

# AI for social protection

Understanding the potential of AI in Human Services

June 2024



# AI benefits Human Services: boosting efficiency, elevating care, and advancing transparency

## Potential benefits of AI across human service ecosystem



### Government/Human service agency

Optimizes resource allocation  
and scheduling for efficiency

Accelerates fraud detection and  
enhances prevention measures

Enables accurate assessment  
of social program effectiveness

Strengthens cybersecurity and  
safeguards data privacy

Provides immediate client  
feedback for service improvement



### Caseworkers

Enhanced data management  
and reporting

Predictive analytics for  
better case management

Ongoing caseworker  
education

Streamlined client intake  
and assessment

Integrated systems for  
a complete client view



### Community/Citizens

Faster service access

Clear welfare eligibility

Personalized assistance

Instant translation

Early risk detection

# Empowering care:

## AI innovations transforming Human Services

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### Use cases of AI across the human service ecosystem

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#### Government/Human service agency

- ▶ Automation of eligibility assessments and testing processes
- ▶ Predictive analytics for risk assessments
- ▶ Detection and prevention of fraudulent transactions
- ▶ Allocation of resources based on real-time data
- ▶ Assessment of social program's impact and identification of improvement areas

#### Caseworkers

- ▶ Case prioritization on urgency, risk, and need
- ▶ Quality assurance assistant - assessment and decision support by providing data-driven insights into cases
- ▶ Real-time monitoring of client's progress and feedback
- ▶ Smart documentation assistant - automating documents and short-hand descriptions
- ▶ Administrative assistance - automation of routine administrative tasks

#### Community/Citizens

- ▶ Chatbots or virtual assistants to access information and services
- ▶ Automated reminders for appointments, documentation submissions, and renewals
- ▶ Application assistance by completing and submitting application forms for various benefits and services
- ▶ Provide a holistic view of a citizen's eligibility and access to services
- ▶ Personalization of various human service care plans

# 2 Implementation of AI by Human Service agencies across the globe



# AI for social impact: initiatives are at initial or pilot phases



# 3 Presentation of the City of Paris Social Chatbot

# Problem Statement

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Local agency offices are responsible for the evaluation and distribution of many disparate benefits programs. The rules and regulations for eligibility are determined by **long, complex and frequently revised documents** at the local, state, and national levels.

The complex nature of the rules and regulations makes it difficult for both social worker and constituents to stay informed on regulations and understand the full scope of available benefits. Additionally, language barriers can often impact communication between social workers and citizens, creating further complications.

The objective is to **quickly and easily inform citizens** on all benefits they may be entitled to, **specific to their situation** starting with the ones available at the level of the city of Paris.

# Using AI to accelerate citizens' understanding of available benefits

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## What concerns do our users have?

### Changes in legislation, regulation and policy which impact eligibility

The complex political and legal landscape drives changing policies and requirements that impact eligibility. These changes must be quickly deployed to provide accurate information to the public.



### Complex language barriers

The regulatory rulebook is written in French, but many Paris citizens are not fluent in French. This further complicates the communication of vital information by requiring translations in both the questions being asked and the responses given.



### Data readiness, privacy and security

Many AI solutions consume and store large amounts of data. This requires agencies to invest heavily in the data pipeline and may cause concerns over data privacy and security for stored data.



## Why EY's HHS Chatbot solution?

### Rapid synthesis from varied content sources

Our solution's ability to analyze and combine information from disjointed sources allows us to quickly provide useful information even in the most complex regulatory environments.

### Automated translations

Our solution ingests data from 95 different languages, identifies the relevant policies in the French rulebook, and translates the answers back into the preferred language automatically.

### Zero requirement for pre-existing technical capabilities and no stored personal data

The only thing required to deploy our chatbot solution is existing text-based content (policies, federal regulations, etc.) and no end-user data is stored - ever.



