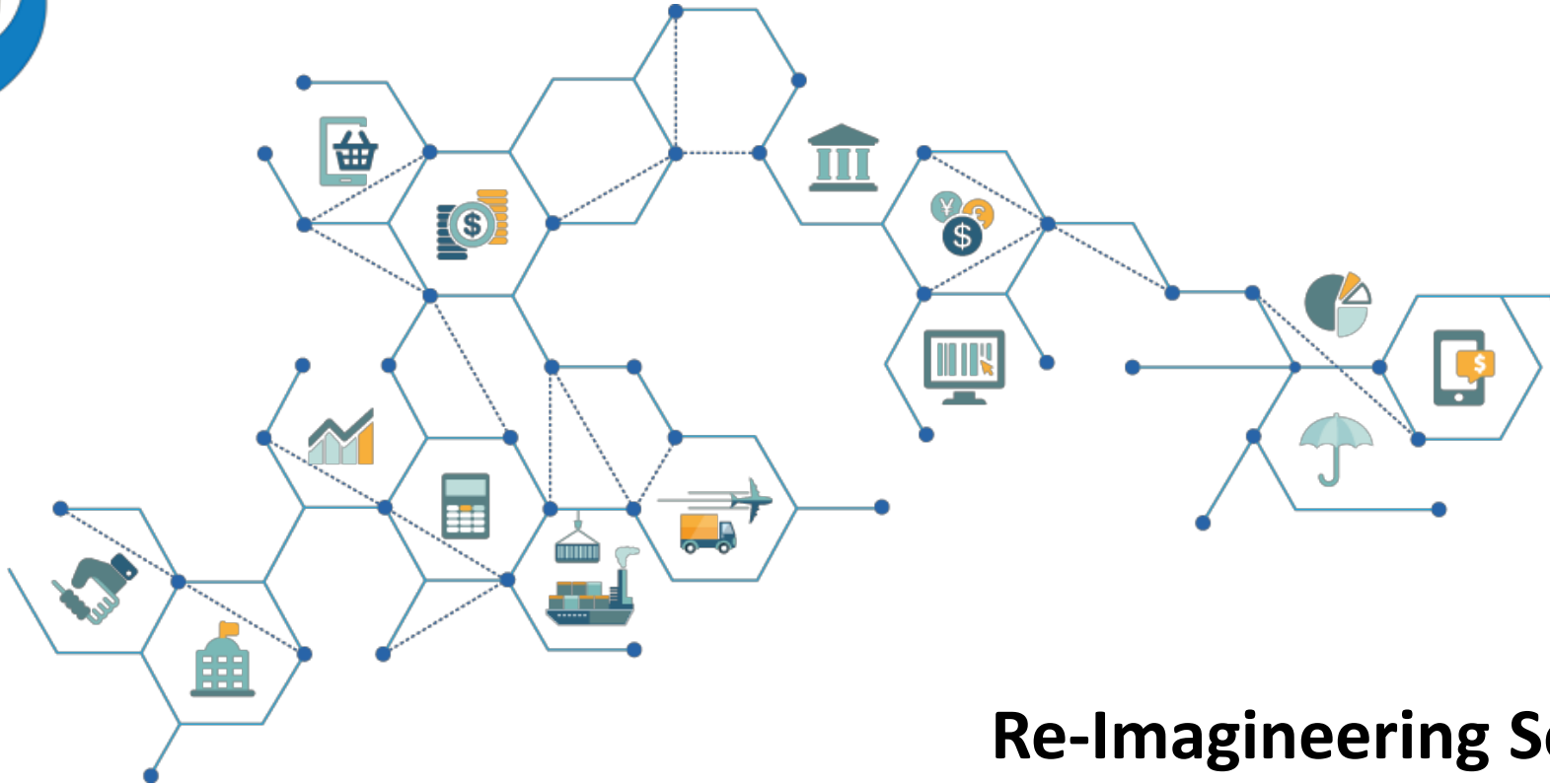




Re-Imagineering Social Security in the Cognitive Era

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

dp s&ro

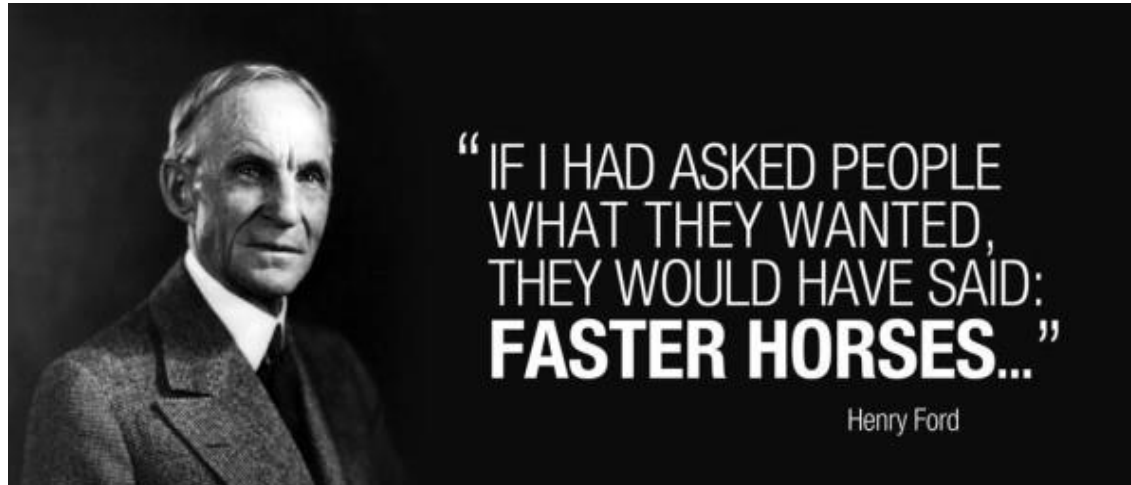
A **SILVERLAKE** Group Company

Digital Psychology Silverlake Artificial Intelligence & Robotics



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



Are we in
danger
of just
creating
faster horses?



