Re-Imagineering Social Security in the Cognitive Era

ICT: Empowering Innovative Social Security
36th ASSA Board Meeting
17 Sep 2019
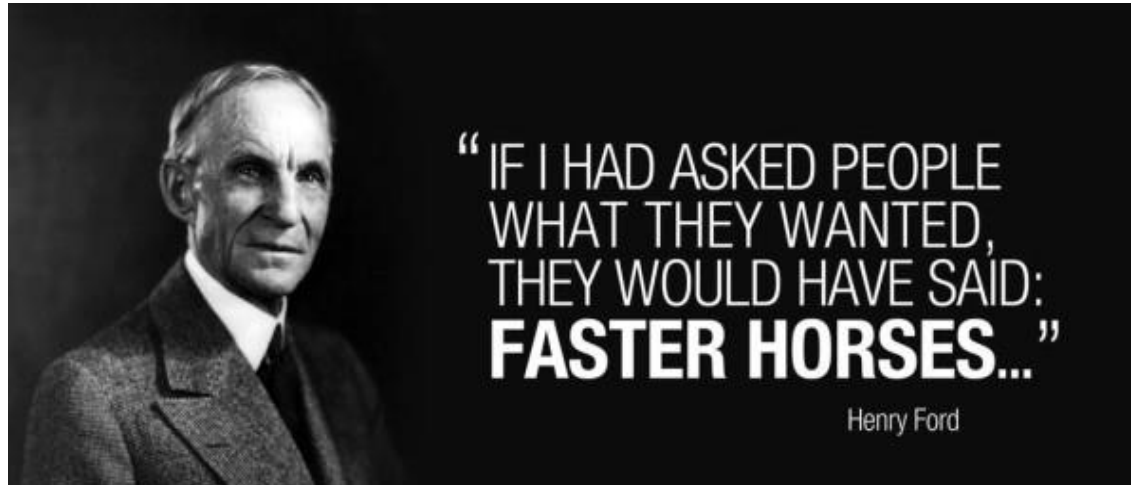
dp saro

A **SILVERLAKE** Group Company

Digital **P**sychology **S**ilverlake **A**rtificial **I**ntelligence & **Ro**botics

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Final

Our World is **Volatile, Uncertain, Complex, Ambiguous** [VUCA]

"IF I HAD ASKED PEOPLE WHAT THEY WANTED, THEY WOULD HAVE SAID: FASTER HORSES..."

Henry Ford

Bankers see faster horses ; Technologists imagine cars

https://www.aeromobil.com/

Source : The Financier.com

Are we in danger of just creating faster horses?

CHRIS SKINNER

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"We may not be able to predict the future but we can help to shape it."

By **imagination** I mean the **power to see beyond the present moment** and our immediate environment.

In imagination we can bring to mind **things that are not present to our senses.**
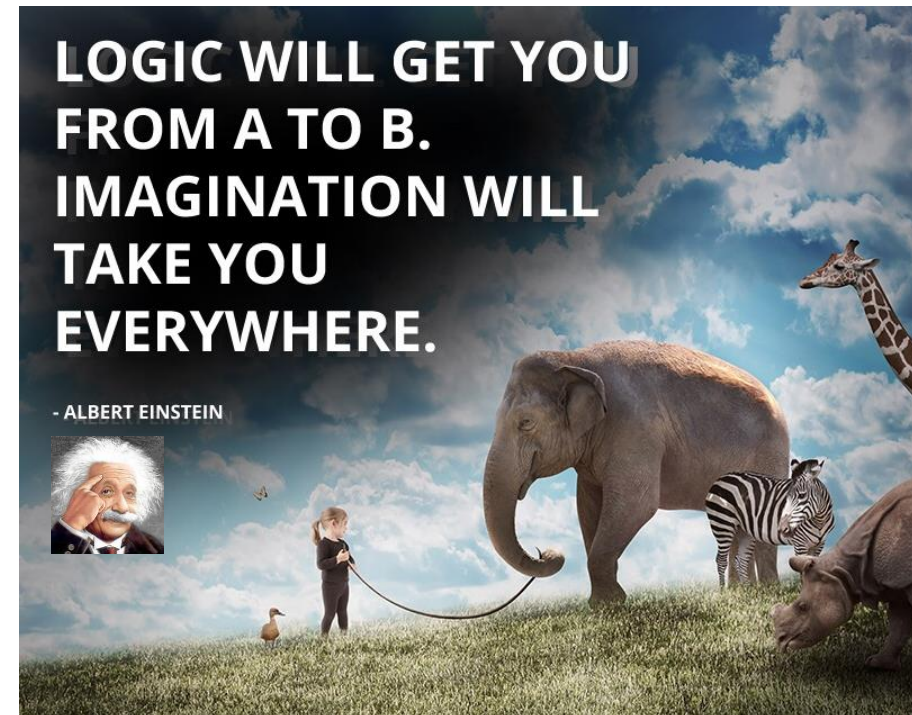
We can visit the past, and not just a single view of the past.

We can review and **reinterpret the past**.

~ Sir Ken Robinson ~

Sir Ken Robinson - **The Power of Imagination**
"We have an **extraordinary human power**...
the power of imagination"

https://youtu.be/9QQ_h5lHOBk

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What is Imagineering ?

