

A friendly, agile, and innovative government

Learnings from Laboratorio de Gobierno de Chile



Laboratorio
de Gobierno

Roman Yosif
Executive Director

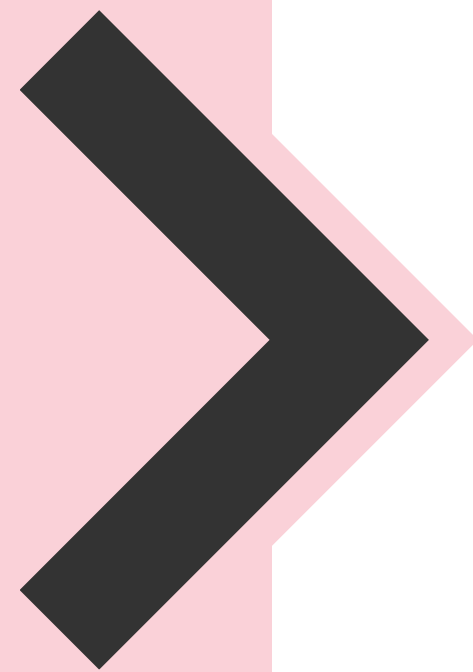
@romanyosif
@labgobcl

Context and opportunity

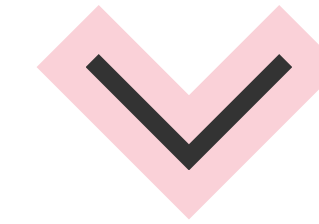
Two historical crisis

**Social
Outbreak**

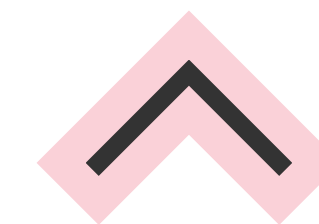
Coronavirus



Pressure for
better polity



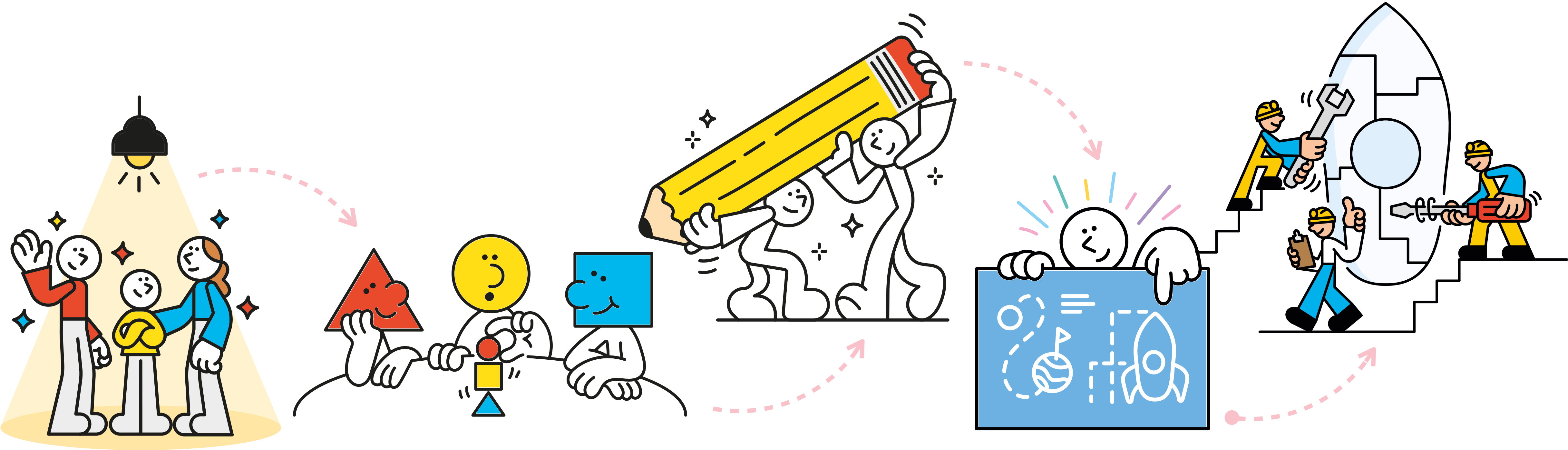
- **Effective communication**
- **Decisive attention**
- **Productive telecommuting**
- **Linked services**
- **Efficient public spending**



