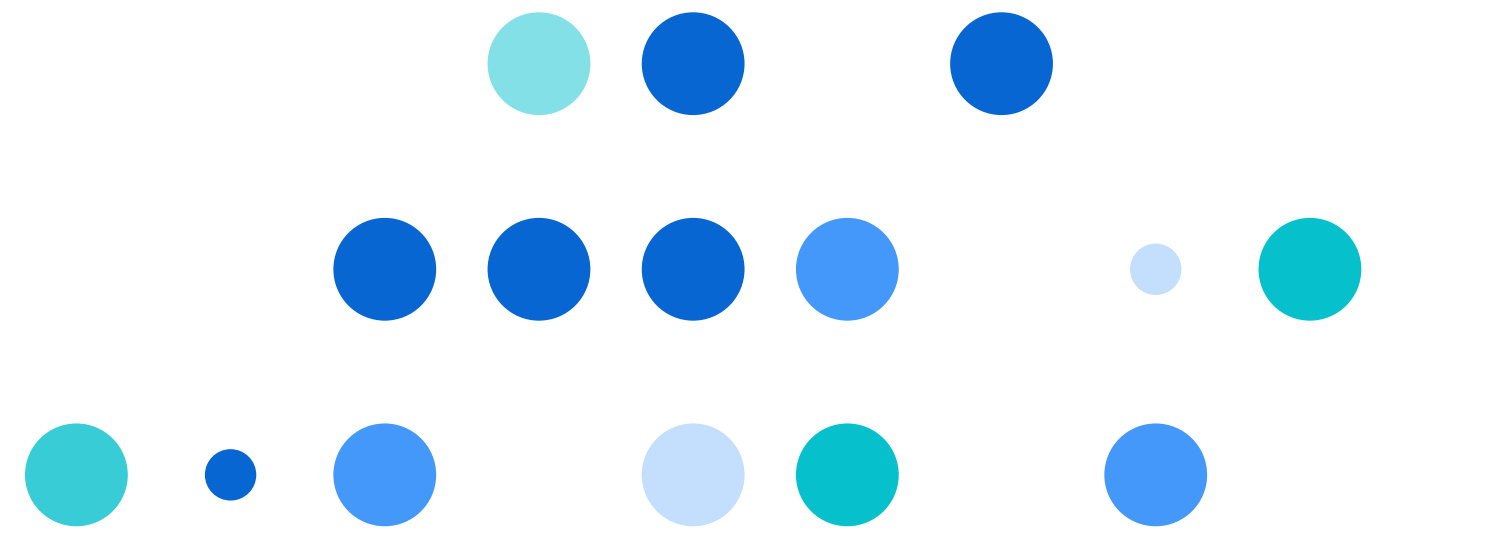




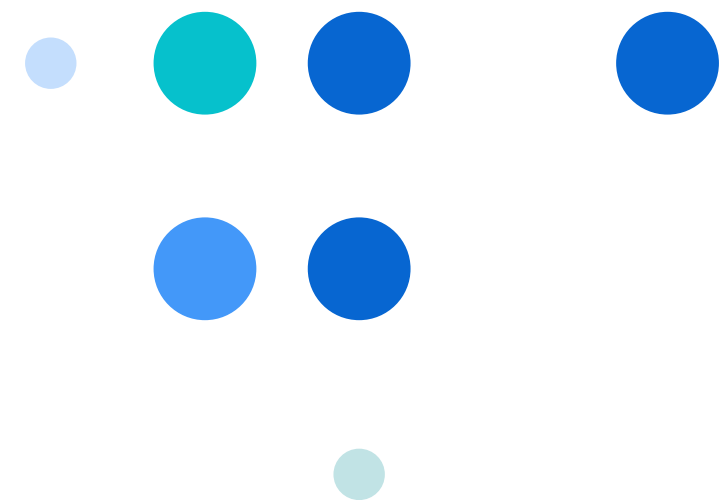
Public service of the future

Six considerations for government and
public health leaders to improve productivity





contents



- 01** The rise of citizen consumerism
- 02** Redesigning how work gets done
- 03** From aspirations to achievable realities
- 04** Do more – better, faster and easier
- 05** Discover greater productivity
- 06** Navigate challenges with trusted partners

Your work touches almost every aspect of people's lives, from improving their quality of life to creating opportunities to expand their livelihoods and build resilient communities. You are devoted to providing indispensable public services.

