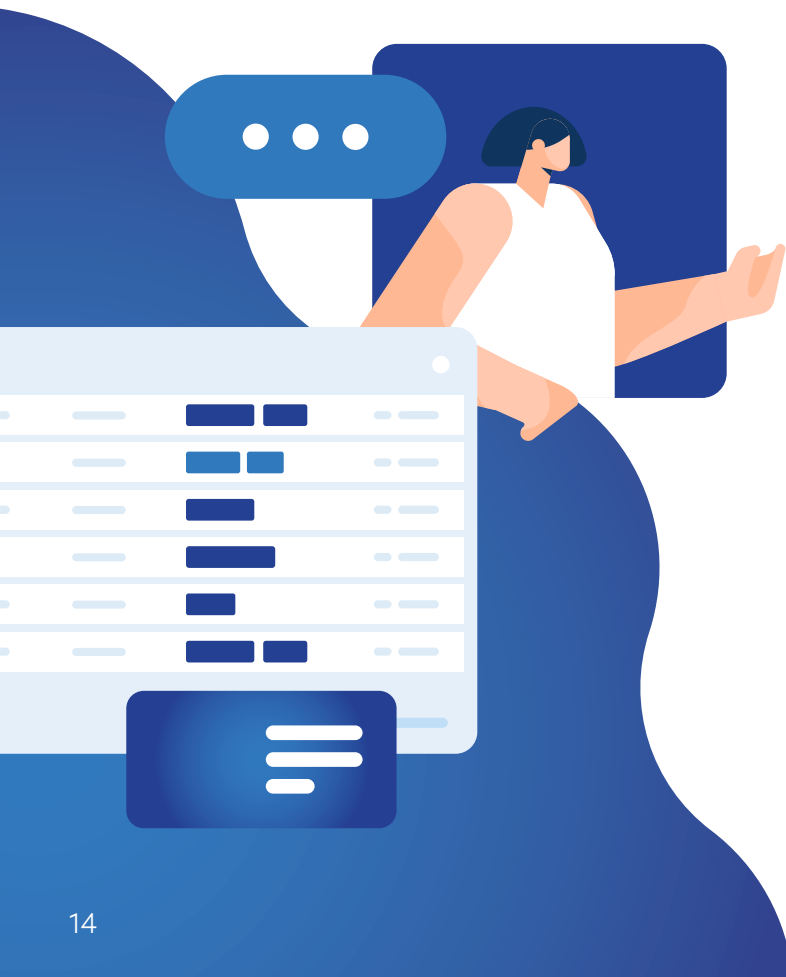
✓ Focus on empathetic messaging
Building a culture of AI requires effective change management. A key part of this effort should focus on empathetic messaging.

Leaders must communicate with constituents to help them understand how AI can improve their interactions with government. And they should do the same internally, sharing their vision for AI with staff and showing how it will benefit employees.

✓ Consider working with an AI implementation partner
Agencies should conduct due diligence on potential technology providers to assess their commitment to responsible AI practices. This can include reviewing their past projects, certifications and adherence to industry standards.

Clear contractual agreements are key. Agencies should make sure contracts with third-party providers explicitly outline expectations for responsible AI practices, including data privacy, fairness, transparency and accountability.

Finally, collaborative engagement lays the groundwork for success. Agencies should foster open communication with third-party providers to address any concerns related to responsible AI practices.

✓ Establish an AI center of excellence
An AI center of excellence (CoE) can facilitate good governance and better use of AI tools. In 2018, Utah became one of the earliest state governments to create an AI CoE. The center included 60 stakeholders from different departments who worked together to develop best practices, common use cases and a common language for AI across the state.

HHS departments can mimic a similar approach at the agency level, bringing together a multidisciplinary team across security, operations, and constituent- and client-facing roles to explore new use cases and to develop a responsible AI strategy.

A CoE can also guide education and training, which should be a part of any agency's AI governance strategy.

Conclusion

Automation and AI hold tremendous promise for transforming health and human services. In time, the potential to improve residents' health and well-being is nothing short of revolutionary.

But for the next few years, HHS agencies should work purposefully and thoughtfully to expand their use of AI gradually. They should experiment with use cases in safe pilot environments, and they should advance their AI maturity based on what they learn.

"Anytime we have a huge technological advancement, our first reaction as humans is to be a little anxious or frightened about this new power and what it could mean," says APHSA's Bicha. "I think that's wise. But we also must try to get ahead of it, to learn as much as we can. We must think critically about how the technology is implemented. And we need to be certain we're developing appropriate policy to support the technology so that it can be used effectively without causing harm."