Use of the available
tech

**New paradigm of
design, implementation
and public management**

Paradigm of public innovation



User
centered

Systemic strategy

Co-Creation

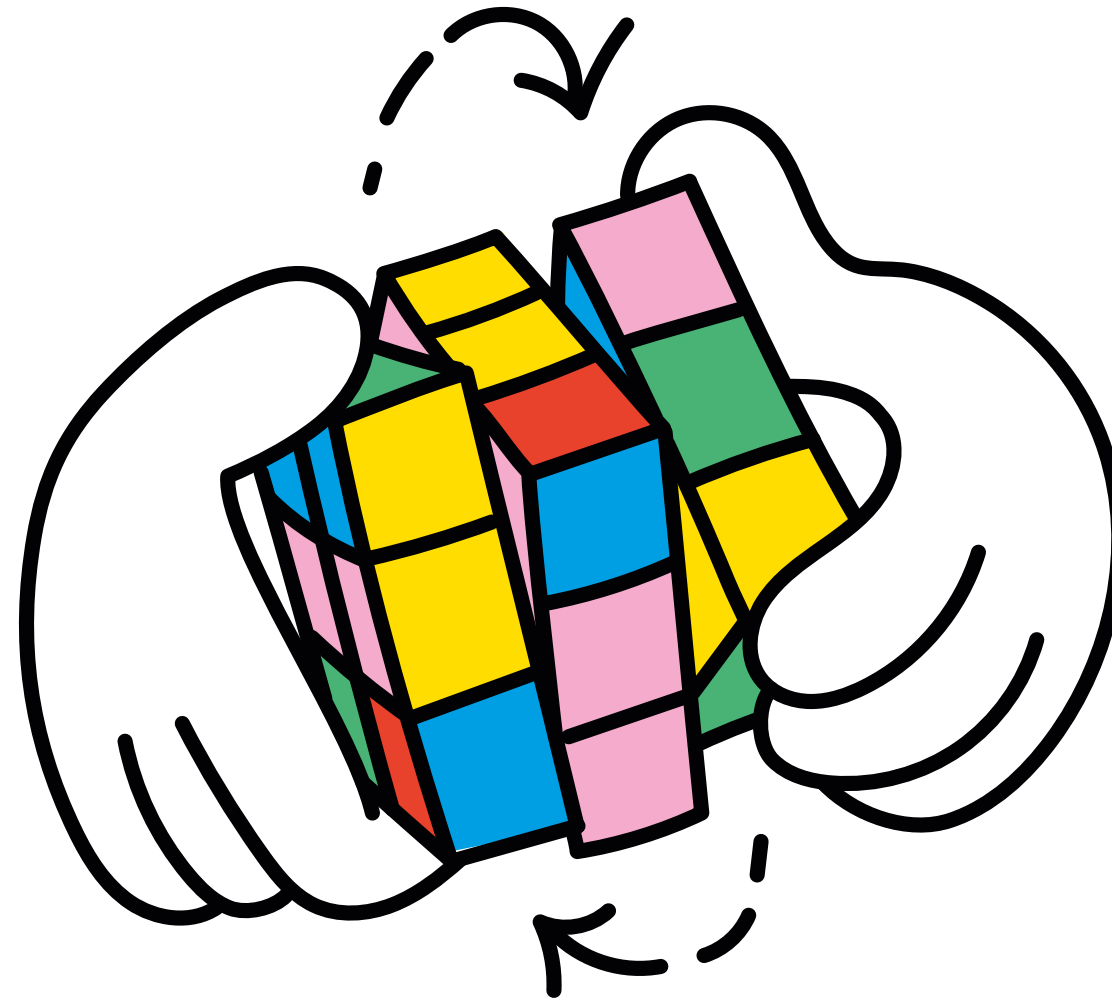
Use of
evidence

Focus on
implementation

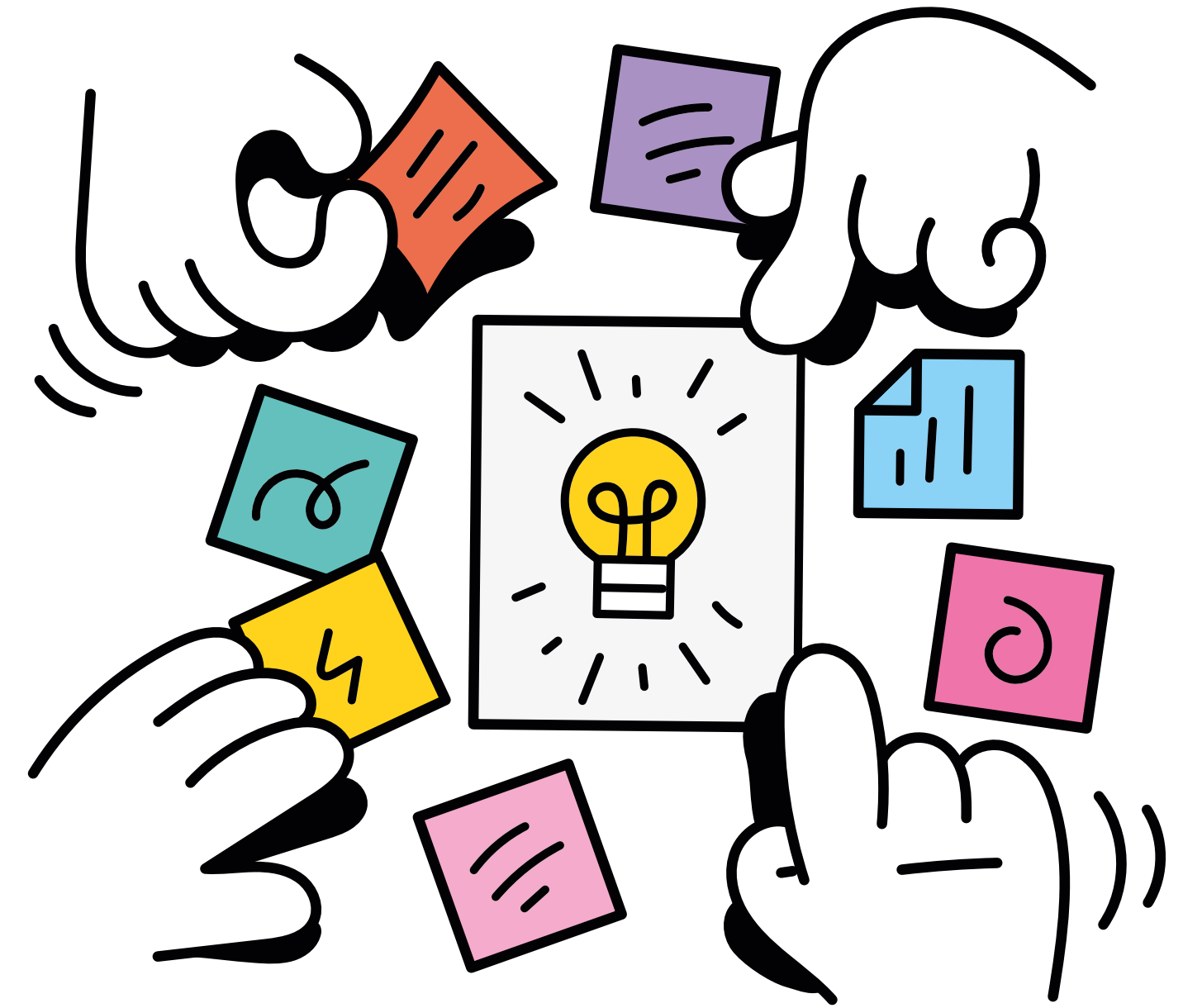
We need a government



Friendly

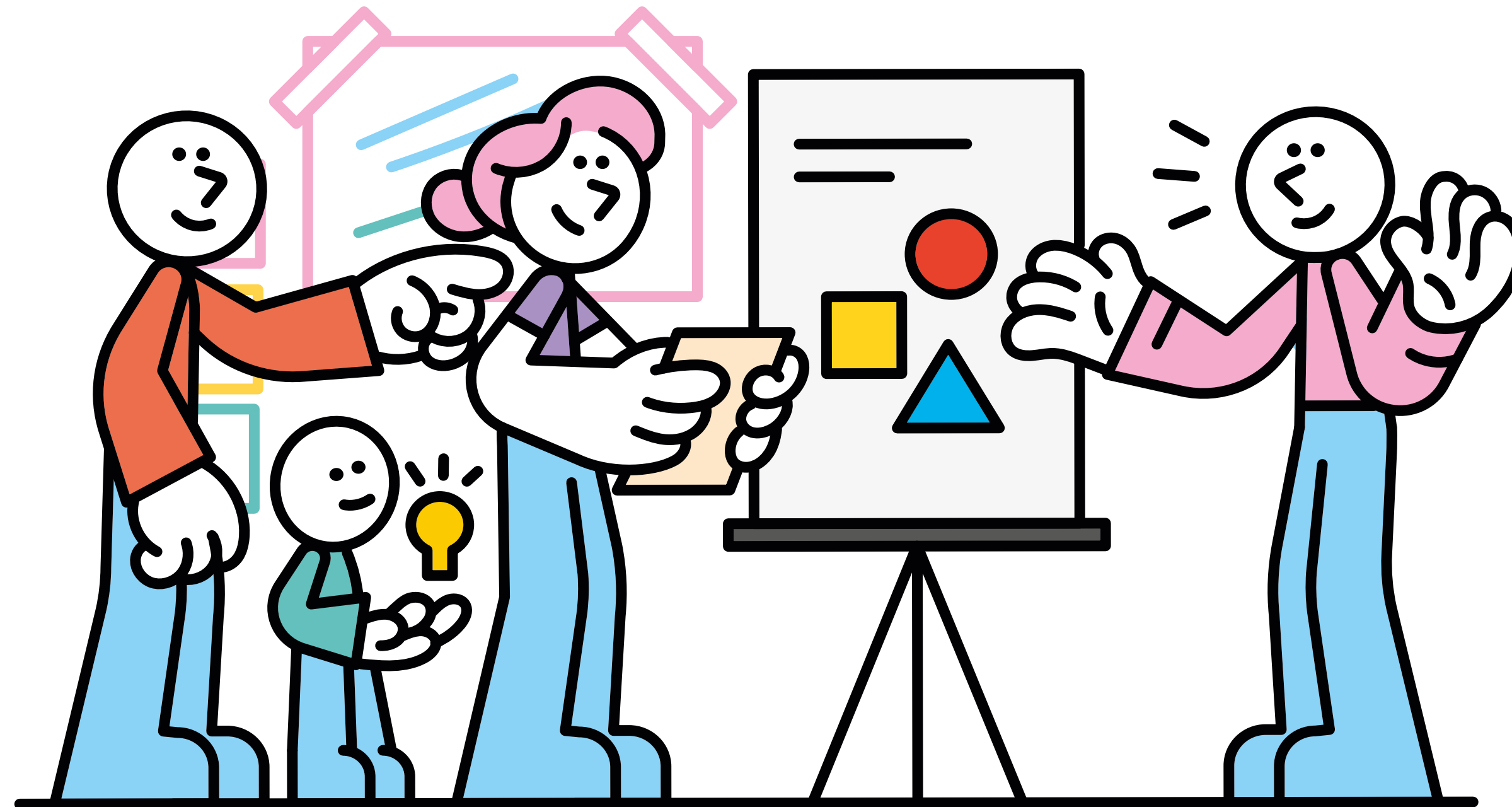


Agile



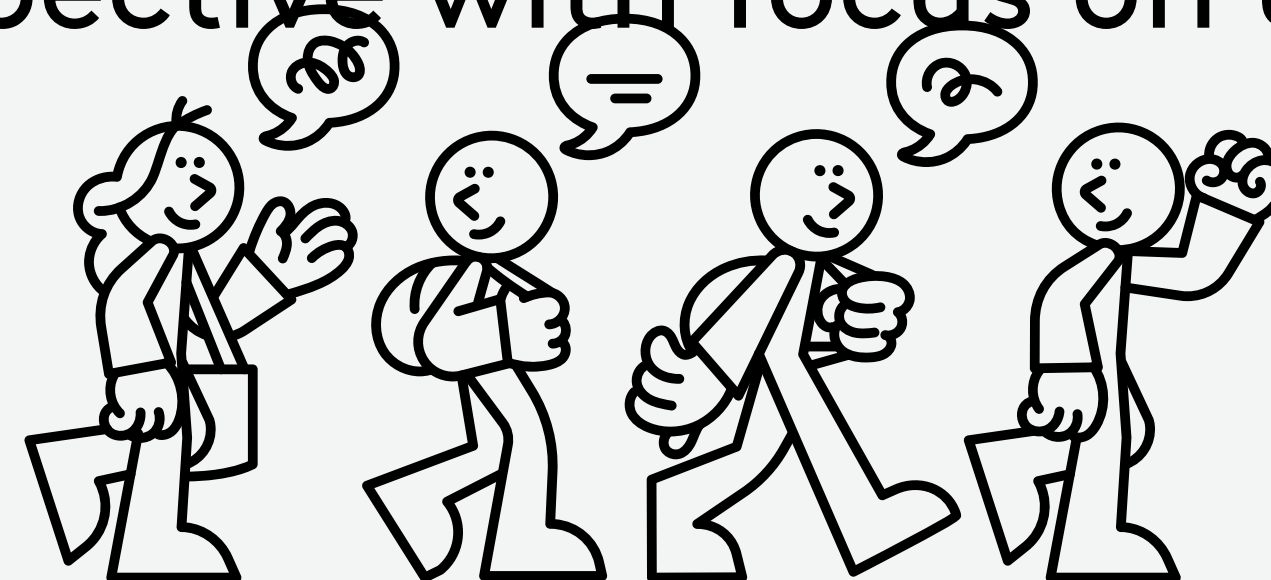
Innovative

Un Laboratorio de Gobierno as “Head of Design”



Laboratorio de Gobierno is a government agency from Chile, dependent on the ministry general secretariat of the presidency, **which accelerates the transformation of public services for people**. The laboratory promotes a new approach to design, implementation and management from the perspective of public innovation

Its mission is to **co-create solutions to priority and cross-cutting public problems, and install capacities to innovate in public institutions**. Through three services, agile consulting, the networks of public innovators and the public innovation index, it seeks to improve public services and their relationship with citizens, from a systemic perspective with focus on users.



¿In which we innovate?