# Simplifying access to social aid with the help of generative AI

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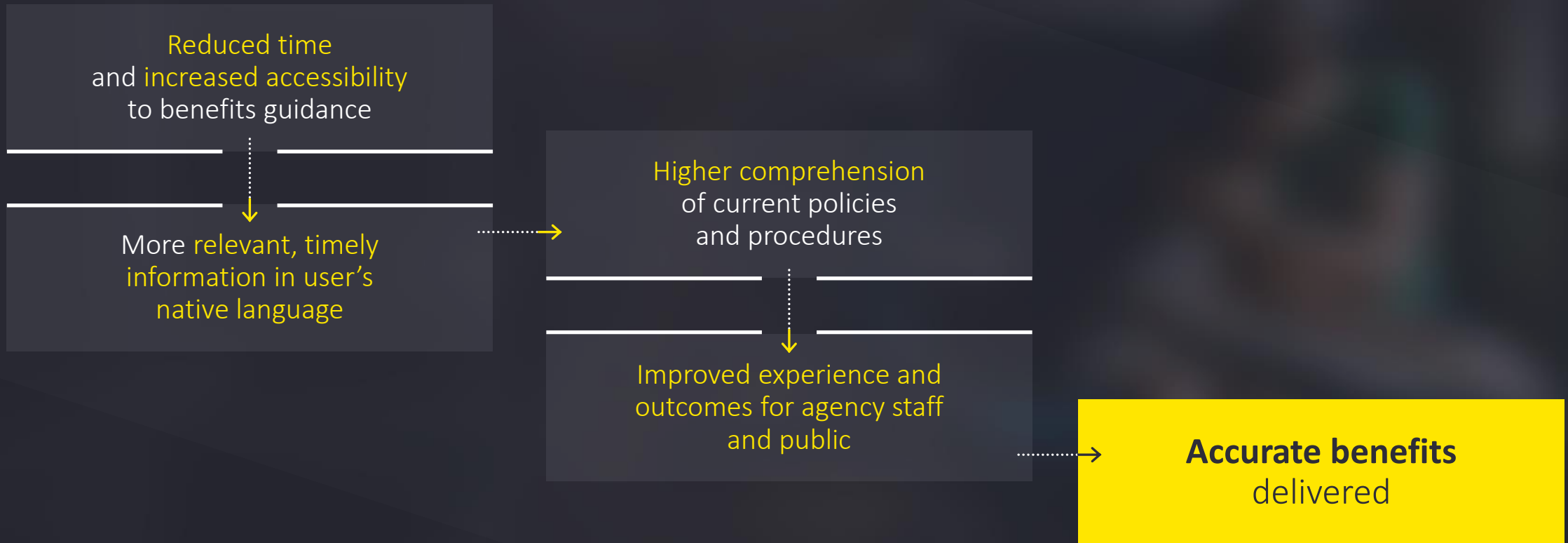
EY is helping the City Council of Paris to create a **multilingual generative AI chatbot** to help people identify all the social aid they can apply for from the local government.



# Using AI to improve accessibility in health and human services



# Measuring real-life performance improvement results



# 4

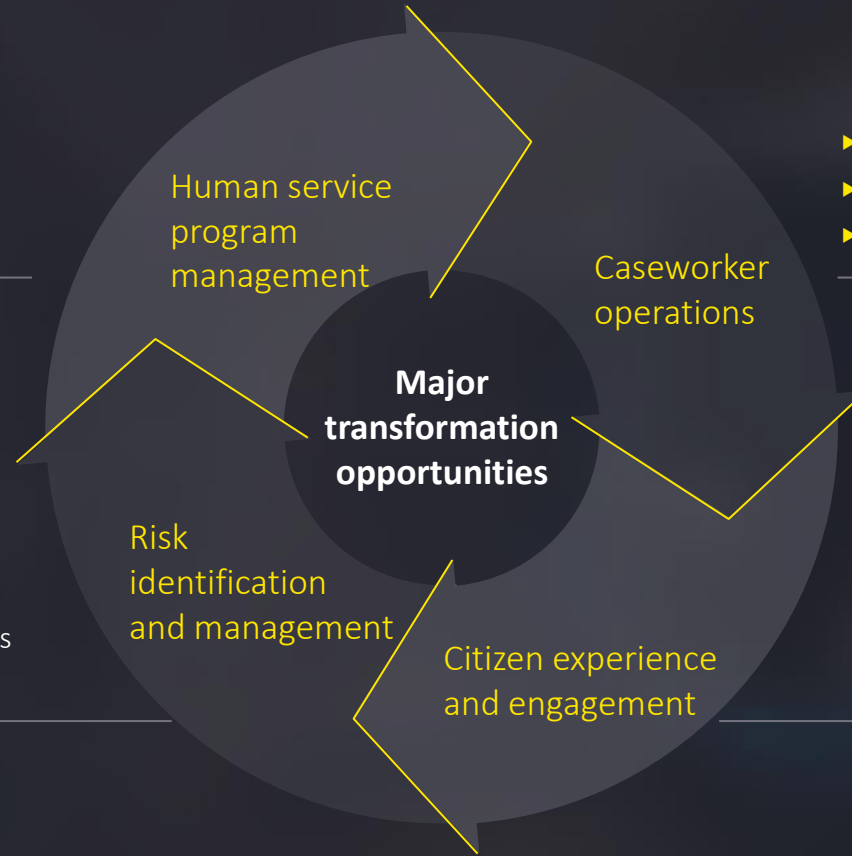
What could Human Services look like in the future?



# AI empowers: elevating program management, casework, risk assessment, and the citizen journey in Human Services

- ▶ Optimize resource allocation and scheduling
- ▶ Improvement in data management
- ▶ Assessment of program effectiveness

- ▶ Identification of potential cases of fraud or misuse of services
- ▶ Identification of at-risk populations or individuals
- ▶ Response to crisis and emergencies



- ▶ Draft initial reports using raw data and existing templates
- ▶ Evidence based recommendations
- ▶ Writing case notes, treatment plans, and progress reports

- ▶ Intelligent chatbots and virtual assistants
- ▶ Personalized and tailored recommendations
- ▶ Language translation and accessibility

Source: EYK analysis

## Human service sector benefits

Automating application process	Predicting high-risk cases	Improving fraud detection	Extending self-service through chatbots	Delivering more personalized services
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