“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.**

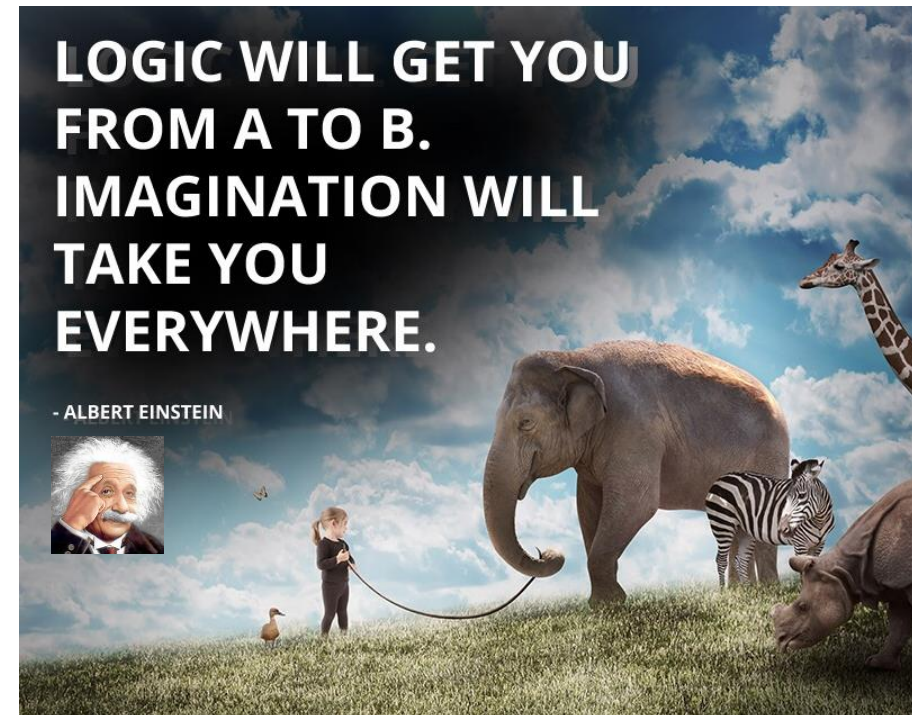
We can visit the past, and not just a single view of the past.

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_h5IHOBk



What is Imagineering ?

Imagineering = Imagination + Engineering

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



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

How to Think like an Imagineer

"If you can dream it, you can do it" – WALT DISNEY

The Dreamer

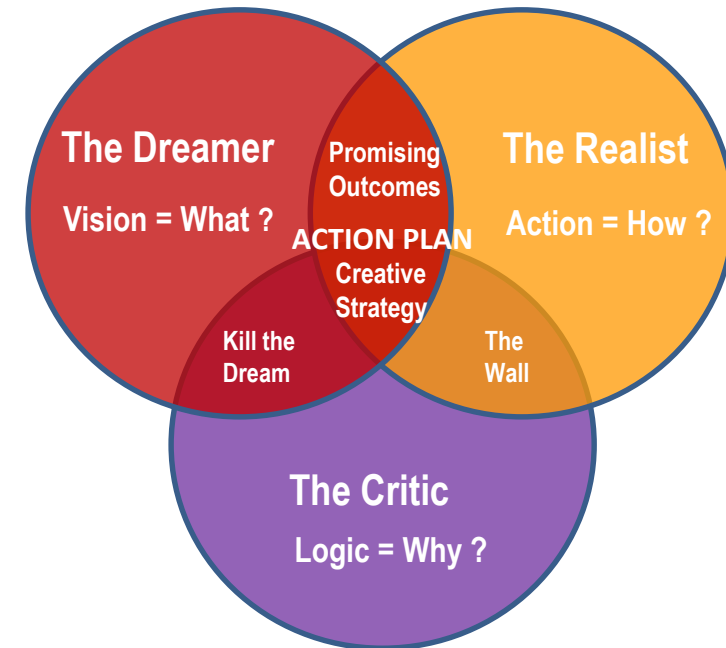
The dreamer's role is to provide the visionary big picture ... with no boundaries, limitations or restraints.