Types of public innovation

Strategy

1.Strategic
definitions

2.Articulation and
networks

3. Laws

Services

4.Value proposition

5.Model of
attention

6.Communications

7.Engagement

Operation

8.Processes

9.Tech

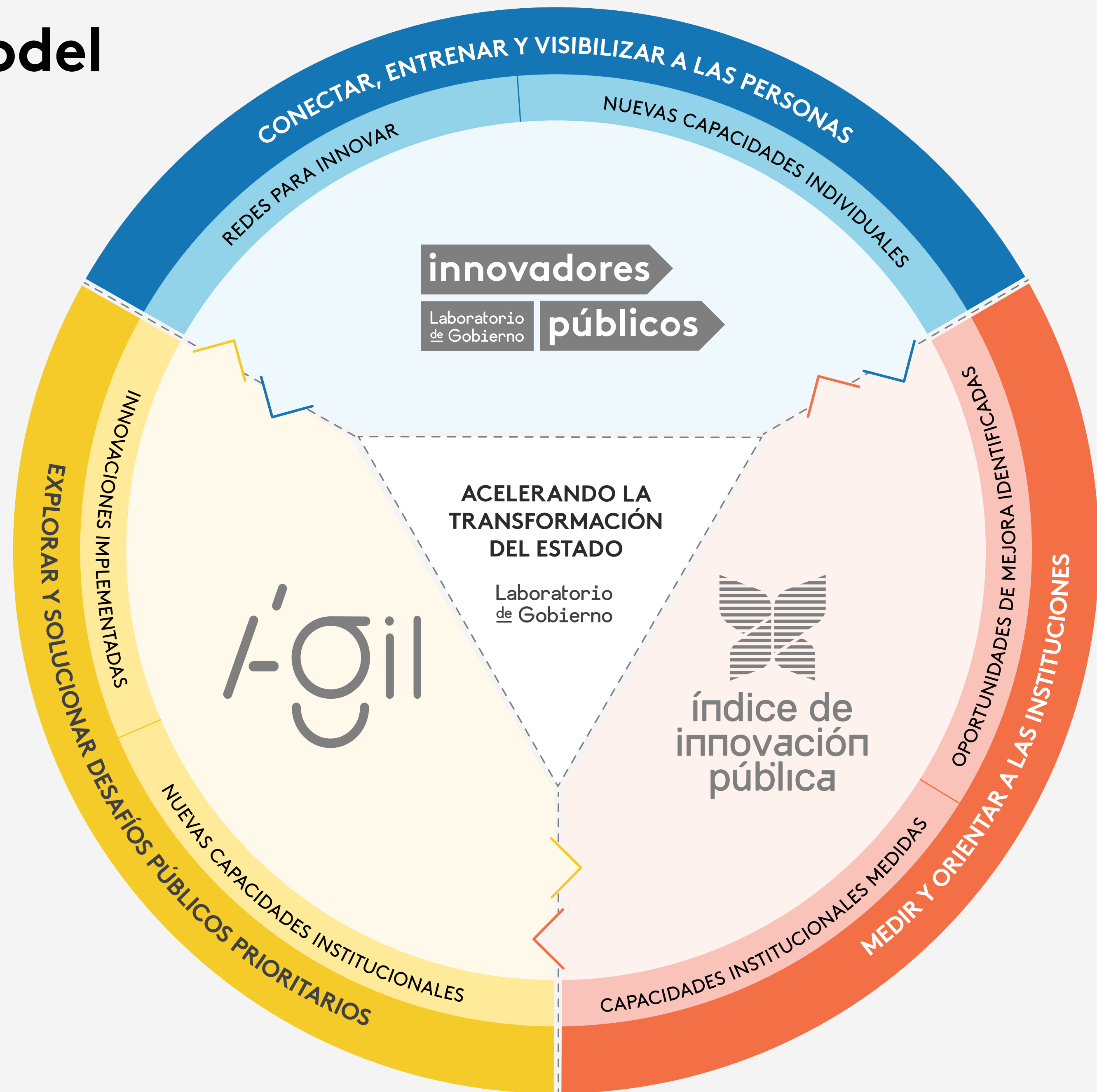
10.Data

Organization

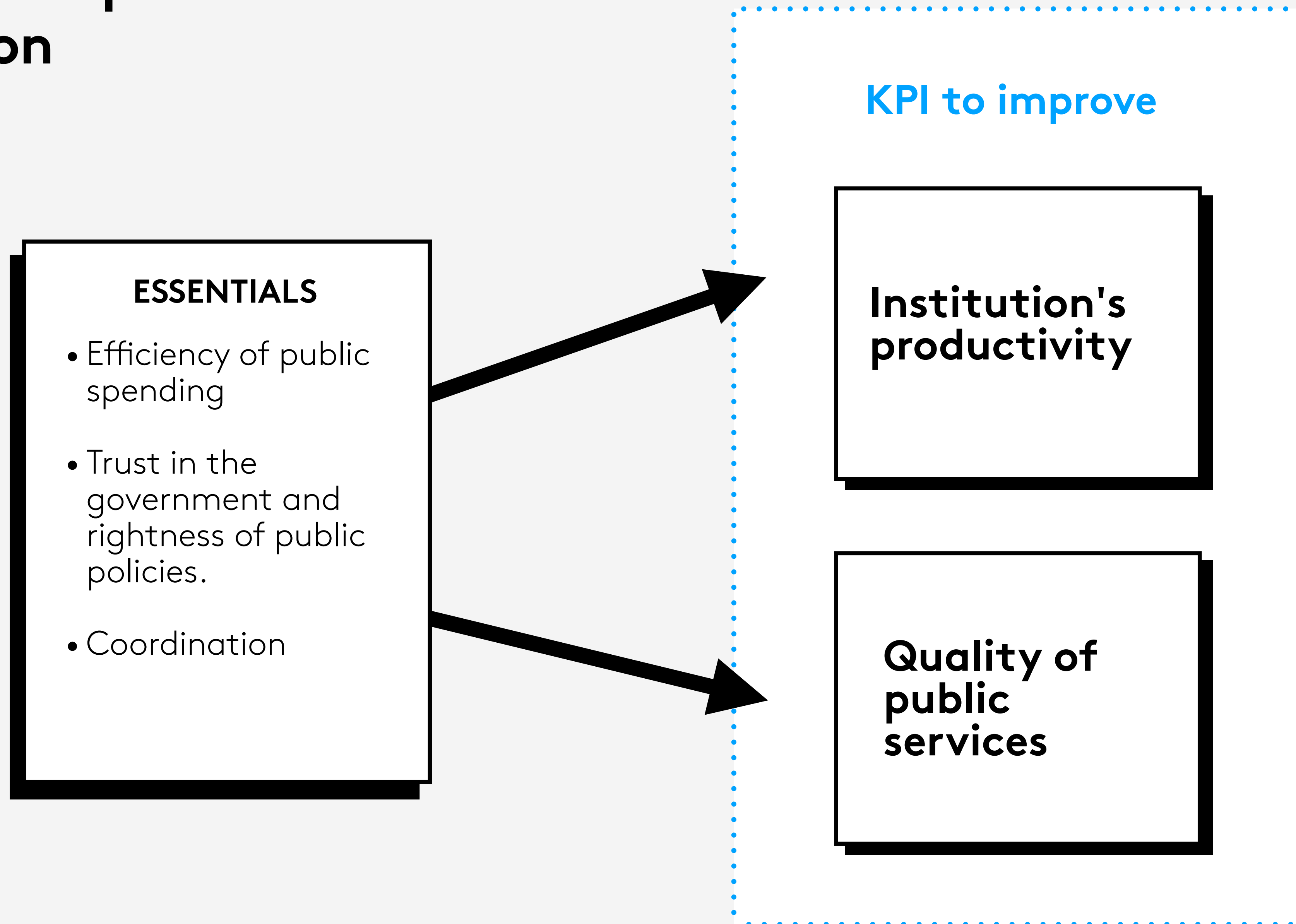
11.Organizational
design

12.Roles and capacities

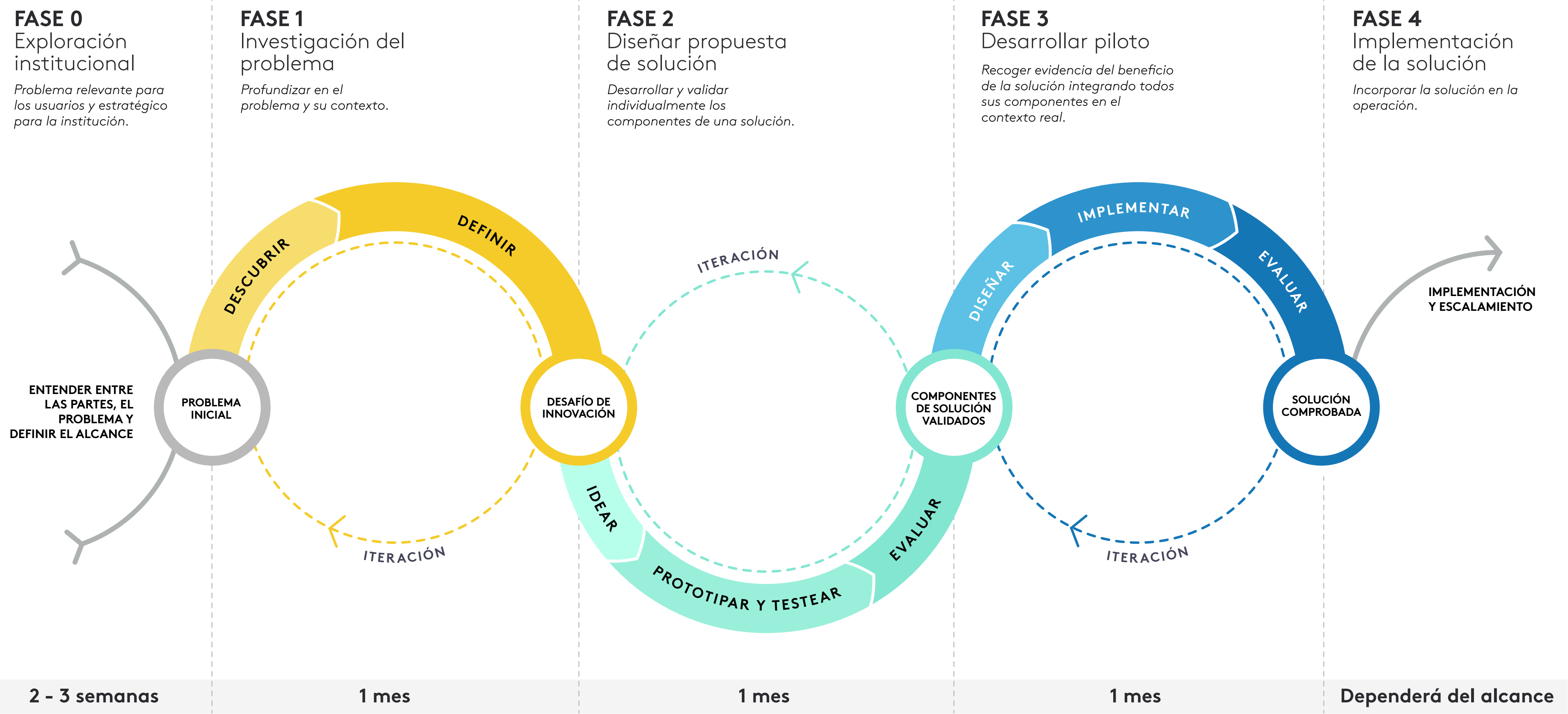
Our service model



The value of public innovation



A new methodology for project management: Agile, flexible and incremental



Monthly work cycles

**How is this
sustainable?**

1

Head of the service

2

High dedication of teams

3

Priority problems

4

Implementation commitment

5

Impact measurement

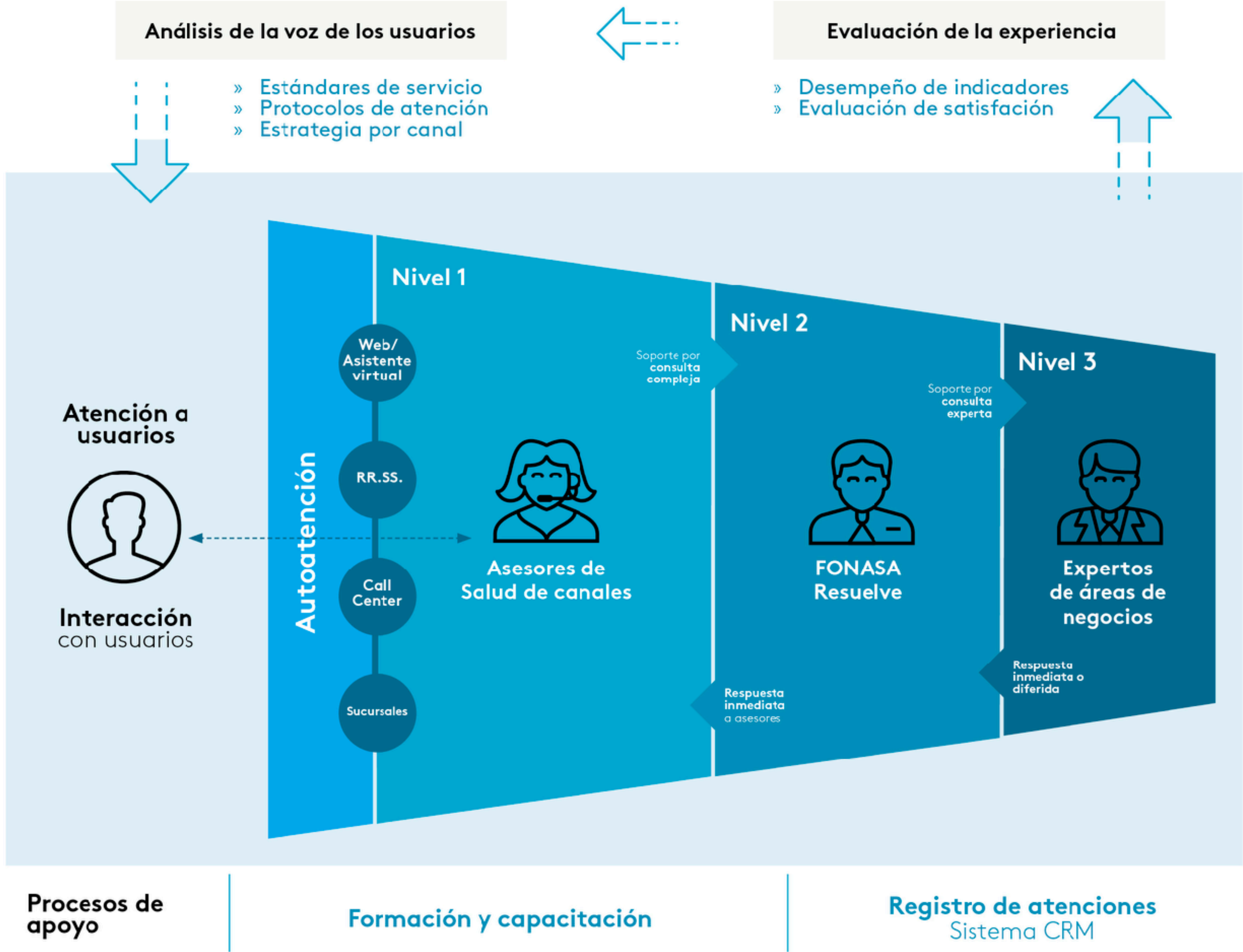
**Some examples of design and
implementation of services
focused on their users**





We co-created a new care user centered model

- ▶ Resolutivity
- ▶ Multiple channels
- ▶ Effective communications



Im born and I
am “Fonasa”



DESCRIPTION