Never before have governments and public health organizations been asked to do so much, so fast, while facing considerable pressures – rising citizen service expectations, fiscal constraints, overstretched organizations and workforce fatigue.

Technologies like AI and generative AI are shifting the limits of what is possible – enabling fresh approaches to how governments can deliver services and helping to reshape what services are offered.

Good news: Thanks to digital transformation, many governments and public health organizations are making strides in delivering better outcomes and citizen experiences. Why? The public sector is steadfast in its commitment to citizens, recognizing there's always potential to meet needs yet to be met, improve service delivery speed, operate more effectively and prepare for uncertainty. And digital transformation also promises to make the work of civil servants easier, faster and reduce costs as they strive to deliver better services.

A productivity transformation that may have once been considered unattainable is now within reach when governments combine technology, processes and people.



01

The rise of citizen consumerism

We live in an instant-everything world. Public and health care services have to meet citizens where they are, and they are on their phones, devices and computers. From national to local government, law enforcement to health and defense to education, great strides are being made to deliver better outcomes and experiences. To continue improvements, leaders need to understand citizen-consumers and what's important to them.

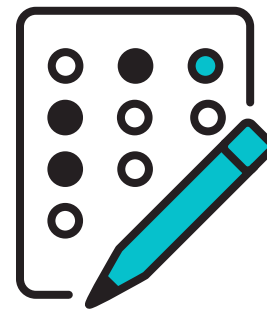


Instantaneous

There is no wait time, and access is 24/7. Speed of action can be a challenge in the public sector. Accelerating action begins with proactively grasping citizens' evolving needs with self-service options.

[Deloitte's Center of Government Insights](#) suggests that sharing data and coordinating efforts across departments can help eliminate friction and provide citizens with timely information.

Data sharing and automation are crucial to delivering services on demand.



Personalized

It's not a "one size fits all" approach. A [recent survey](#) revealed that 46% of Gen Z and 37% of millennials said government agencies were adequately using technology to improve their interactions with the public. In contrast, 23% of Gen X and 25% of baby boomers felt similarly.

To fulfill the promise to serve and help every citizen live a safe, happy and fulfilling life, each generation's expectations must be met.



Recommendation

Citizens want to know what's next after they complete a form or file a request, for instance. Many public agencies are exploring how to deploy technology like AI and chatbots to facilitate real-time engagement with citizens. This could be a win-win for everyone.



Trust

Data protection and privacy are hot topics. Public agencies are struggling to deliver on the key pillars of trust: responsiveness, reliability, integrity, fairness and transparency.

According to the [Edelman Trust Barometer](#), the public's regard for government is low. Fifty-three percent of respondents globally say that their countries are more divided today than in the past, and 46% say that government is a source of false or misleading information.

Data governance plays a vital role in building trust.

02

Redesigning how work gets done

The public sector faces hurdles in using the information it has collected, ensuring quality outcomes and navigating project complexities. Organizations looking to be more productive are “breaking down silos” or eliminating barriers between agencies or departments. They are abandoning traditional processes to move toward flexible approaches to workforce deployment, policymaking, funding, technology development and confident decision making.

Technology can drive change:

1. **Data.** Improve decision making with a real-time, integrated view across all data sources.
2. **AI and Analytics.** Evaluate emerging situations and respond rapidly to avoid disruption and protect public services.
3. **Automation.** Automate processes and embed AI to increase efficiency and reduce mundane tasks.
4. **Governance.** Increase public trust with transparency around the ethical and responsible use of data and AI.

The risk-reward conundrum

Overwhelmingly, risks are viewed as unfavorable, which prevents us from seeing the opportunity. Proceeding cautiously and aligning with data strategies, privacy protocols and infrastructure capabilities is smart. Starting small with technologies like AI and GenAI can produce the “win” and confidence an organization needs. Taking on smaller projects allows organizations to learn and recalibrate their approach as they go, reducing the fear that comes with a large project.