The Realist

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

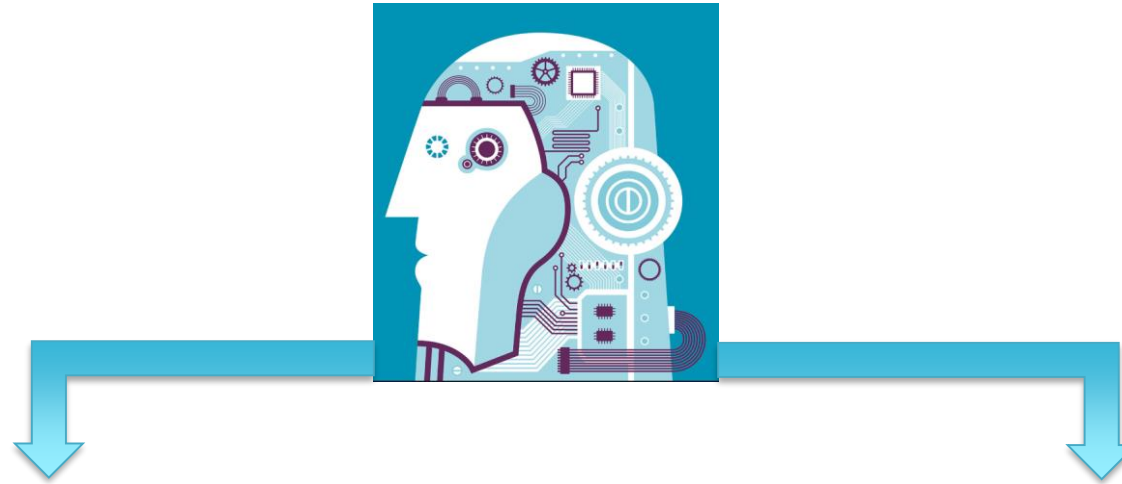
The Critic

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.



**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



(D) INFORMATION TECHNOLOGY EXCELLENCE AWARD

BPJS Ketenagakerjaan, Indonesia

Employees Provident Fund, Malaysia

Vietnam Social Security, Vietnam

Empowering Indonesia Social Security through BPJS Mobile Application Reform

The EPF Mobile Application: i-Akaun and e-Caruman

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
Social Security System, Philippines

CPF Retirement Planning Service (CRPS) Online

New Strategies in Ensuring Compliance: “Oplan Tokhang”- SSS Style, RACE, and WDLG



(G) INNOVATION RECOGNITION AWARD / CUSTOMER SERVICE RECOGNITION AWARD

Social Security Organisation, Malaysia

SOCISO Electronic Rehabilitation System (e-PULIH)

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

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.