Imagineering = Imagination + Engineering

Imagineering is letting your Imagination Soar, and then Engineering it down to earth

How to Think like an Imagineer

"If you can dream it, you can do it" – Walt Disney
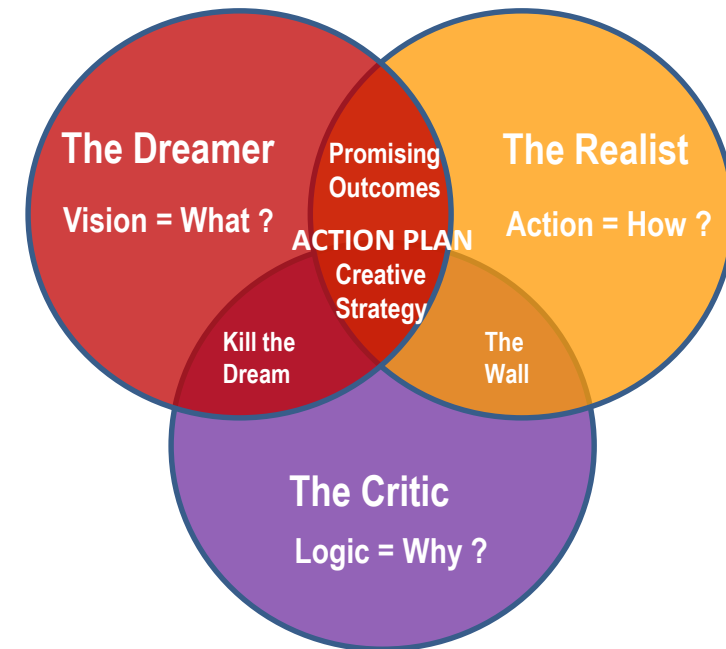
The Dreamer
The dreamer's role is to provide the visionary big picture … with no boundaries, limitations or restraints.

The Realist
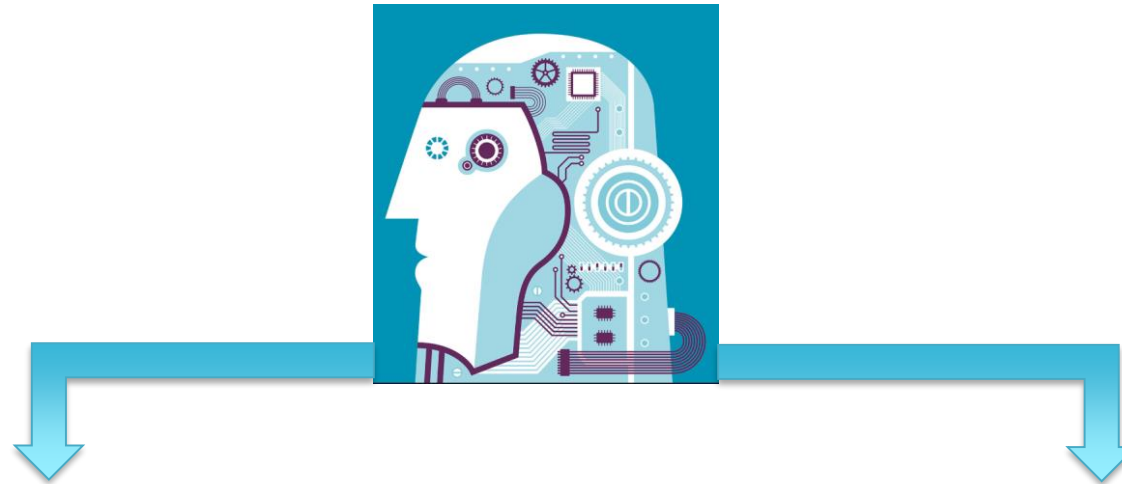The realist's role is to evaluate what is realistic, think constructively and organize action plans.

The Critic
The critic's role is to test the plan, look for potential problems, difficulties and consequences. That is, what could go wrong, what is missing.

Standing on the Shoulder of Walt Disney to create Social Services Magic

The Dreamer — Vision = What ?

Promising Outcomes

ACTION PLAN Creative Strategy

The Realist — Action = How ?

Kill the Dream

The Wall

The Critic — Logic = Why ?

You don't know which Walt Disney is coming to the meeting

Cognitive Era

- Human + Machines & AI + Data Synergy
- Embedded Intelligence
- Leverage 3 Intelligence
  - Automated + Assisted + Augmented
- Personalized and Contextualized
- Collaborative and Sharing Gestalt

AI makes decisions for us; Cognitive computing helps us make decisions.

An AI system would tell the doctor exactly which course of action to take based on its analysis.

A Cognitive system provides the necessary information to help the doctor decide.

Success Stories of Innovation in Social Security (1)
Imagine ASEAN Collective Innovation

ASEAN Social Security Association
ASSA RECOGNITION AWARD

(D) INFORMATION TECHNOLOGY EXCELLENCE AWARD

BPJS Ketenagakerjaan, Indonesia	Empowering Indonesia Social Security through BPJSTK Mobile Application Reform
Employees Provident Fund, Malaysia	The EPF Mobile Application: i-Akaun and e-Caruman
Vietnam Social Security, Vietnam	Developing health insurance management, medical review and payment system

(E) INFORMATION VISIONARY

Philippine Health Insurance Corporation, Philippines	PhilHealth Data-Driven Transformation

(F) INNOVATION EXCELLENCE AWARD

Central Provident Fund Board, Singapore	CPF Retirement Planning Service (CRPS) Online
Social Security System, Philippines	New Strategies in Ensuring Compliance: "Oplan Tokhang"- SSS Style, RACE, and WDLG

(G) INNOVATION RECOGNITION AWARD / CUSTOMER SERVICE RECOGNITION AWARD

Social Security Organisation, Malaysia	SOCSO Electronic Rehabilitation System (e-PULIH)

Source : https://www.asean-ssa.org/Recognition-Awards-ASSA

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Success Stories of Innovation in Social Security (2)
ISSA Case Studies

Indonesia

Integrated solution for motorcycle taxi **drivers** with **digital platform GO-JEK** to provide accident insurance benefits etc

Saudi Arabia

Saudi Arabia's GOSI - innovative pilot using **conversational agents**

Republic of Korea

National Pension Service; data exchange between social security institutions in **seven other countries**

Philippines

Biometrics-based national ID system to enhance service delivery.