Be focused and strategic with your project while thinking long-term about the possibilities for AI and GenAI. For example, recent research by The Alan Turing Institute found that AI could help [automate around 84% of repetitive transactions](#) across 200 government services, such as tasks that involve recording, sorting, filing or verification.

80%

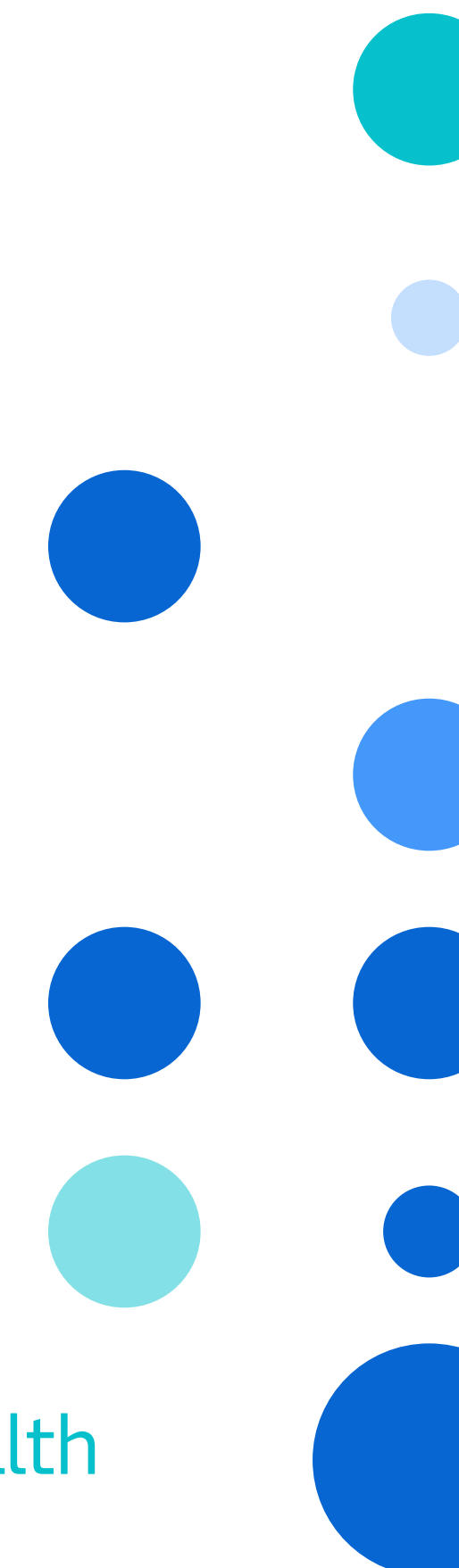
of government organizations are at the early or developing digital maturity stages.

[Deloitte AI Institute Dossier](#)

50%

of Americans believe GenAI will benefit health care by improving responses to questions virtually or via text, helping to schedule appointments and refilling prescriptions.

[American Perspectives Survey](#)



Jonathan Bright of the Alan Turing Institute said, “Even if AI could save one minute per transaction, that would be the equivalent of hundreds of thousands of hours of labor saved each year.”

A more productive workforce

AI, specifically GenAI, is revolutionizing government operations. By automating routine tasks, AI allows staff to concentrate on more complex, strategic issues that require human insight. This shift enhances productivity and fosters a more innovative work environment.

Moreover, AI’s ability to analyze and extract valuable insights from existing data can significantly speed up decisions and actions. As agencies update outdated procedures with AI-driven solutions, they increase their chances of achieving their missions effectively.

AI is not just a tool for operational efficiency; it’s a catalyst for organizational transformation. It could boost civil service productivity by 45%, an estimate discussed by global civil service leaders at the [Global Government Summit 2024](#).

“AI is the single best thing we’ve got to try and improve the way government works.”

Alex Chisholm, the former permanent secretary of the UK’s Cabinet Office
(From the Global Government Summit in May 2024)



03

From aspirations to achievable realities

Leaders worldwide are recognizing the benefits of increased operational speed, from enabling timely access to citizen services to fostering a thriving work environment. They are applying tools to help accelerate their operations, from process improvements to citizen experience, policy decisions and mission outcomes.

From aspirations to achievable realities, there are concrete examples of better, faster public services cropping up globally.