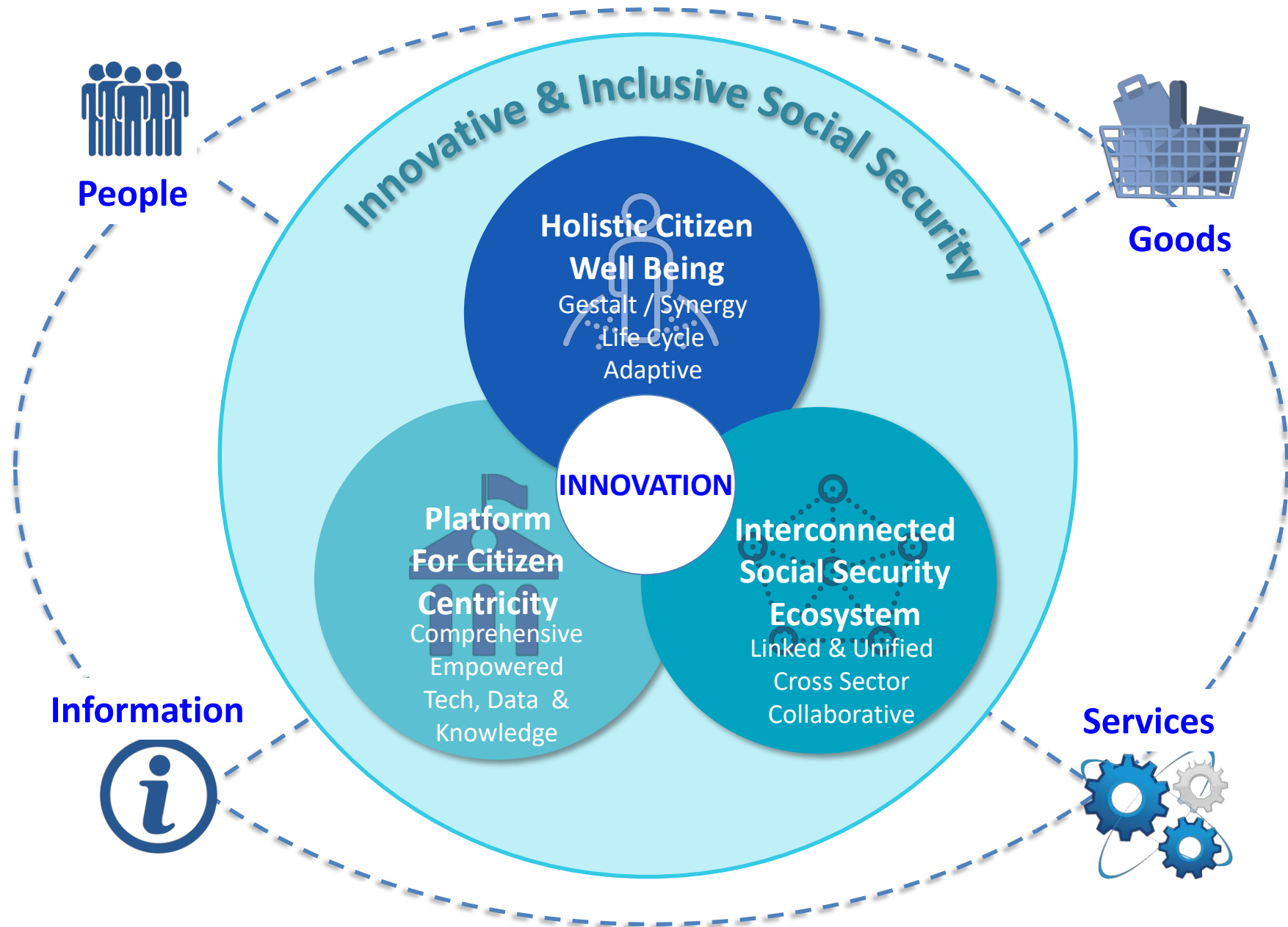


India

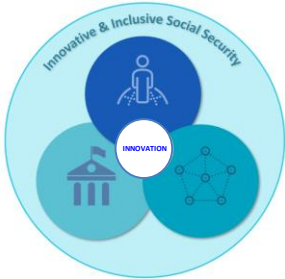
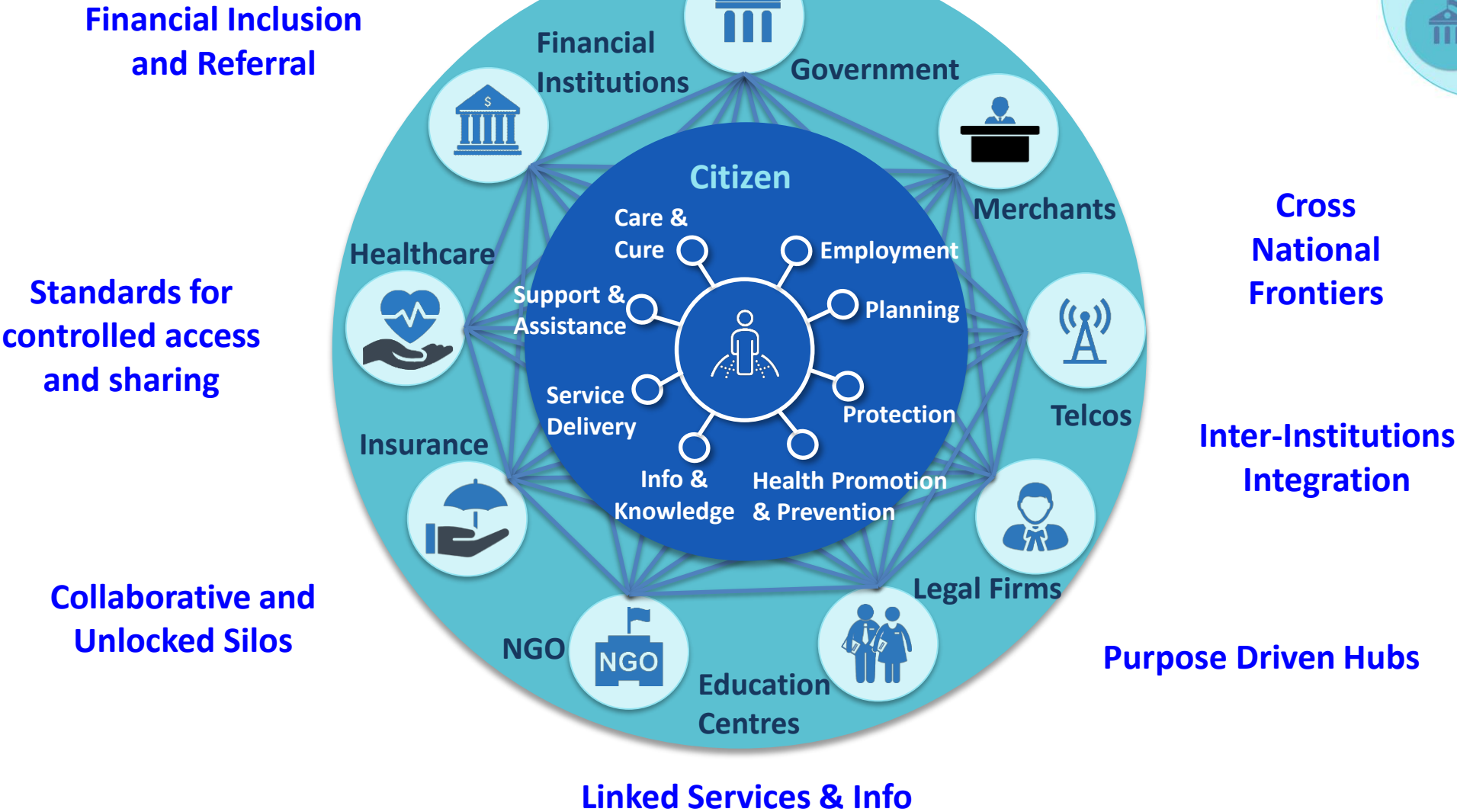
ReMeDi (Remote Medical Diagnostics) telemedicine solution that enables remote health care delivery.