China

App-based electronic social security card system - electronic ID and plans to implement a **national facial recognition** database.

Australia

New **Head to Health Portal, digital mental health gateway**, **one-stop shop** for services by **trusted mental health** service providers.

Republic of Korea

National Health Insurance Service (NHIS) – a **nationwide big data system** integrated through an individual ID.
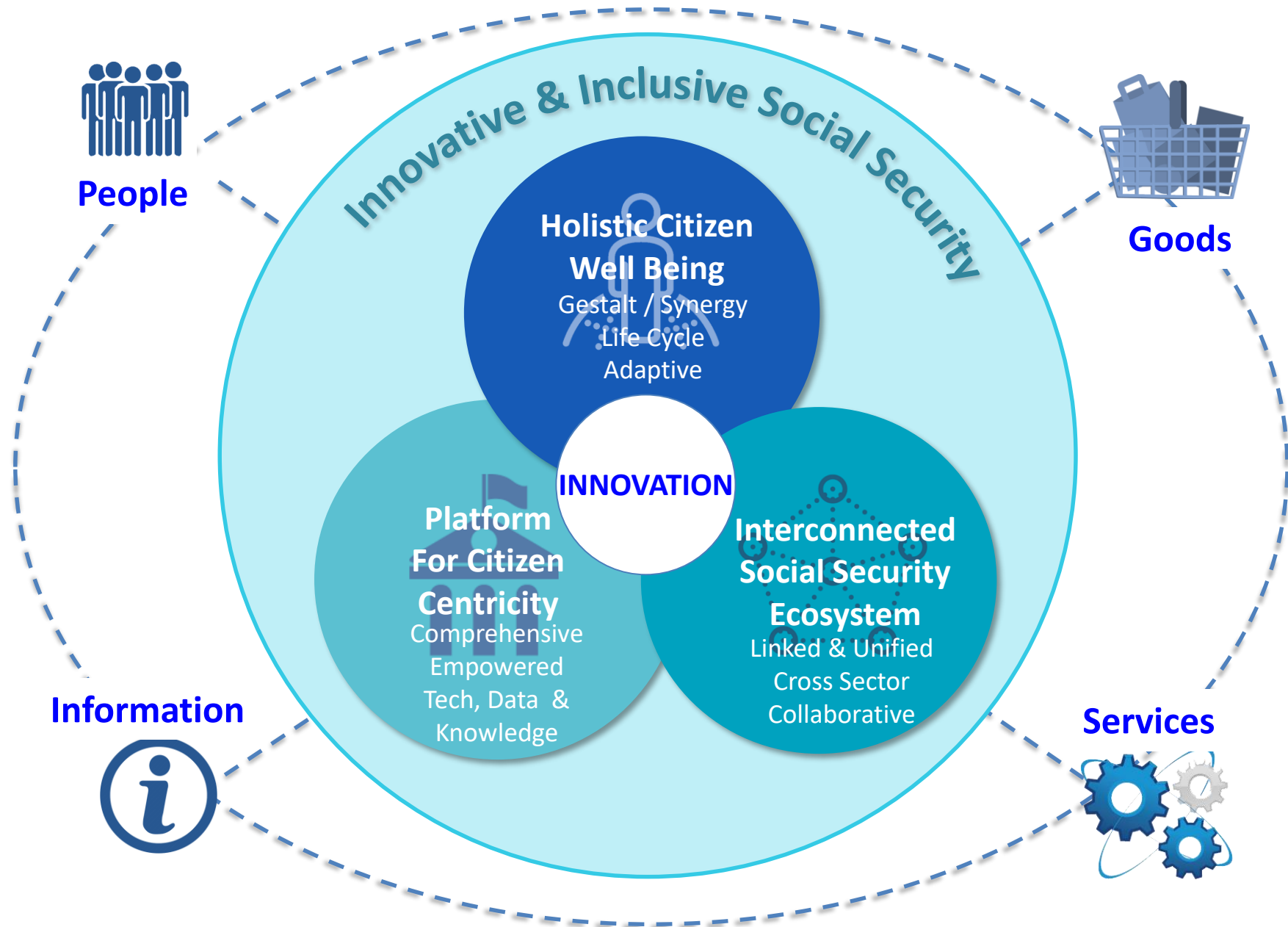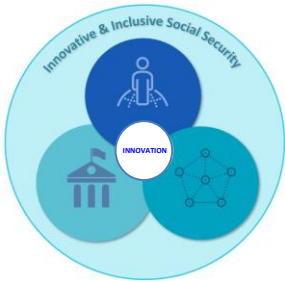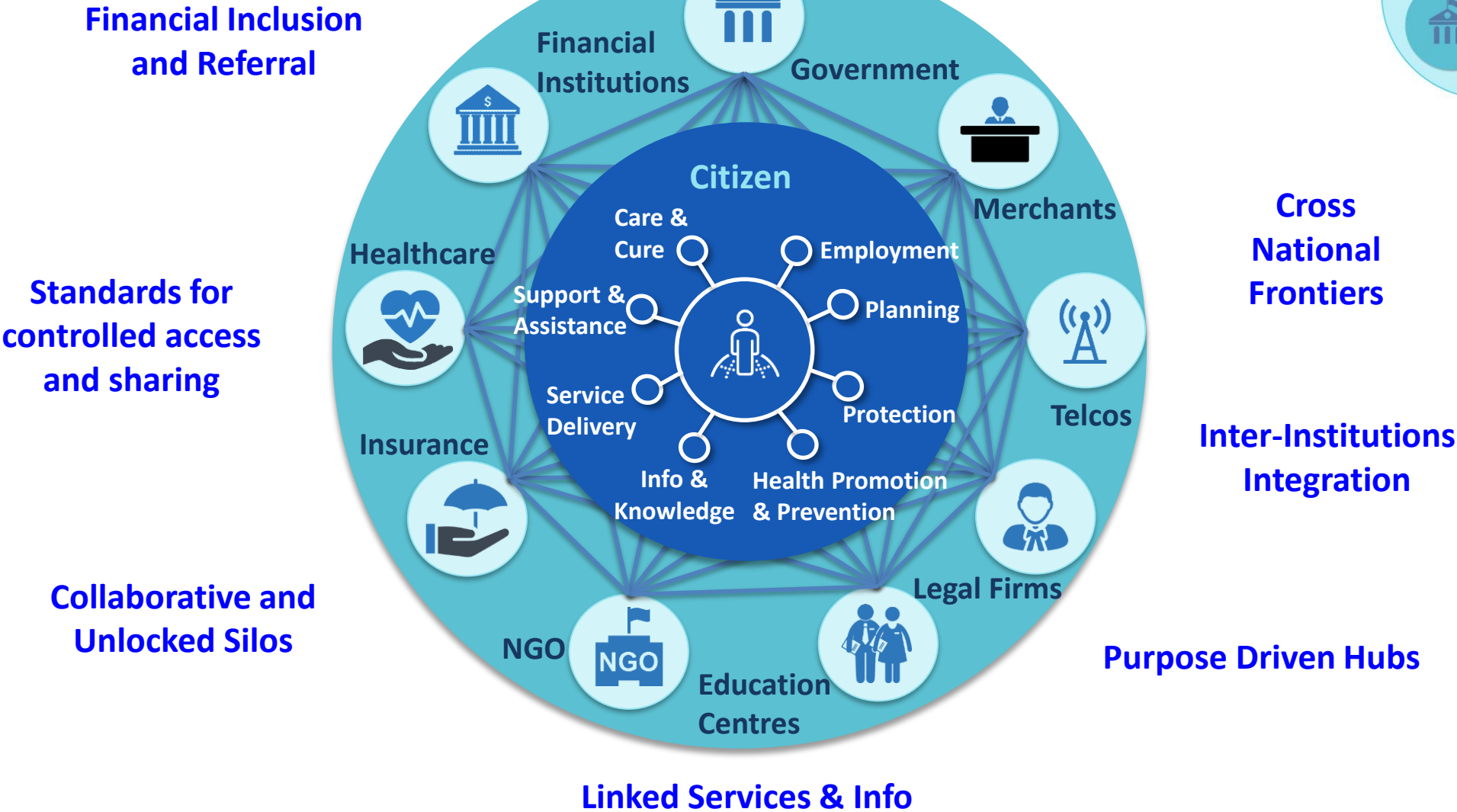
India