Automatically enroll newborns into Fonasa when they are registered in the Civil Registry.

ADDED VALUE OBSERVED AT THE LAB

Eliminates the registration process for newborns to Fonasa by users.



SITUACIÓN ANTERIOR

Antonio

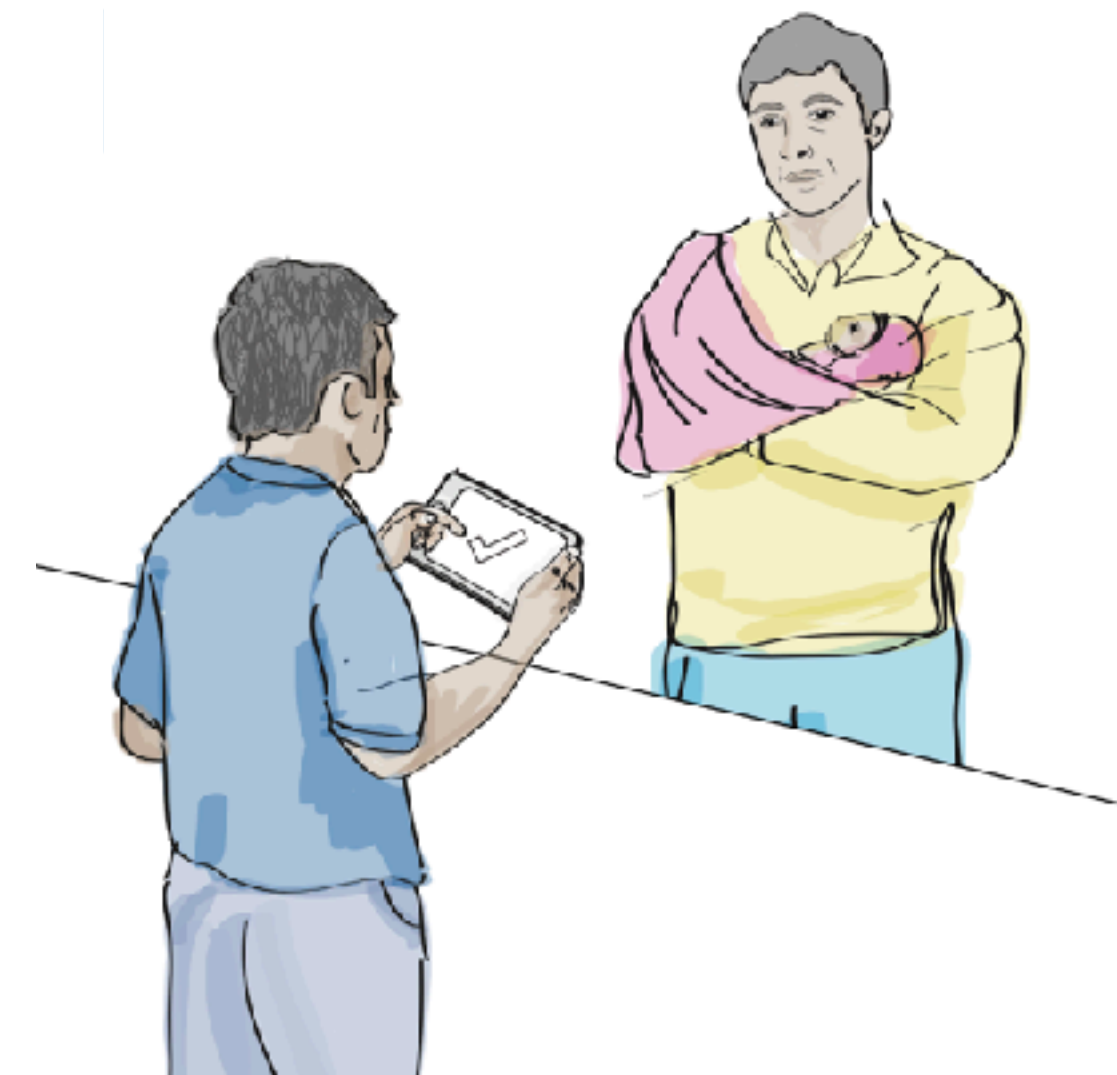
Age: 40 | Job: Teacher

Tech behavior: uses digital channels

Goal: Enroll his son in public health care system (fonasa)

- Antonio attended a branch to affiliate his newborn son with Fonasa.
- At the branch, he realized there was an hour and a half wait and there were no seats available.
- Antonio is attended by an executive who informs him that he must bring a certain document.
- Antonio must come back the next day.

Antonio feels frustrated and angry because he missed work and did not solve anything.



CURRENT SITUATION

Antonio was a father a few days ago, so he attends the civil registry to register his son. At the end of the process, **the executive informs him that his child has been automatically enrolled in Fonasa**

Antonio is very happy with the automatic process that prevents him from attending a branch.