How Adobe Advances Experience-Driven Government

Dedicated case managers, social workers and healthcare professionals power the mission-critical work of health and human services agencies.

But with a projected shortage of 74,000 social workers over the next decade,[1] state and local governments will need to lean on a technology-enabled service delivery model to better meet constituents' needs.

With the help of artificial intelligence (AI), states and localities can finally offer experience-driven government and a one-stop destination for addressing the holistic needs of individuals and families, says Nikhil Jain, an engagement manager in Adobe's Digital Strategy Group.

"Rather than having government agencies and processes be the focus, it's very resident- or customer-centric," Jain says. "That means delivering the right service to the right person at the right time in their journey."

With its AI-driven solutions, Adobe helps governments deliver digital experiences that empower employees and place constituents at the center of government operations.

A Better Experience Through Data, Content and Journeys

Experience-driven government comprises three key pillars: data, content and journeys.

- Data includes all the analytics from government websites and digital channels, along with profile data constituents opt in to share.
- Content encompasses the text, images and videos with which constituents interact.
- Journeys involve enabling government organizations to predict and recommend the next best service or action.

Adobe's AI tools and features, which are embedded within Adobe Experience Cloud, allow governments to combine data, content and journeys in meaningful ways to drive a better constituent experience.

Using AI, government employees can create content in mere seconds, serve customers faster with live-chat functions specifically trained on an agency's content, and quickly summarize PDFs with the help of intelligent assistants. AI also underpins language translation tools that make government information more accessible to diverse communities. With these capabilities, caseworkers can process applications faster and more accurately, and recommend other services or programs that may better address a client's needs.

"When we think about how we leverage AI within these agencies," Jain says, "the primary focus is empowering employees to better help customers and better deliver services."

Adobe's AI-enabled tools have saved millions of hours for state and local workforces and driven significant cost savings in government call centers — just by automating manual processes, Jain says.

But automation is just one facet of AI. Its true value lies in helping governments design systems and processes around people's real-life needs. When governments use AI to amplify their impact, they don't just deliver a more seamless experience. They drive better HHS outcomes for constituents.

Adobe

How Dataminr Drives Real-Time Awareness

Real-time situational awareness is critical for making HHS agencies as secure and responsive as possible. In this Q&A, Dataminr Chief AI Officer **Alex Jaimes** talks about how AI can vastly improve that awareness.

How can AI improve situational awareness for HHS organizations?

AI excels at processing very large amounts of data from different sources. Dataminr's products use AI to detect events in real time from over a million public data sources. Those sources are extremely diverse (text in different languages, audio, images, videos, sensor data) and appear on many different types of platforms (the internet, social media, the dark web and more).

Dataminr solutions produce insights on relevant events as they occur. Having that information translates to quicker and more effective responses, which have significant benefits for constituents.

What does an organization need for AI adoption?

Implementing AI requires simultaneous efforts on several fronts. You must establish responsible use policies, including mechanisms to protect data and provide appropriate access to it. You also have to make sure your data is available: AI requires data, and organizations often struggle connecting that data to AI systems.

Adoption also depends on having adequate AI expertise as well as proper training to ensure that those using the technology understand its benefits and limitations.

How can HHS leaders help evolve their organization's use of AI?

Embracing AI can start at many different levels, depending on where an organization is in its journey. Leaders can start with AI solutions for specific use cases in their organization. In many of those cases, it's significantly more cost-effective to use third-party services than to build functionalities in house.

Some use cases do require internal efforts to develop solutions. These cases need bigger upfront investments in people, technology and more. For such projects, you should develop a strategy that identifies your goals and where to target investments to achieve those goals.

How can agencies make sure their technology partners prioritize responsible AI?

Since every AI use case can be different, a lot depends on where and how the technology is applied. So it can be hard to outline specific ways agencies can ensure their technology partner prioritizes responsible AI.

But it's important to understand your partner's business model. It helps identify how they generally use AI and where responsible AI practices might come into play.

At Dataminr, responsible AI practices are built into what we do. Our products focus on detecting events from public data that are relevant to a wide range of customers in the public sector, the private sector and the media. It's in our interest to ensure that those events are relevant, ethical and responsible. This means we make significant efforts in ingesting a wide range of data sources from all over the world. For the platform to excel, proper testing and evaluation of those sources is critical.

Dataminr®

How Gainwell Helps HHS Agencies Tap Into AI

Traditional artificial intelligence (AI) and generative AI will be critical to transform HHS data into a powerful tool for modernizing service delivery and advancing community health equity.