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

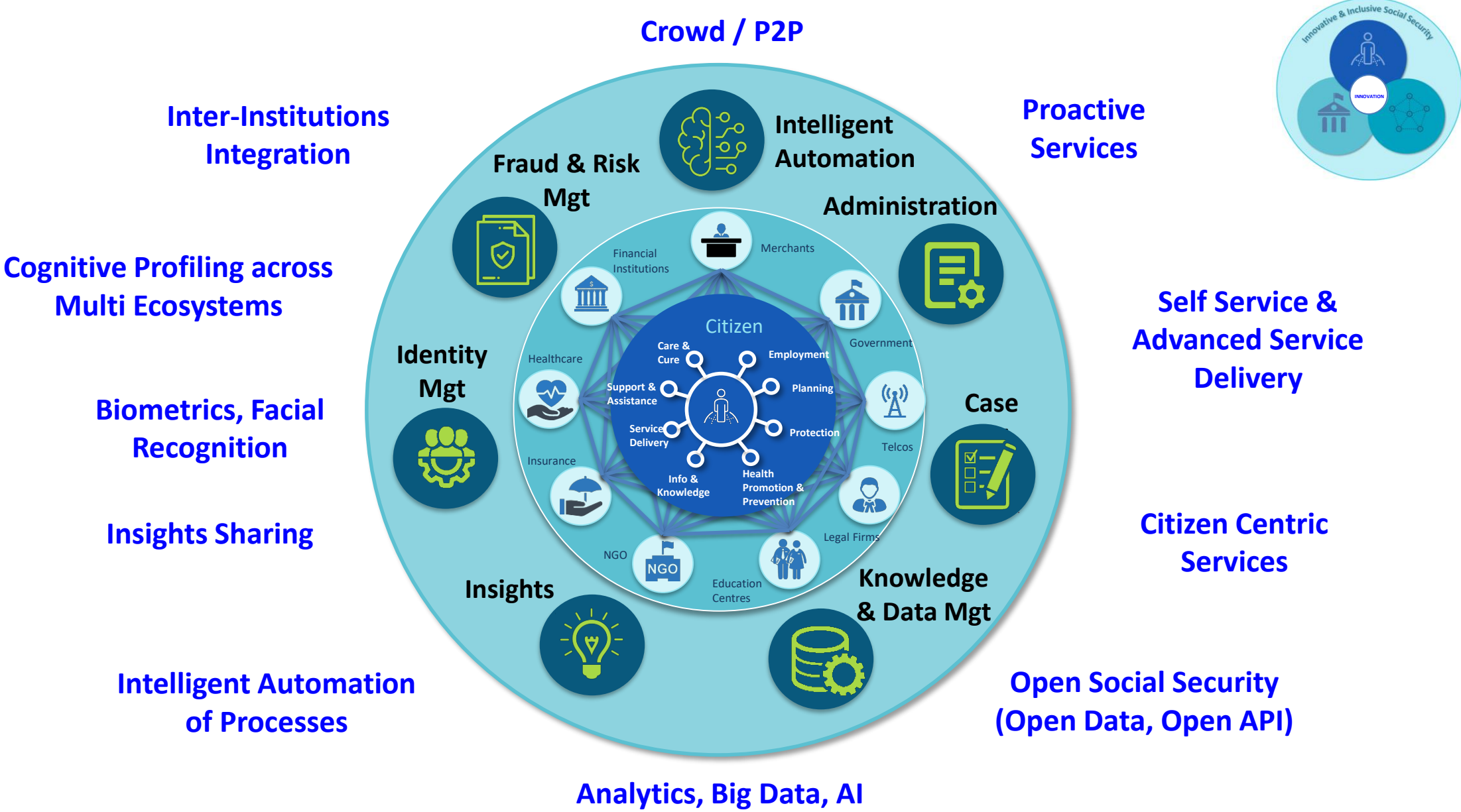
Towards Innovative Social Security



Connected Ecosystems as New Social Security Platform



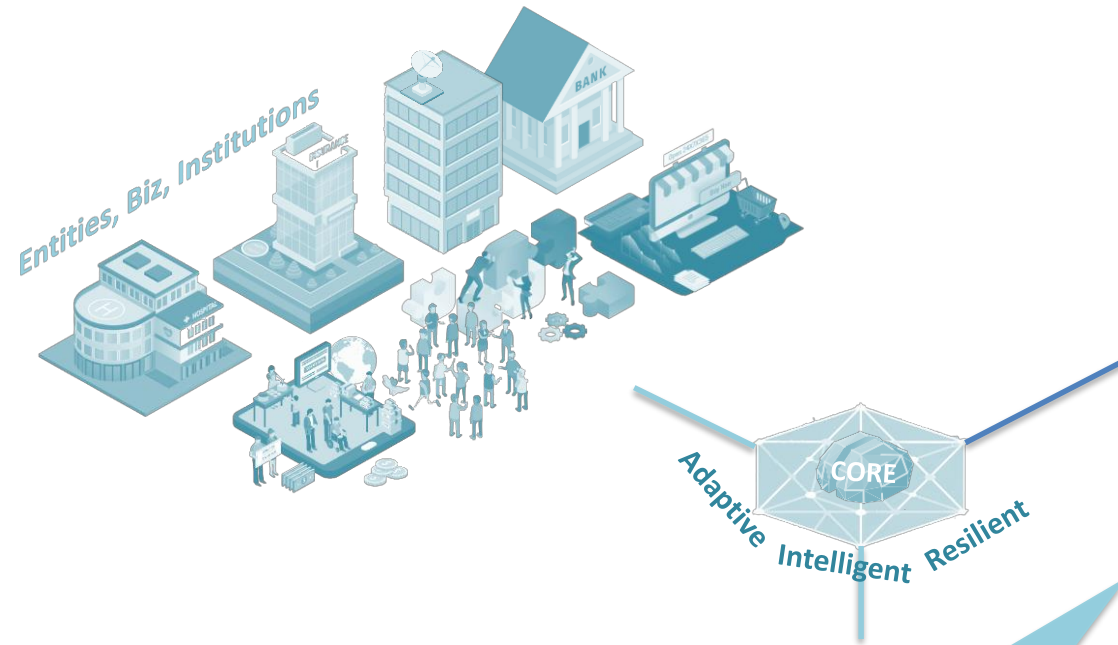
ICT Empowering Innovative & Inclusive Citizen Centric Social Security