Generation of public value

Value for the Government

Government's proactivity to serve people's life

Job done

Value for FONASA

User centered

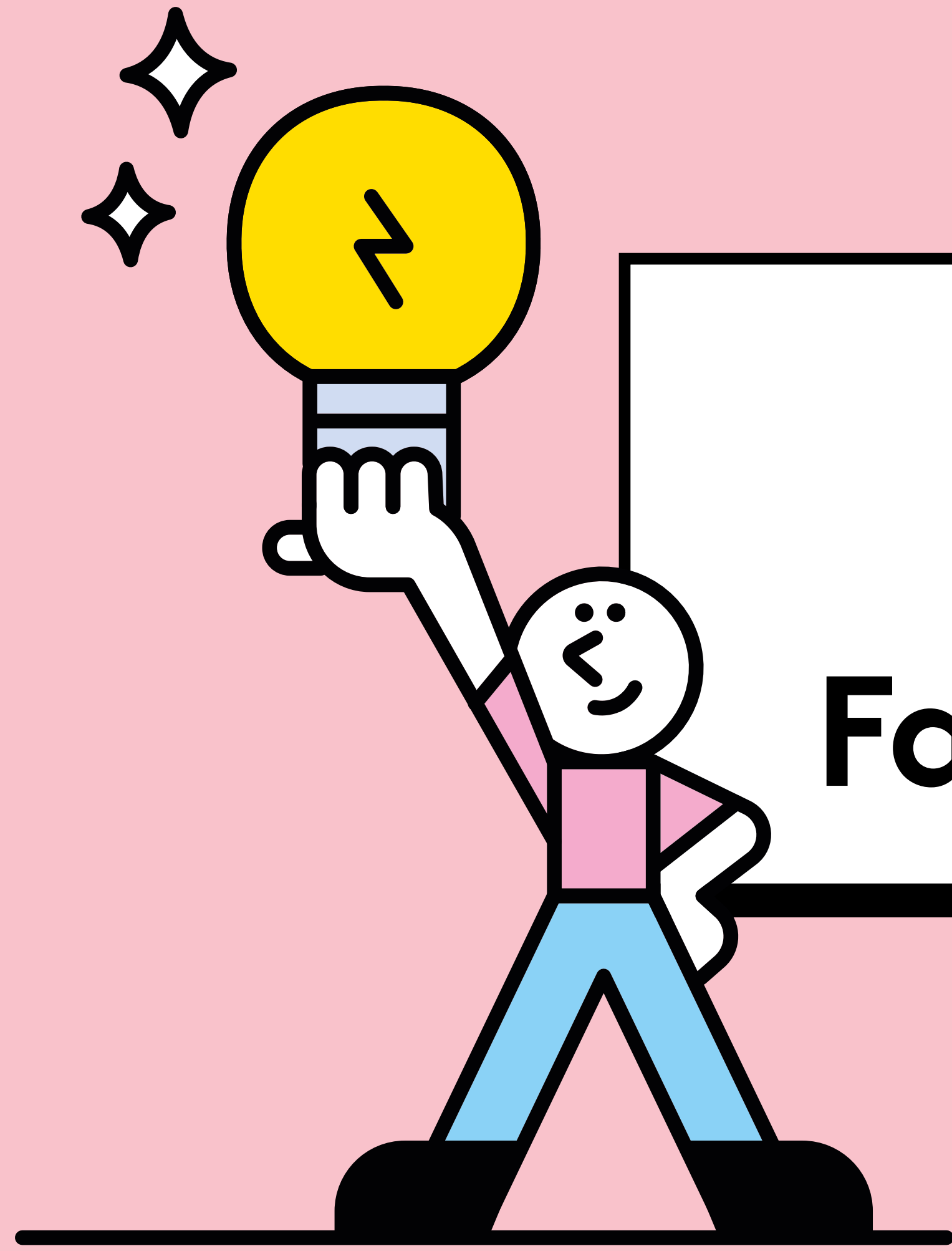
Time savings

Value for the citizens

Access to public health without bureaucracy

Healthcare

Impact to date



+130.000
Families benefited

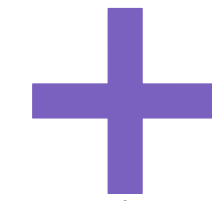
In the first year

New Channel
WhatsApp
Mujer

¿How did we co-create this service innovation?

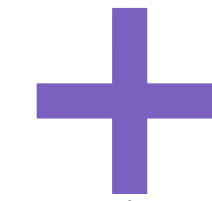


- Experts in gender
- Experts in preventing violence against women
- Management experience in the topic



Laboratorio
de Gobierno

- Experience in service design, models and processes
- Experts in research and behavioral sciences
- Tech experts



FACEBOOK
botmaker

- Tech experts
- Experts on the platform



**Canal
WhatsApp**

Informative bot

Data of the different existing procedures (eg emergencies, complaints) and existing support programs are provided.

SOS: emergency response and safety instructions

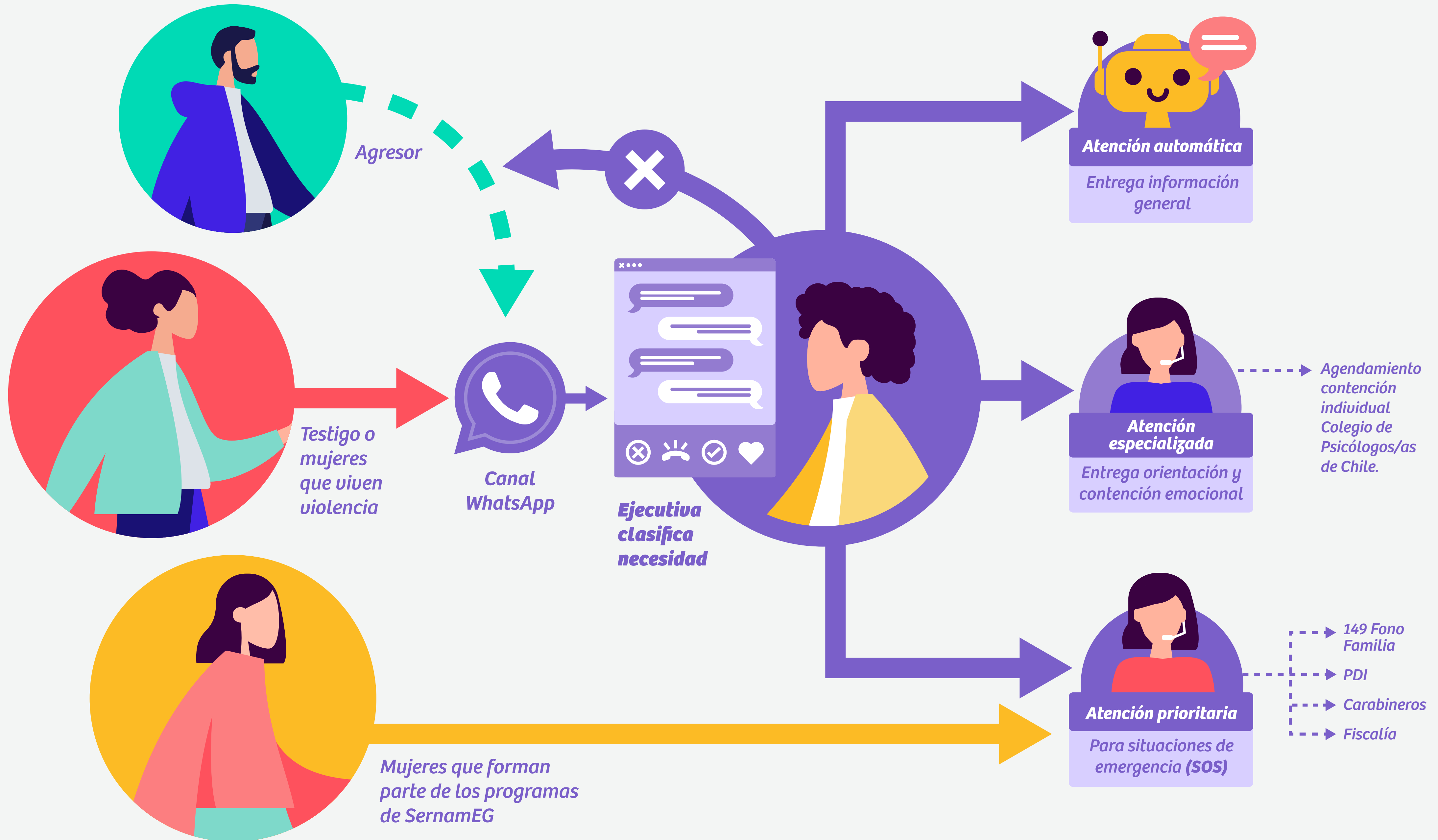
Criticality is evaluated and prioritized, and then the requirement is diverted to another channel.

Preventive guidance by the executive

Guidance and containment are provided to deliver the necessary data to prevent risk situations.

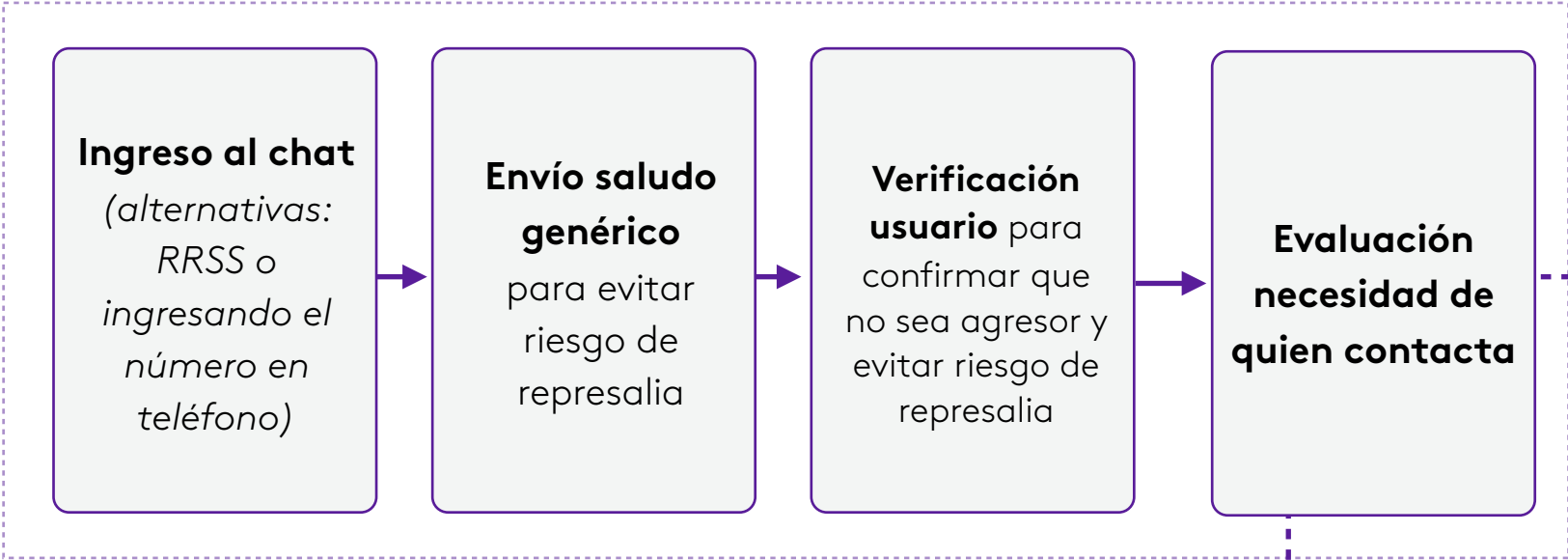
Bypass for containment

A referral is made to a staff of external psychologists in those cases that correspond and authorization from the user is obtained. However, containment is only done over the phone.