Jakarta Smart City

Digital Transformation + Analytics + AI = New, Personalized Public Services

Challenge

- Unstandardized data scattered across silos make accessing data difficult and slows decision making.
- A person would need to download over 100 apps to use all the city's public services.

Approach

- Create a one-stop digital platform and "super app" that integrates millions of data points from multiple services.
- Produce a citizen-centric system that personalizes offers and notifications.

Results

- The city makes data-driven decisions to foster economic growth and well-being.
- Self-service real-time information on safety, transportation and health and more.

[>Learn more](#)



Helse Nord Hospital, Norway

Automate Processes + Data Management + Analytics = Reduces Workload

Challenge

- The hospital needs to make better use of its large, sensitive data to reduce adverse events like patient injuries or medication errors.
- Caregivers needed insight into hospital-acquired patient injuries

Approach

- Instead of relying on voluntary adverse event reports, the hospital automates work processes with the Global Trigger Tool (GTT) to improve logistics and reduce patient injuries.

Results

- 95% accuracy in identifying safety triggers improves patient safety.
- All hospitals in the region now use the solution, which has saved practitioners valuable time.

[>Learn more](#)



Federal
Public Service
FINANCE

Belgium's Federal Public Service Finance

Analytics + Digital Twins + Dynamic Visual Reports = Informed Policy Decisions

Challenge

- The agency needs to predict with precision the impact of a change in tax laws.
- Perform complex calculations on 7 million taxpayer returns while applying 65,000 business rules with accuracy.

Approach

- Use a digital twin of the calculator that processes Belgium's income taxes to analyze tax regimes.
- Develop a report that has drill-down functionality and presentation capabilities.

Results

- Increased accuracy and better estimations for more informed decisions on tax changes.
- The ability to present and explore data visually on any device to stakeholders.

[>Learn more](#)

04

Do more – better, faster and easier

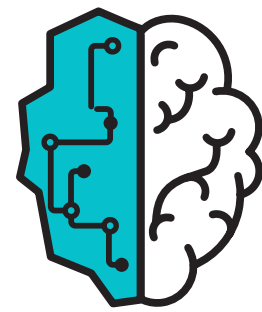
Digital transformation, using data, analytics and AI, can accelerate productivity and innovation. From preparing for uncertainty to quickly responding to complex, evolving challenges, SAS is here to help the public sector achieve its mission of serving individuals, families, communities and businesses. We want you to be able to use your data to confidently make decisions, to explain those decisions to stakeholders and to run more resourcefully.

SAS works with governments and public health organizations worldwide to carefully implement an analytics strategy that applies enabling technologies for data-driven decisions.



Data management

- A robust strategy is essential for delivering improved outcomes.
- Manage critical data regardless of size, type or location.
- Run on a modern, scalable and interoperable architecture



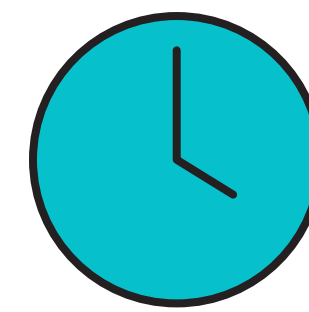
AI and machine learning

- Automate complex tasks and unlock previously hidden insights across the spectrum of public data.
- Streamline mundane tasks so employees can focus on high-value tasks.



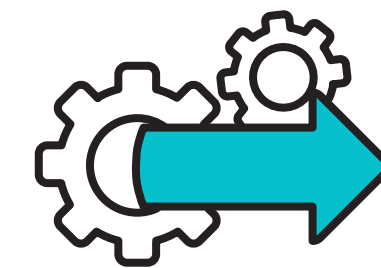
Advanced analytics

- Predictive capabilities help make informed decisions.
- Unite data and systems in one platform to speed up time to value.



Real-time information

- Respond faster to challenges and create better outcomes.
- Increase public trust through self-service options.



Deployment and governance

- Achieve unparalleled coordination between various statistical languages – including open source.
- Reduce time from analysis to insight and foster collaboration.

05

Discover greater productivity

As a cloud-native data and AI management platform, [SAS® Viya®](#) enables organizations to scale cost-effectively, increase productivity and innovate faster. It is backed by trust and transparency.