Re-Imagining Social Security in the Cognitive Era

Innovation Treasure Hunt Map





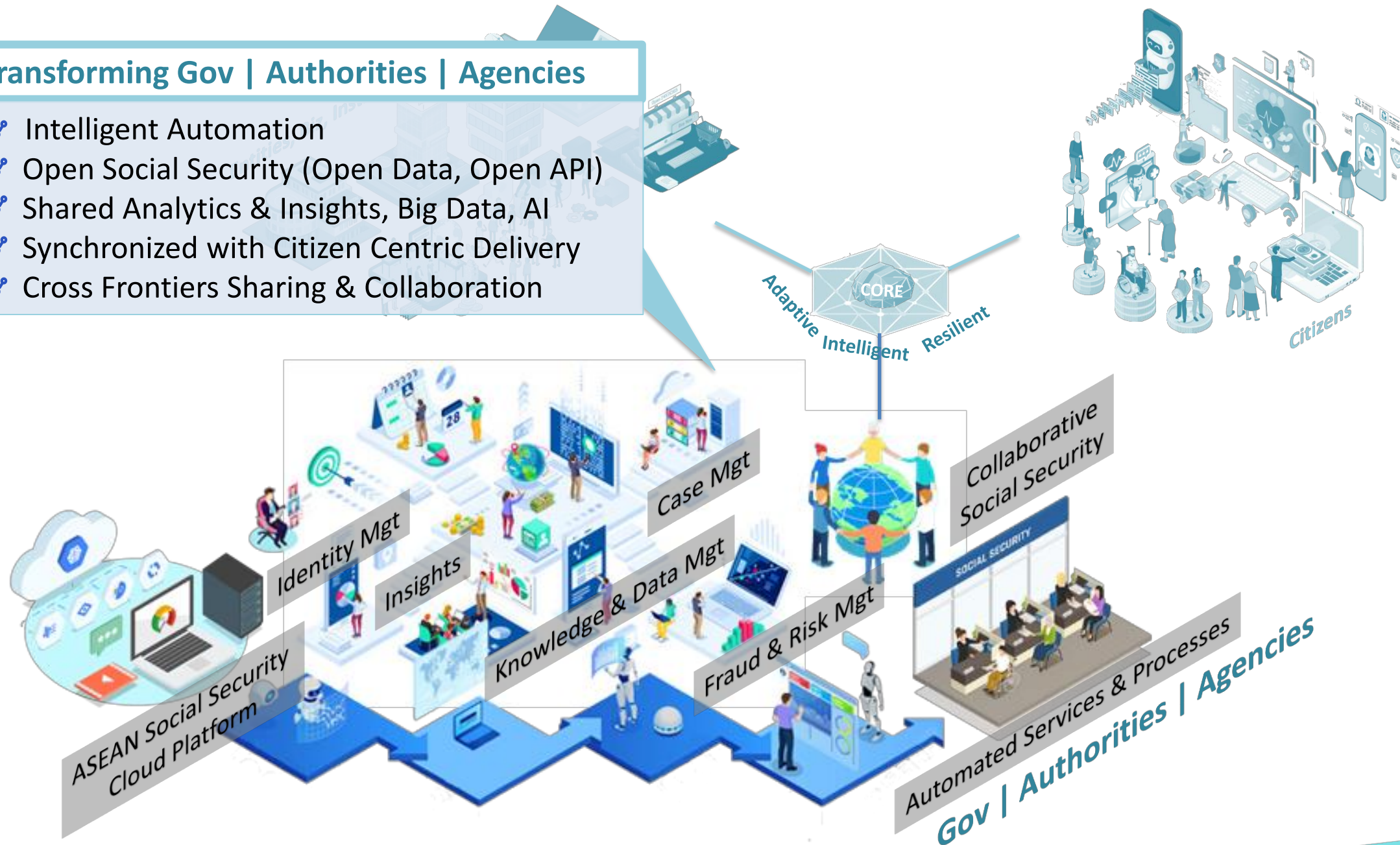
Delivering Citizen Centric Services

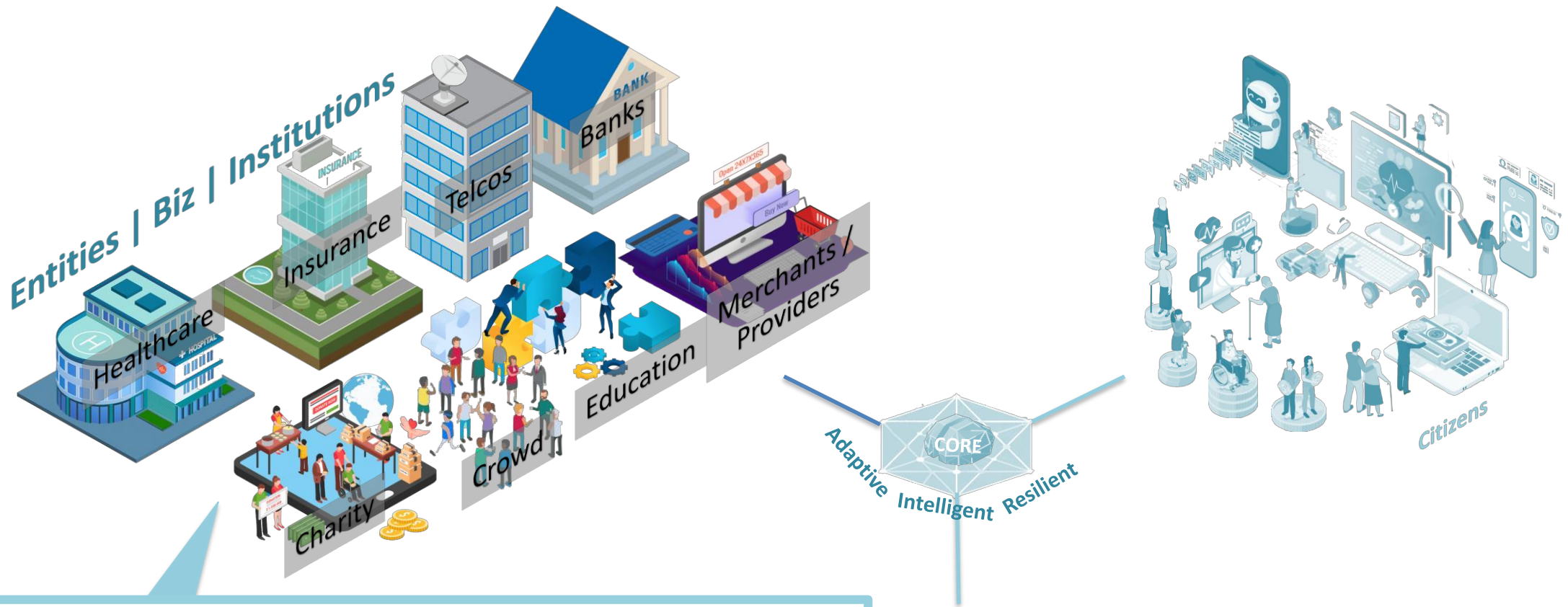
- ⌘ Adaptive Life Cycle Centric
- ⌘ One Stop Social Services
- ⌘ Personalized Services (Unified ID)
- ⌘ Intelligent Self Services (+ Voice)
- ⌘ Collective Cognitive Profiling
- ⌘ Financial & Social Inclusion Connection