Macro flow

Acceso al servicio



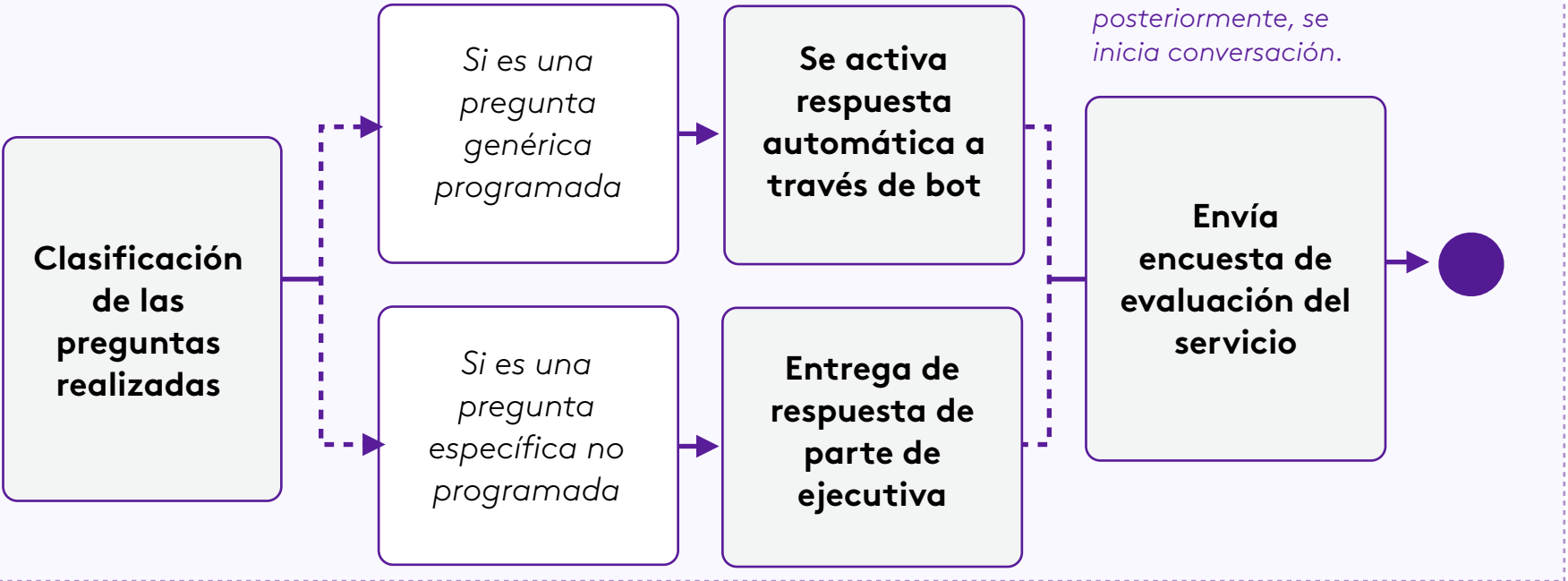
* Se genera una etiqueta si es que se trata de un contacto prioritario, es decir, de una mujer que forma parte de los programas de apoyo de SernamEG.

* Si es agresor o llamada no válida, se corta la conversación de inmediato.

*Puede indicar un código SOS o situación de riesgo inminente

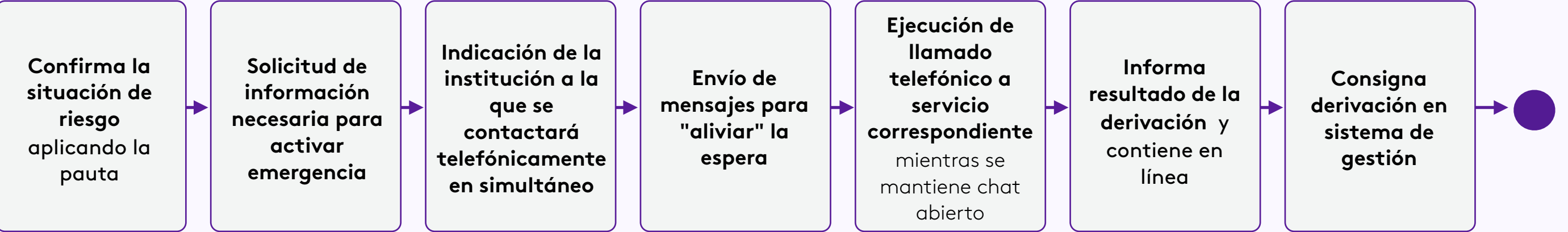
No se identifica o se descarta situación de riesgo inminente

Información general

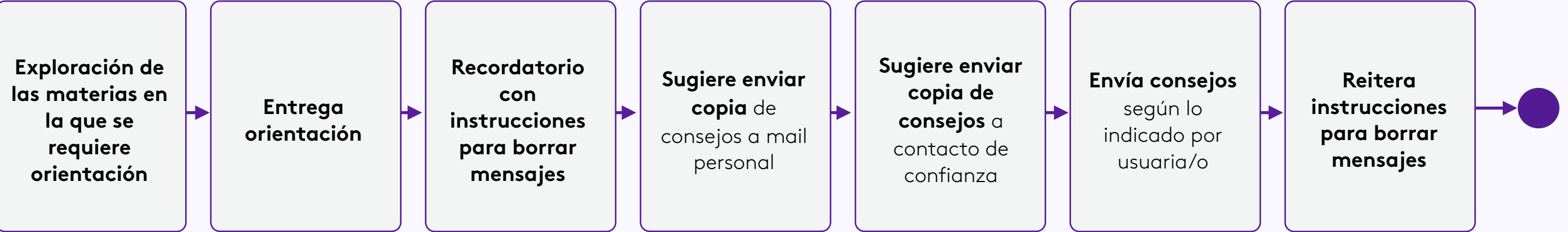


*Si es que existen otras preguntas no clasificadas como genéricas posteriormente, se inicia conversación.

