Providing more responsive and effective client-centered services

Recognizing and Serving Those Most in Need

Identify and prevent the rapidly growing number of people – throughout the globe – who are abusing social services programs, applying for benefits or services to which they are not entitled.

Highlights

- ***Detect and mitigate fraud to manage risk***
- ***Address growing public pressure to deliver, holistic, client-centered services***
- ***Provide caseworkers with an integrated end-to-end solution that supports and empower them to make better decisions***
- ***Protect the privacy of client information internally and with external service providers***
- ***Demonstrate enhanced, quantifiable social outcomes, and enable social and political ROI improvements***
- ***Build on existing investments to optimize investment in skills and infrastructure***
- ***Utilize proven IBM technology and software tools to create an On Demand solution***

The Strategic Issues

There are external drivers that are common to most countries such as globalization, aging populations, shrinking labor markets, widening gaps between rich and poor, and advancing technology At the same time, internal drivers plague the same social organizations, including rampant systemic fraud, shrinking budgets, being asked to do more with less, inadequate legacy systems and citizen-centered service delivery.

Human services, employment, public health insurance, child welfare, workers' compensation, child support enforcement (hereafter referred to as social services organizations), are facing strategic issues which require major changes in the way they have traditionally done business. They need to innovate to deliver programs more effectively, responsively and efficiently, and to deliver better service to their clients.

Social services organizations need to:

- Address growing public pressure to deliver, holistic, client-centered services
- Provide caseworkers with a solution that supports and empower them to make better decisions
- Detect and mitigate fraud to manage risk
- Protect privacy of client information internally and with external service providers

Countries around the world may use different names to refer to their social services units, but they all have a common high level approach to the protection of social risks. Underneath the societal differences, there are common high level processes across organizations and across borders

Who Is Entitled To Social Services?

A rapidly growing number of people – throughout the globe – are unfortunately abusing social services programs, applying for benefits or services to which they are not entitled. When this is done deliberately, it is called 'fraud.' When it is done unintentionally, it is called an 'error', as the system should have stopped the claim and is operating in error. While there are countless forms of social services fraud, some of the more prominent examples include:

- Recipient fraud: A person intentionally makes a claim to which they are not entitled
- Employer fraud: An employer intentionally fails to make full contributions; and
- Service provider fraud: A provider intentionally oversupplies or undersupplies goods or services

Fraud can take many different forms. Some of the more common types include:

- *Organized criminal fraud:* An individual or group undertakes a planned, prearranged effort to intentionally defraud a social system
- *False identity:* While this can take a number of different forms, typically an individual will portray themselves as someone else in order to receive benefits or services. They may also use multiple identities in order to receive duplicative payments or services. False identity may also include the theft and sale of identities in order to illegally receive benefits and services
- *Collusive fraud:* A joint effort between two or more parties – possibly an employee, employer, landlord, medical or other professional – in order to illegally receive payments or services
- *Misrepresentation of circumstances:* The intentional, incorrect or misleading representation of circumstances in order to receive unjustified and/or incorrect payments or services

Intensifying Challenges… Why Now?

Today's intensifying challenges mandate a fresh approach to managing fraud information.

- Multiplication of fraud types, and frequency
- Fraud is increasingly asymmetrical
- Explosion in complexity of fraud identification
- Frequency of transaction/interactions
- Transparency is clouding
- Regulatory pressures are increasing
- Intensifying budget and tax revenue pressures

Unfortunately current approaches have become obsolete in combating these challenges for various reasons, including:

- Information is compartmentalized – lack of full integration is obscuring visibility
- Query State limits ability to address complexity of threats-you need to know the right question to ask

- Untimely – threats identified ex-post facto.
- Inaccurate – broadscale false positives and false negatives
- Out of context – lack of decision support/guidance once fraud is identified

More Effective, Rapid Case Management

Social services agencies strive to provide and manage client centered cases, to provide a platform for differentiated service delivery tailored to individual clients, and to share information with other organizations where appropriate, and to protect the privacy of their clients. IBM Fraud Intelligence provides the following capabilities and optionally enhances IBM's Integrated Case Management solution or other solutions:

Recognizes Multi-Cultural Names

- Kate, Cait, Catherine, Katherine, Kat
- Multiple name variations: name order, multiple titles, name variants, multiple prefixes, phonetic transpositions of nicknames

Recognizes Identities

- Provides the ability to identify who people, and organizations are

Recognizes Relationships

- Identities what relationships exist between a visitor, and obvious, non-obvious people and organizations

Reducing Risks & More Intelligent Resource Deployment

Social Services agencies determine benefit eligibility by Identifying and focusing effort on particular cases associated with risk to control improper payments and ensure information security, integrity and privacy.

With IBM's Fraud Intelligence solutions, they are able to:

- Provide full attribution with a complete history of a person, never disposing of (or merging/purging) data about a client
- Real time updates and self correcting to provide a current and a more accurate view of the client
- Multiple degrees of separation relationship insight (i.e. Person A knows Person B, and Person B knows Person C. Therefore ,the three are related by two degrees of separation)
- Segment clients to detect who may be a higher risk to focus appropriate attention and resources where the client profile suggest such attention

Protecting Privacy & Information Sharing

Information about clients is needed to successfully process claims or cases for delivery of social services. The Information is usually provided by claimants themselves and does not itself represent privacy issue. Difficulty arises if elements of information are combined in ways that reveal more about a person's private life than intended. Different countries take different approaches to privacy. Many countries have legislated privacy into their social systems. Sometimes privacy protections are an inhibitor to good service. Citizens may be willing to allow privacy information to be shared if asked and to their benefit if they provide consent.

IBM Fraud Intelligence provides Social Services agencies:

- Ability to share identity and relationship information with third parties without disclosing the identity of the person to whom the information relates
- Support services delivery model oriented around integrated service and citizen consent and choice

Proven methods, tools and techniques

IBM has invested significant resources in Fraud Intelligence to bring together a range of methods, tools and techniques all specifically designed to enhance the implementation of case management and risk management solutions for social services organizations. By using these techniques and tools, IBM is able to implement a Fraud Intelligence solution integrated with case management, risk management and privacy solutions tailored to individual client needs, using the experience gained in the largest portfolio of human services, employment, social services and social security projects in the world.

A solid foundation: World class technologies from IBM

IBM is one of the largest providers of solutions to social services and social security organizations around the world. IBM has a dedicated team of subject matter experts, solution developers and industry consultants that are focused on the social services and social security industry. The IBM Fraud Intelligence solution is built upon:

- IBM Global Name Recognition: recognizes names across multiple cultural variations
- IBM Identity Resolution: identities "Who is Who?"
- IBM Relationship Resolution: identifies "Who Knows Who?" across multiple degrees of separation
- IBM Anonymous Resolution: allows multiple organizations to share identity and relationship data anonymously that never exposes the identity of an individual

For more information

To learn more about IBM's Fraud Intelligence solutions, please visit: **ibm.com/db2/eas** or contact your IBM sales representative.

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