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



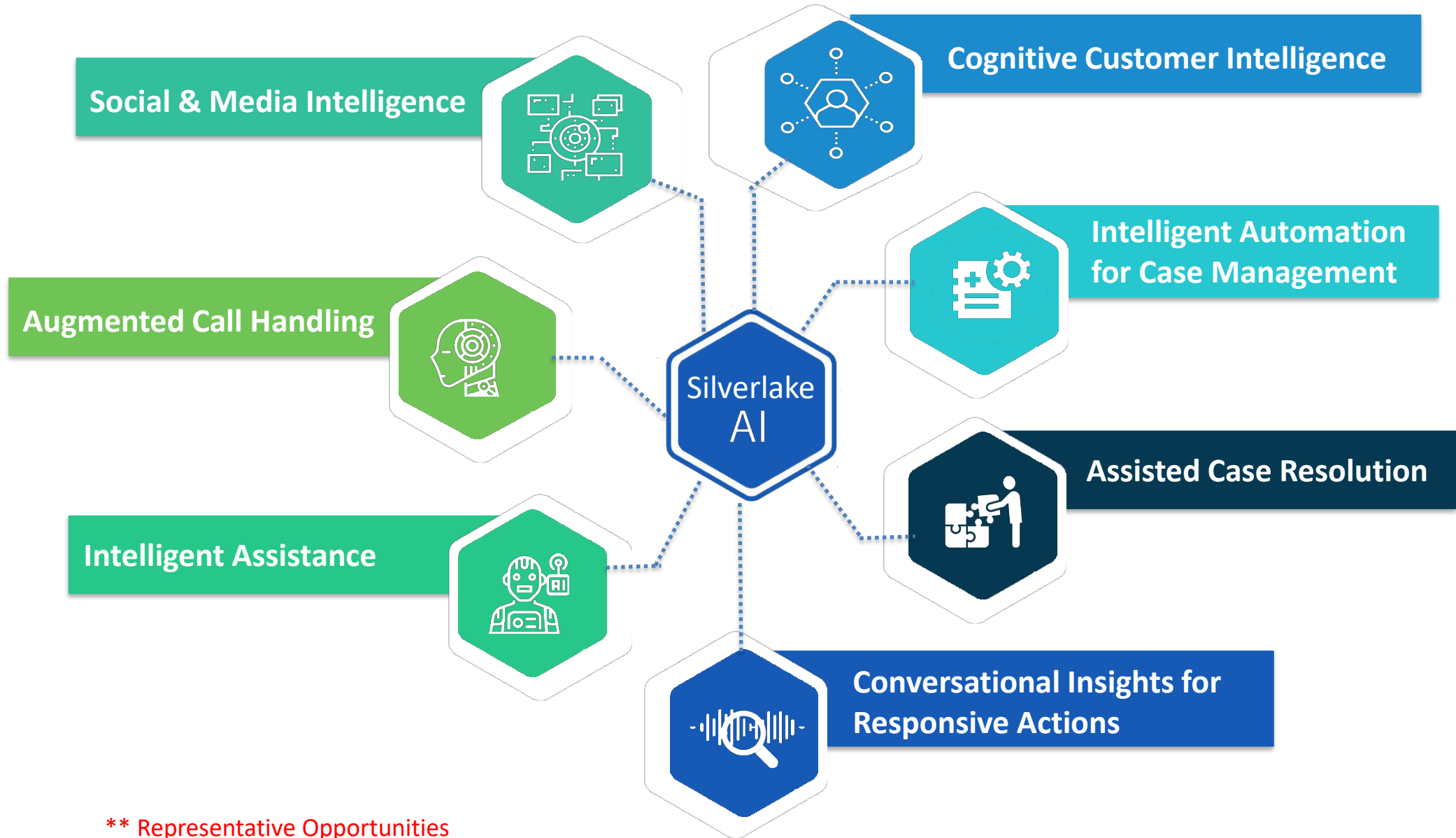


Harnessing Collaborative Entities | Biz | Institutions

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



Citizen Engagement Transformation with Re-Imagining

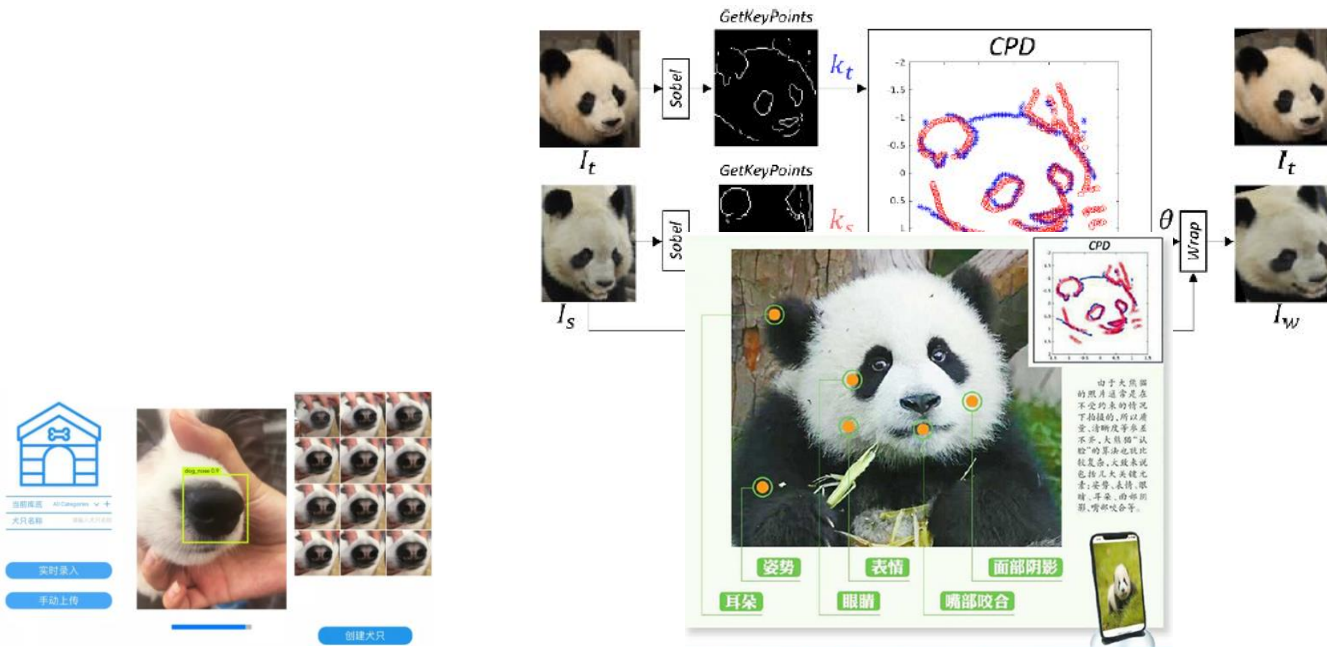


**** Representative Opportunities**

Re-Imagineering Innovative Services using Multi Modal “Prints”

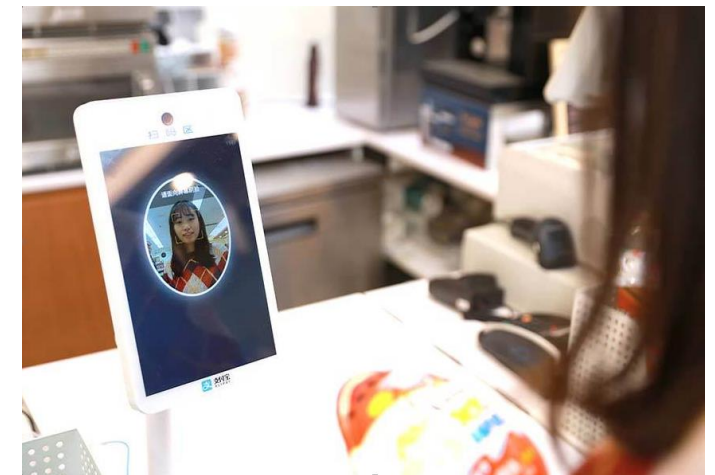
SMILE TO PAY (with Beauty Filter) CAPTURED THE WORLD’S ATTENTION

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

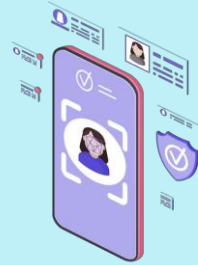
Connect

Means to Needs

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



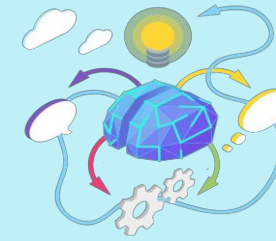
Platform



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



Be An Imagineer

Go Create
What You **Imagine** & **Engineer** It



Jeesuu Ba Khowp Jai
Aw Kun Selamat Nandri
Thank You Gam Uhn
Xie Xie Terima Kasih
Kop Khun Khrap