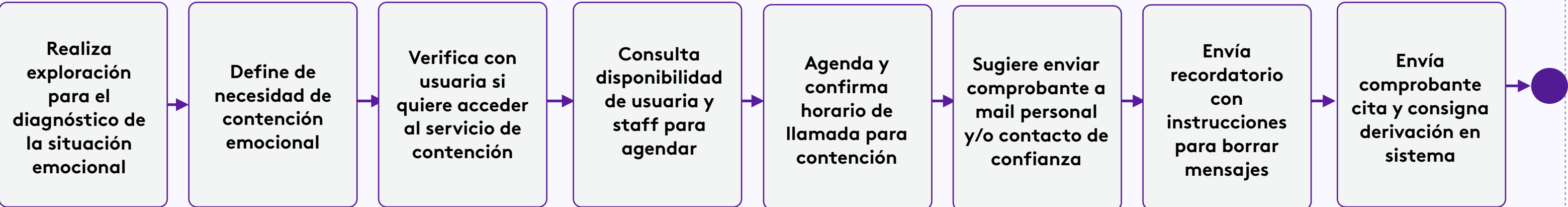
Emergencia



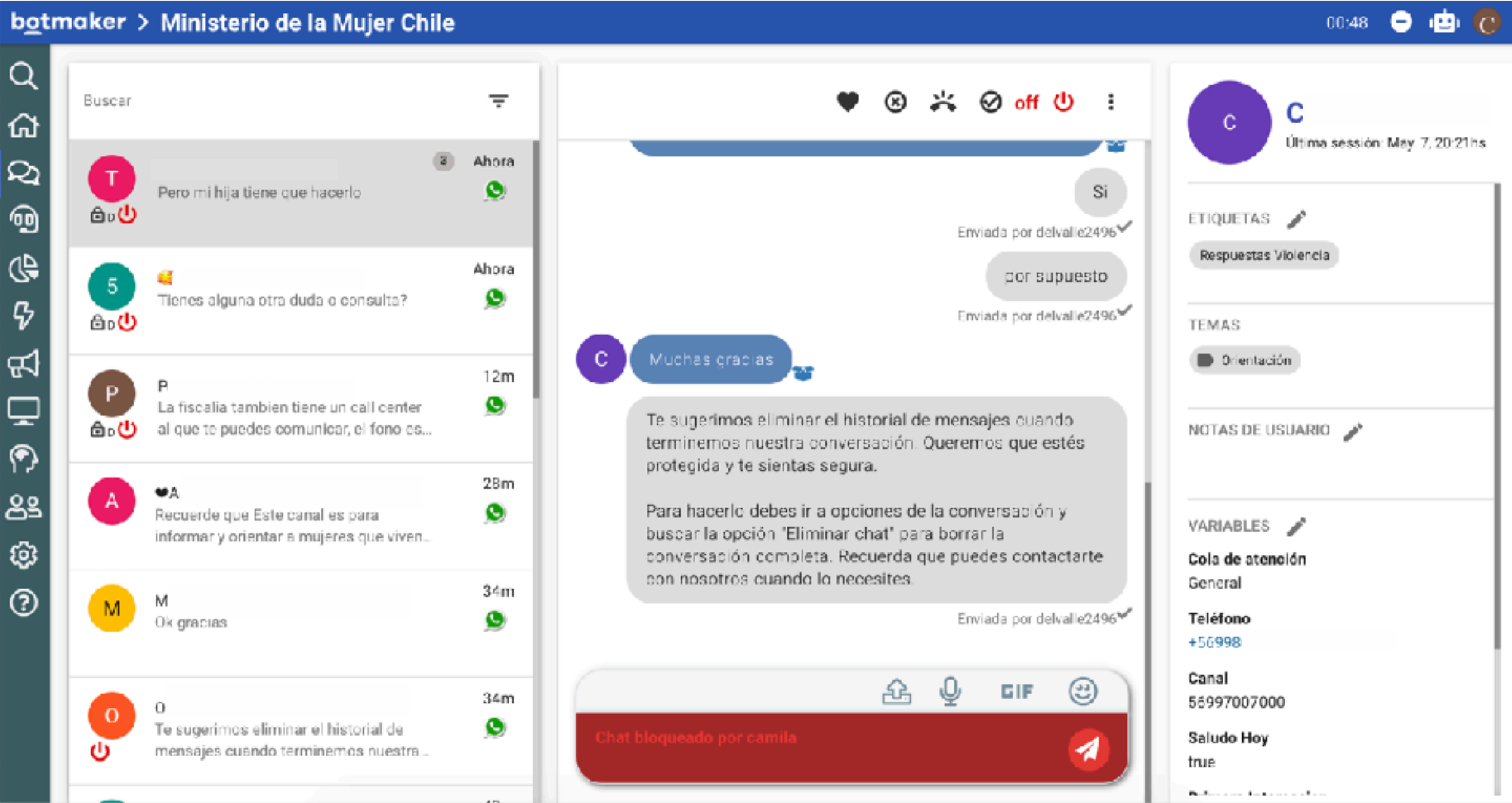
Orientación preventiva



Derivación para contención



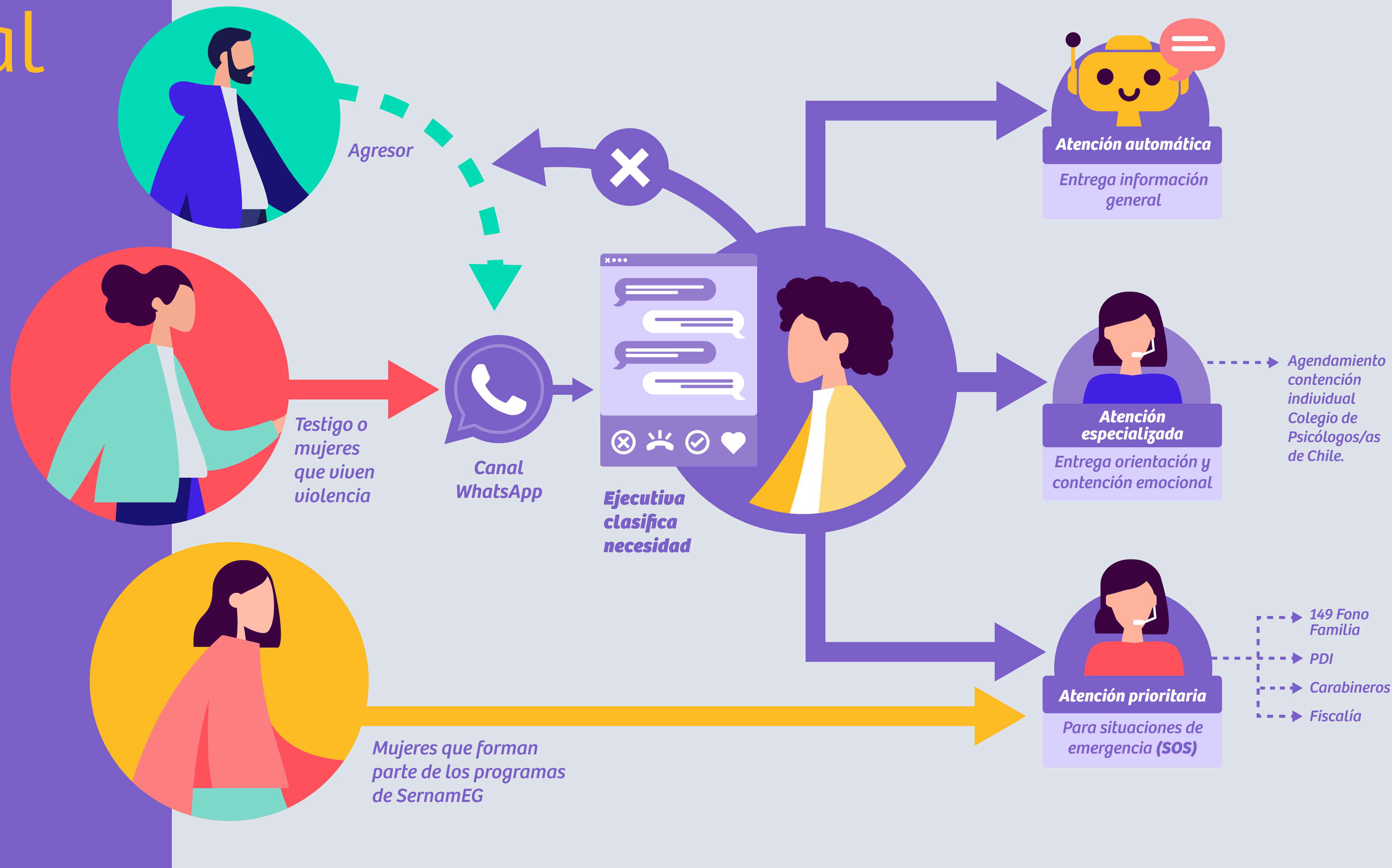
We adjusted a standard
care platform, to achieve
service as we designed



Nuevo canal WhatsApp Mujer

Dado el aumento mundial y en Chile de la violencia contra las mujeres que ha generado el encierro, era urgente poner a disposición nuevos canales de atención que entreguen información, contención y derivación a quienes viven situaciones de violencia o son testigos de ella.

- ✓ Silencioso
- ✓ Flexible
- ✓ Disponible 24/7
- ✓ Confidencial



#WhatsAppMujer

+569 9700 7000

Es una iniciativa pionera y única a nivel mundial, que se implementará en Chile y Argentina.



A partir de metodologías de innovación pública fue posible diseñar un servicio que pone a las mujeres al centro.



Chile es el único país que dispondrá de servicios múltiples, operados por un mix entre atención humana experta y uso de inteligencia artificial vía Whatsapp.

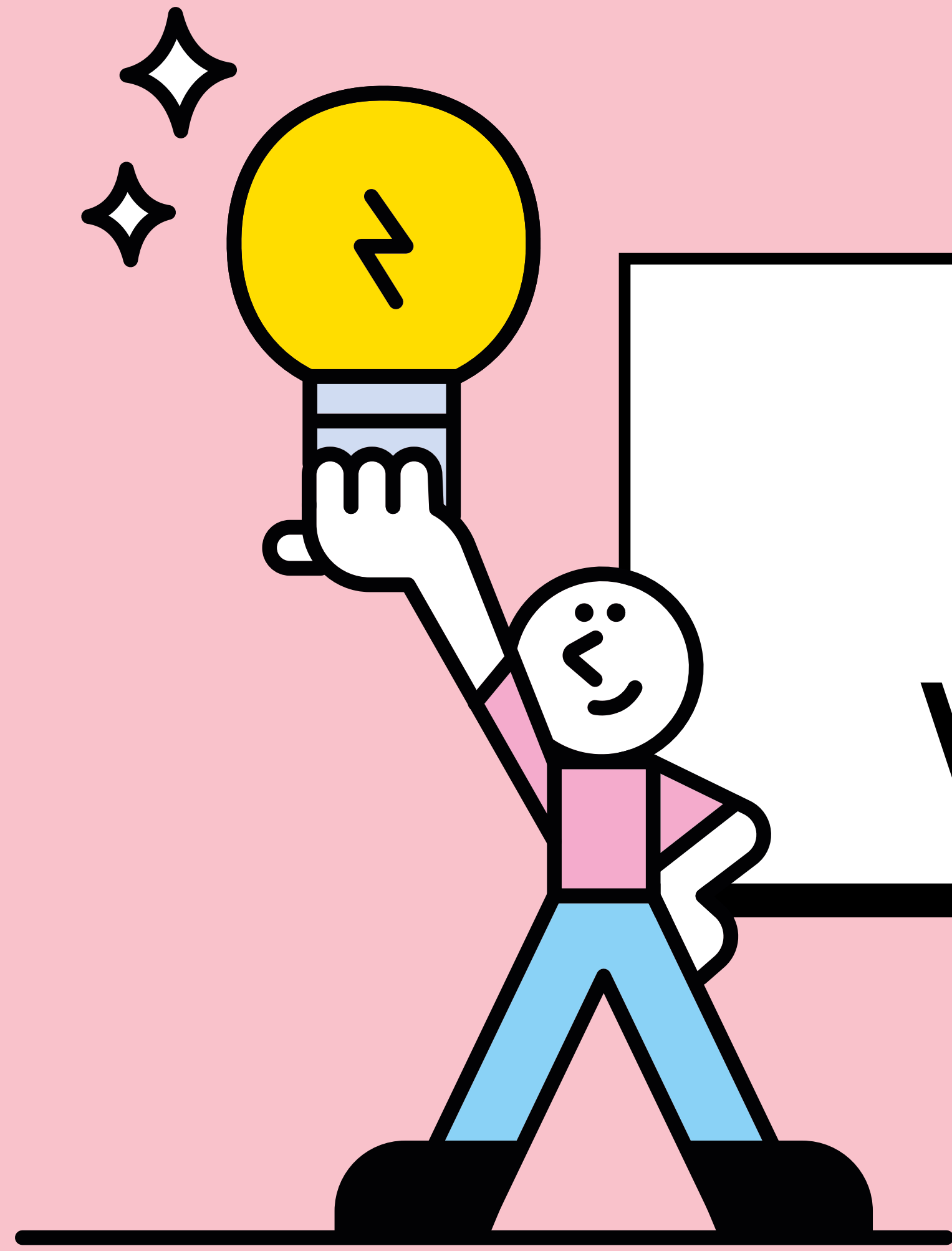
Esta iniciativa es posible gracias a la colaboración público-privada