ReMeDi (Remote Medical Diagnostics) telemedicine solution that enables remote health care delivery.

https://www.issa.int/html/10/files/2-10%20Challenges-Asia-Pacific-WEB.pdf

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Towards Innovative Social Security

Innovative & Inclusive Social Security

People

Goods

Holistic Citizen Well Being
Gestalt / Synergy
Life Cycle
Adaptive

INNOVATION

Platform For Citizen Centricity
Comprehensive
Empowered
Tech, Data &
Knowledge

Interconnected Social Security Ecosystem
Linked & Unified
Cross Sector
Collaborative

Information

Services

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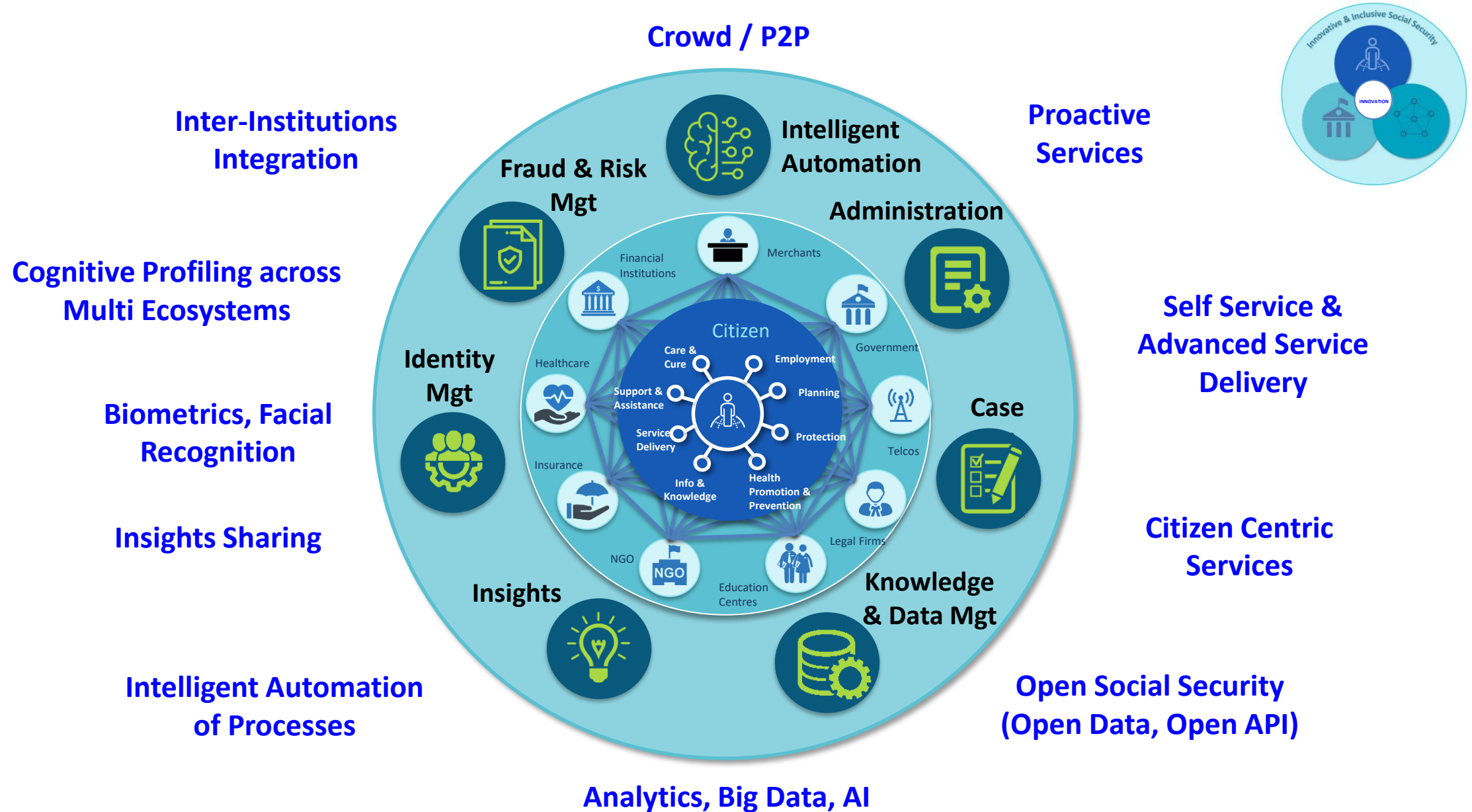
Connected Ecosystems as New Social Security Platform