To unlock the full potential of AI, agencies must first develop a data strategy that addresses everything from data acquisition, cleanup and preparation to integration and deployment for AI models.

With an end-to-end data analytics and AI platform, HHS agencies can integrate their data, accelerate their AI maturity and deliver better outcomes.

Laying the Groundwork

Data cleanup and integration are two of the biggest challenges agencies face in becoming more AI-enabled, says Sanjeev Kumar, vice president and chief data officer at Gainwell Technologies, a leading provider of digital and cloud-based solutions to the human services and public health sector. "You can't assume AI will somehow fill in the gaps of poor quality, missing or sparse data," Kumar says.

Agencies are taking steps to address these challenges, Kumar says, but they need more effective data tools. Gainwell has several solutions, including GainwellConnect™ and GainwellGenius™, that help HHS agencies strengthen data management and build a foundation of quality data for their AI projects.

GainwellConnect helps agencies collect data from disparate sources in varied formats, such as data from health information exchanges (HIEs), Medicaid information management systems (MMISs) and clinical partners, and standardize it to drive interoperability.

Once this common data language is established, agencies can apply analytics to the data.

GainwellGenius powers data integration that allows agencies to build, test and validate AI models, and develop analytics to support whole-person care.

Together, Gainwell's analytics capabilities and solutions provide a more comprehensive view of members and proactive interventions that can reduce care costs and improve outcomes.

Turning Data Into Insights

Data fuels AI. With an end-to-end AI and data analytics platform like GainwellGenius, HHS agencies can harness the full value of this next-generation technology.

"By integrating data, cleaning up the data from different sources and making it usable, you're setting yourself up for success with AI," Kumar says.

gainwell

How ServiceNow Is Modernizing Eligibility Determination

Social services programs provide a vital lifeline to constituents, especially during times of crisis.

Over the last four years, agencies have seen this firsthand as they grappled with an unprecedented surge in demand. Nearly a million more people received benefits from the Supplemental Nutrition Assistance Program (SNAP) in 2023 compared to 2022.[1] Medicaid, and Children's Health Insurance Program (CHIP) enrollments rose nearly 30% from 2020 to 2022.[2]

Amid these and other shifts, agencies have dealt with disconnected systems, limited staff resources and antiquated federal legislation that doesn't align with the needs of modern work.

To combat these challenges, agencies need solutions that facilitate automation and support data-driven decision-making. With ServiceNow's platform, agencies can modernize eligibility determination and make sure constituents can access services when they need them most.

Several states are already harnessing ServiceNow's platform to improve social services delivery.

- **Tennessee** launched the integrated chatbot to help residents find information faster, greatly reducing call center volume.
- **Missouri** streamlined Medicaid eligibility redetermination after the pandemic by reviewing thousands of applications based on criticality of individual or family needs.

Transforming Human Services Delivery

With ServiceNow's latest release, eligibility determination is made possible within the platform, creating one single, seamless interaction for the employee and the customer. These new capabilities allow for faster implementation of updates and provide additional AI-driven assistance. That means employees won't be bogged down by mundane tasks and instead can devote more time and attention to constituent interactions.

ServiceNow's platform integrates easily with contact centers to log constituent interactions from various channels, including phone calls, emails and scanned mail. By consolidating this information into a centralized file, caseworkers have real-time access to the most up-to-date details, enabling them to better understand client needs, track application statuses and connect constituents with appropriate benefits programs.

The platform's integrated generative AI quickly finds relevant information for constituents and caseworkers.

"Imagine you're a parent, searching online late at night for help with food," says Darris Adkins, ServiceNow's senior missions account executive for health and human services. "The AI tool is there to assist, 24/7 — not only providing resources you're searching for but also asking helpful questions about your household to connect you with other vital resources you might not even know you qualify for, like WIC or local food pantries."

In addition to health and human services, ServiceNow is committed to improving government efficiency in four other areas: transportation, education, public safety and labor.

By empowering these mission-critical agencies, ServiceNow makes a meaningful difference for governments and the people they serve.

[1] https://www.nbcnews.com/politics/politics-news/2024-food-stamp-rent-assistance-programs-get-hit-hard-rcna130833
[2] https://www.kff.org/coronavirus-covid-19/issue-brief/analysis-of-recent-national-trends-in-medicaid-and-chip-enrollment/

servicenow

Endnotes:
1. https://action.deloitte.com/insight/3747/us-human-services-has-a-people-problem
2. https://www.bls.gov/ooh/community-and-social-service/substance-abuse-behavioral-disorder-and-mental-health-counselors.htm
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