Benefits:

- Integrate teams and technology – enabling all users to work together to turn critical questions into trusted decisions.
- Provide visual exploration, data discovery and reporting.
- Discover care gaps and essential connections in data.
- Use machine learning and natural language explanations to understand why something happened and uncover hidden insights in data.
- Visualize insights from geographical areas to make data understandable quickly.
- Get low-code/no-code functionality so anyone can create or consume insights that lead to better decision making.

Get more done with SAS Viya.



06

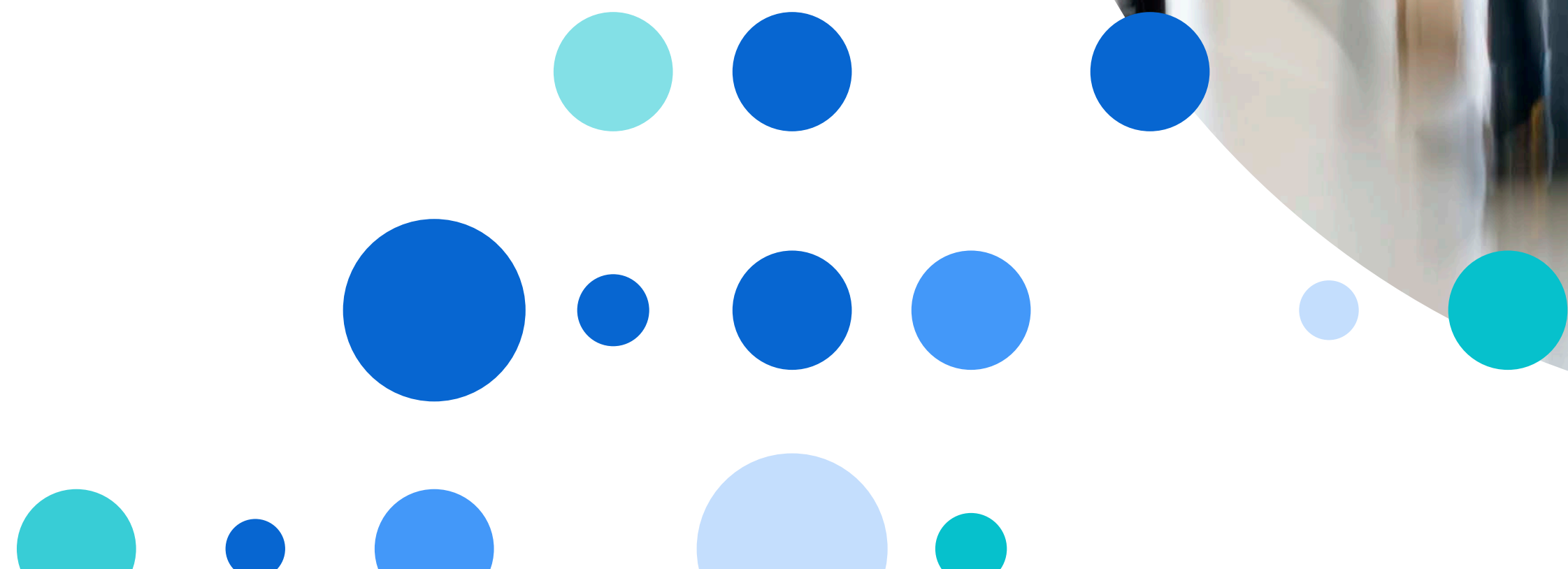
Navigate challenges with trusted partners

When people and technologies come together, new and exciting solutions are created. Every day, we are excited and impressed by the solutions our partners create with SAS technologies and the expertise partners bring to customers.

Having the right people coupled with the right partners is essential to success. Sharing knowledge and best practices benefits everyone, and these collaborations have led to numerous solutions for complex customer issues.

SAS and our partners are committed to helping modernize government and public health organizations through technology, accelerating time to value, speeding up innovation and achieving new levels of productivity.

SAS Partners are available worldwide and offer a broad range of services. Learn more about our featured partners.



Onward: The future of public service is powered by data and AI

SAS helps government and public health do more – better, faster and easier.

To learn more, please visit [public sector analytics](#).



To contact your local SAS office, please visit: sas.com/offices.