ICT Empowering Innovative & Inclusive Citizen Centric Social Security

Crowd / P2P

Inter-Institutions Integration

Cognitive Profiling across Multi Ecosystems

Biometrics, Facial Recognition

Insights Sharing

Intelligent Automation of Processes

Proactive Services

Self Service & Advanced Service Delivery

Citizen Centric Services

Open Social Security (Open Data, Open API)

Analytics, Big Data, AI

Intelligent Automation
Fraud & Risk Mgt
Administration
Identity Mgt
Case
Insights
Knowledge & Data Mgt

Citizen
Care & Cure
Employment
Support & Assistance
Planning
Service Delivery
Protection
Info & Knowledge
Health Promotion & Prevention

Financial Institutions
Merchants
Government
Healthcare
Telcos
Insurance
Legal Firms
NGO
Education Centres

Innovative & Inclusive Social Security
INNOVATION

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Re-Imagineering Social Security in the Cognitive Era
Innovation Treasure Hunt Map

Entities | Biz | Institutions

CORE

Adaptive   Intelligent   Resilient

Citizens

Gov | Authorities | Agencies

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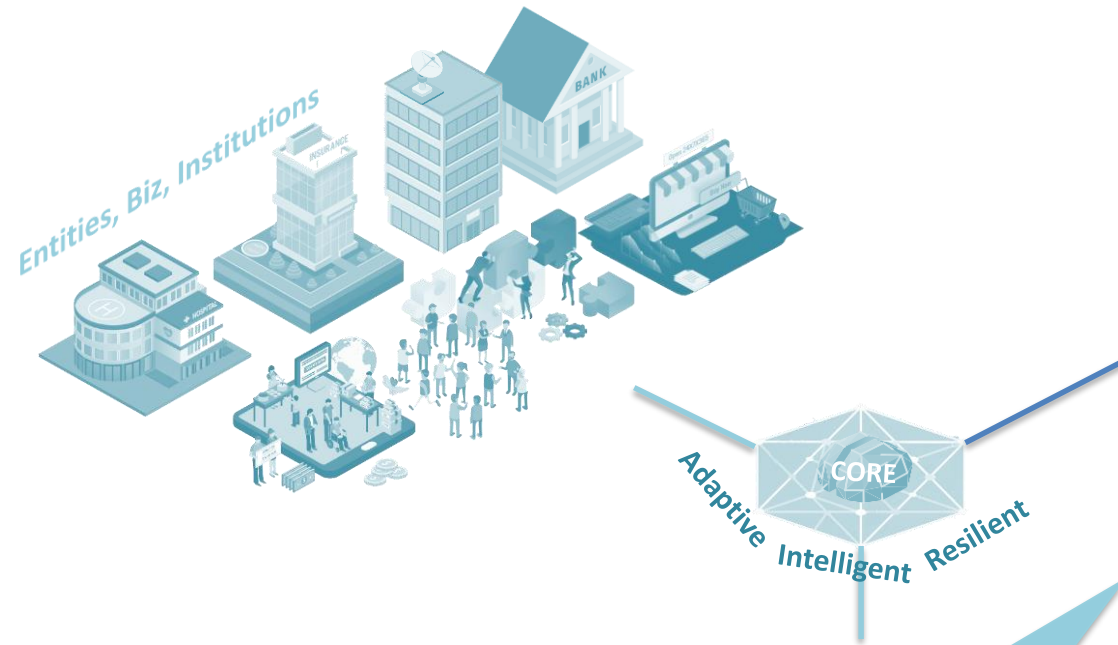
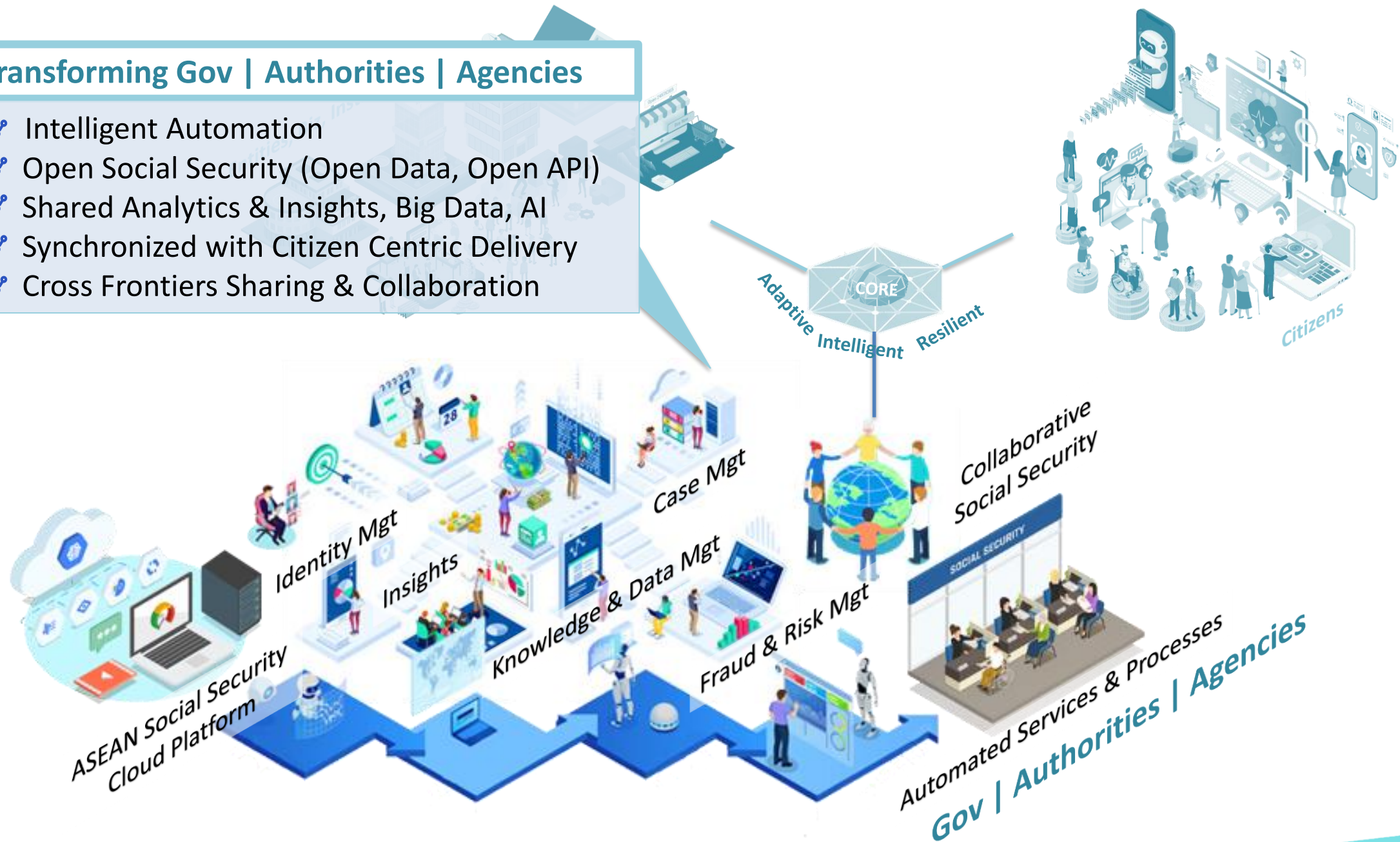**Delivering Citizen Centric Services**
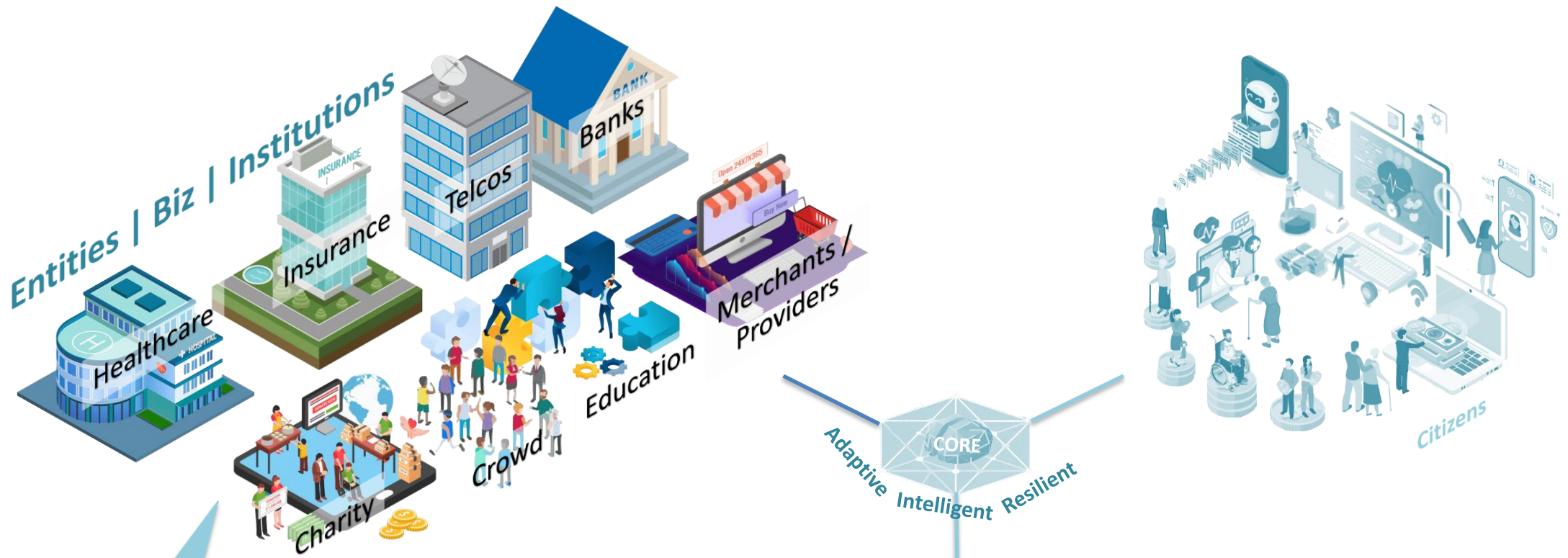
- Adaptive Life Cycle Centric
- One Stop Social Services
- Personalized Services (Unified ID)
- Intelligent Self Services (+ Voice)
- Collective Cognitive Profiling
- Financial & Social Inclusion Connection

Transforming Gov | Authorities | Agencies

- Intelligent Automation
- Open Social Security (Open Data, Open API)
- Shared Analytics & Insights, Big Data, AI
- Synchronized with Citizen Centric Delivery
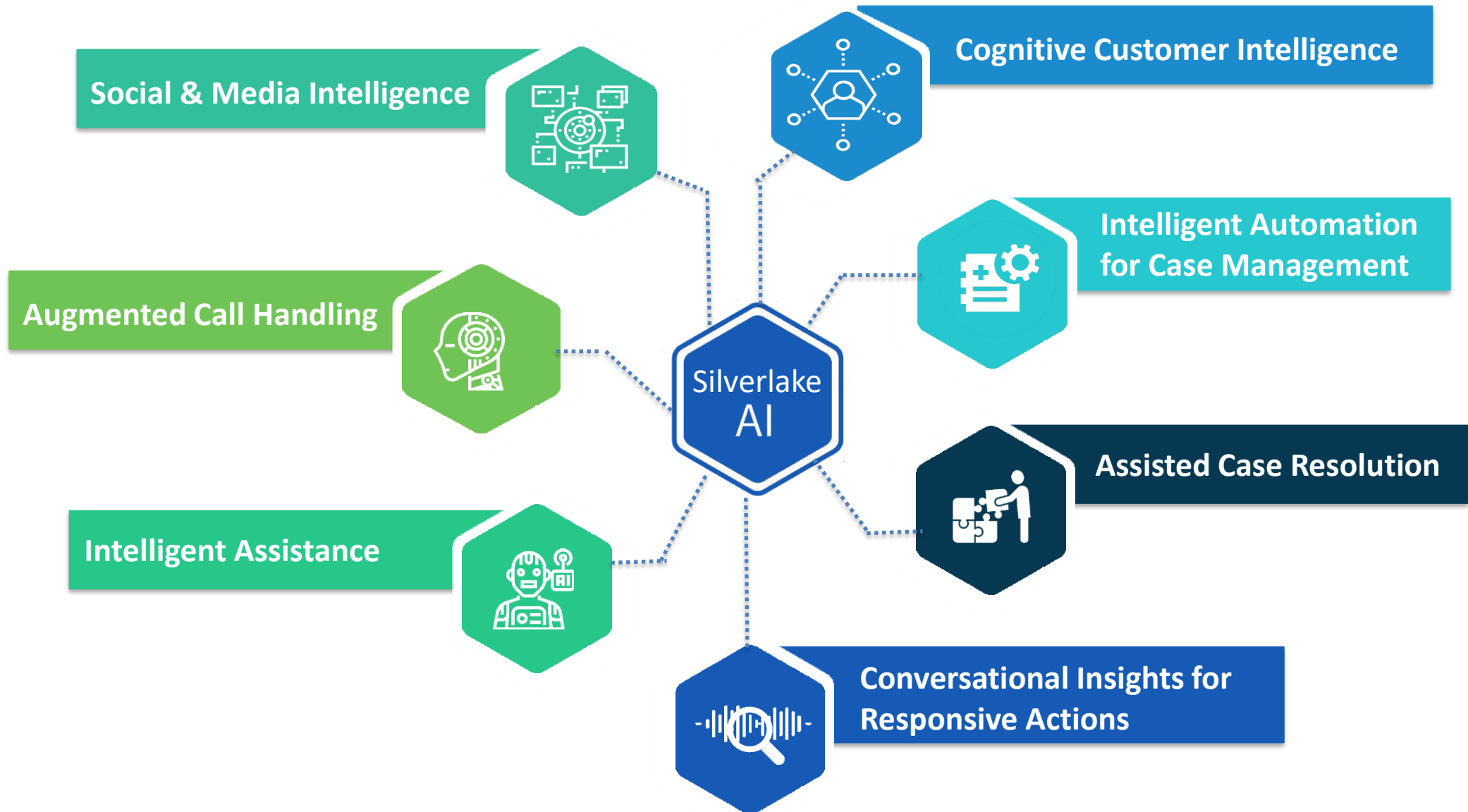- Cross Frontiers Sharing & Collaboration

Adaptive Intelligent Resilient

CORE

Citizens

ASEAN Social Security Cloud Platform

Identity Mgt

Insights

Knowledge & Data Mgt

Case Mgt

Fraud & Risk Mgt

Collaborative Social Security

Automated Services & Processes

Gov | Authorities | Agencies

SOCIAL SECURITY

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Entities | Biz | Institutions

- Healthcare
- Insurance
- Telcos
- Banks
- Merchants / Providers
- Charity
- Crowd
- Education

CORE — Adaptive Intelligent Resilient

Citizens

Harnessing Collaborative Entities | Biz | Institutions

- Linked Services & Packages
- Crowd & P2P Benefits for Sharing Economy
- Open Social Security Integration
- Inter-Institutions Integration & Partnership
- Collective Lifecycle Data & Knowledge

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Citizen Engagement Transformation with Re-Imagineering

Social & Media Intelligence

Cognitive Customer Intelligence

Augmented Call Handling

Intelligent Automation for Case Management

Silverlake AI

Assisted Case Resolution

Intelligent Assistance

Conversational Insights for Responsive Actions

** Representative Opportunities

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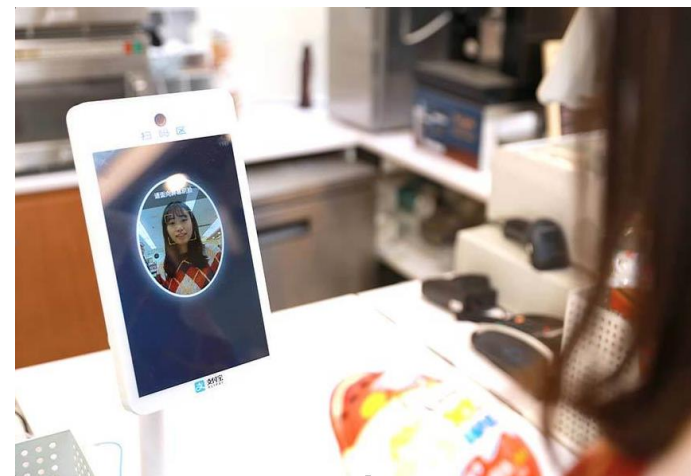# Re-Imagineering Innovative Services using Multi Modal "Prints"

SMILE TO PAY (with Beauty Filter) CAPTURED THE WORLD'S ATTENTION

Innovation with Multi Modal Universal "Prints" – Finger -> Face -> Voice -> Gesture
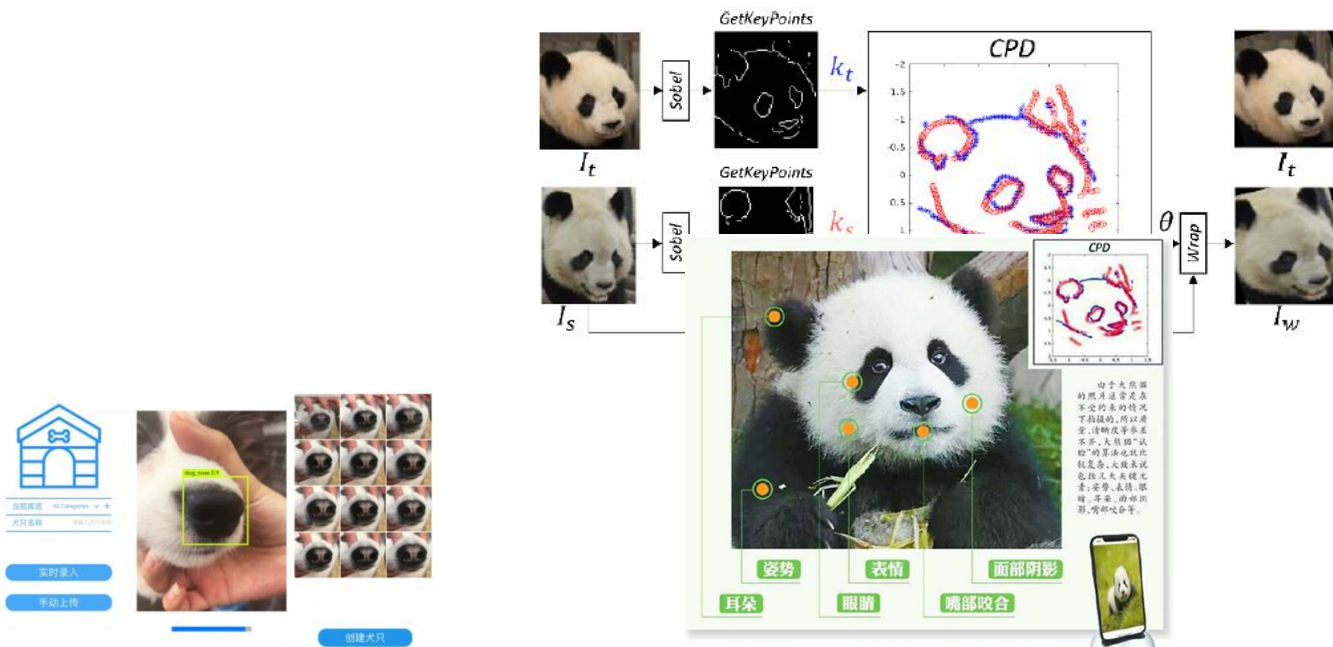
Pets

Panda

Social Security
Smile to Register / Onboard
Smile for Special Services
...

Re-Imagineering & Innovation is a CONTINUOUS JOURNEY

* Finding Missing Persons * Early Threat Detection * Automated Jaywalking Fines * Book Lending/Libraries * Banking with Confidence * Casinos Catching Cheaters in the Act * Sporting and Entertainment Events * Online Purchases with Selfies * Retail Outlets * Bar Fines * Restaurants * Hospitals * Schools * Smart Cars * Hotel Booking * Dating Sites * Airport Boarding
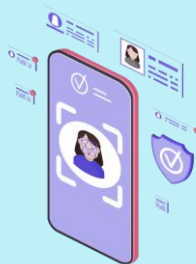
Beyond Cash and State Social Transfers
Bring Sharing Economy into Social Transfers

Connect
Means to Needs
Humans collaborating with cognitive & data technology to enable new social transfers

Platform **Risk & Authenticity** **Connected** **AI Matching** **Knowledge Base**

Products **Food Surplus** **Nursing Care** **Medical** **Services** **Coupon**

We Can Help
Community & Ecosystems who have the means to offer social assistance, goods or services

I Need Help
Deserving People who are in need of assistance, goods or services

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Be An Imagineer

Go Create
What You Imagine & Engineer It

Jeesuu Ba Khowp Jai

Aw Kun Salamat Nandri

Thank You Gam Uhn

Xie Xie Terima Kasih

Kop Khun Khrap