Laboratorio de Gobierno

FACEBOOK

Impact to date



+29.000
Women attended

In the first year

**We must measure
everything we do and
generate a culture of
evaluation in our
government**



Laboratorio
de Gobierno

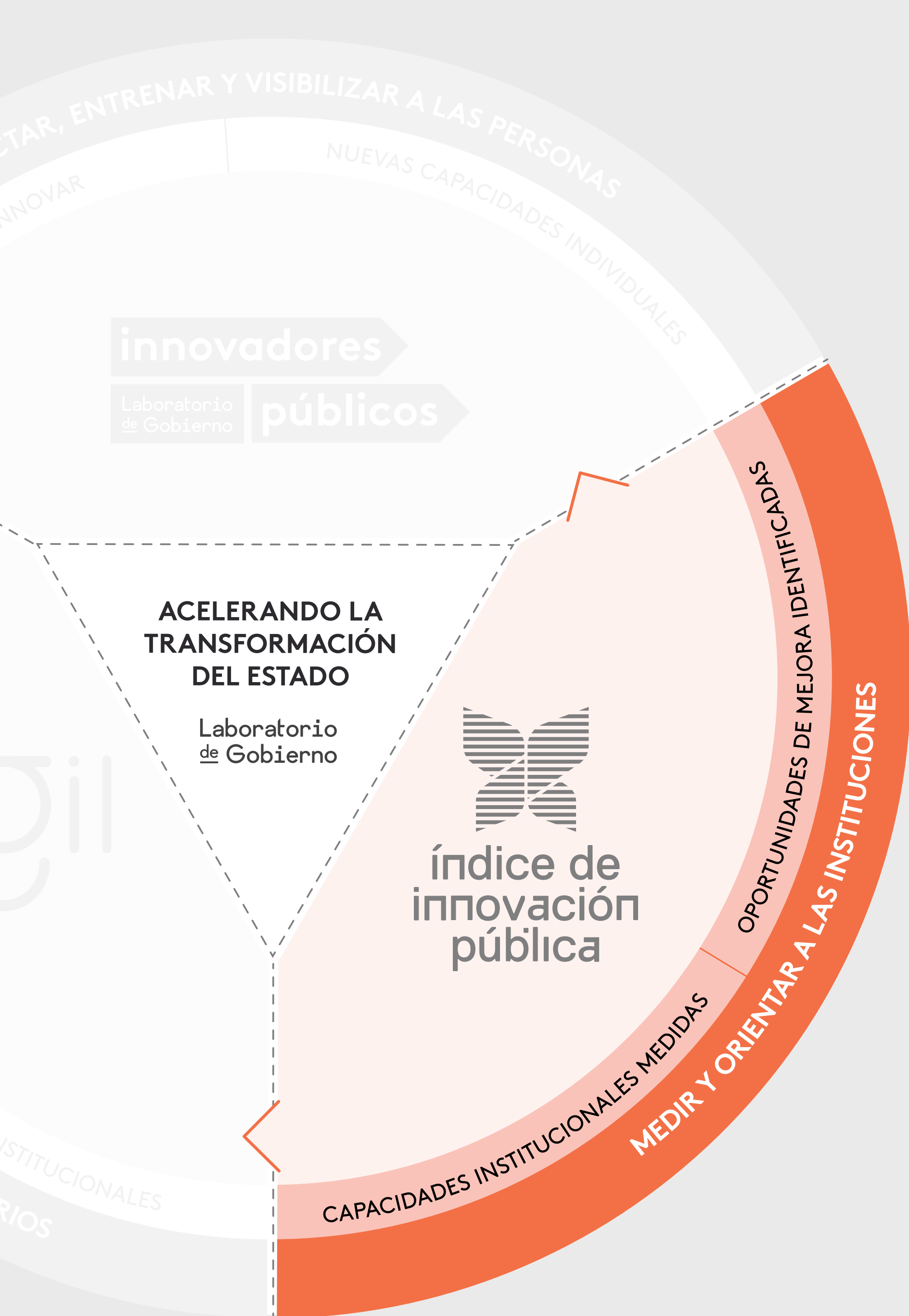


We developed the first
Public Innovation Index





índice de innovación pública



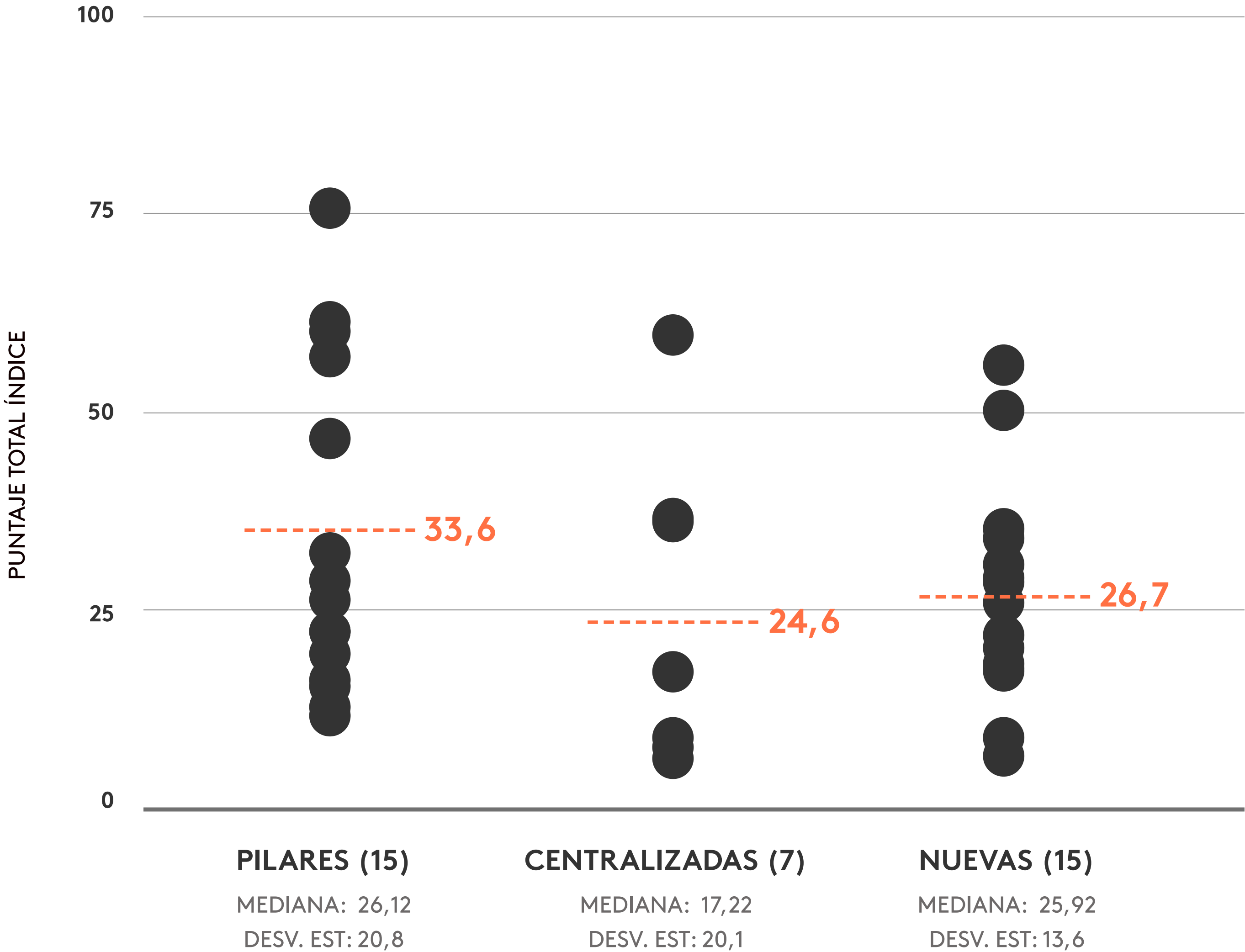
Is the service of **capacities measurement** for the public services to innovate and transform for their users. Seeks that the **State adapts to changing needs** and expectations.

 indice.lab.gob.cl

By contrasting the perceptions with the data, we see that the services scored modestly, but with some encouraging examples.

29,1 /100

General average



COVID-19 only
accelerates these
changes

innovadores

Laboratorio
de Gobierno

públicos

www.innovadorespublicos.cl



70

Roman ▾

🔍 ¿Qué te gustaría buscar?



¿En qué estás pensando?...

0/500



👤 Trabajo a distancia en el Estado
María José Vega

23-06-2020 - 22:36

Hola a todos/todas,
Es posible que se generen nuevas actividades para implementar estas herramientas. No
alcance a participar en el Bootcamp.

Saludos,

❤️ 3 💬 1 ★ f 🐦



Oscar Diaz

18-06-2020 - 12:49

avonni
Premio Nacional
de Innovación
Ministerio de Ciencia, Tecnología y Negocios

POSTULA

2020
AVONNI
PREMIOS

Innovando
Chile se
Reinventa

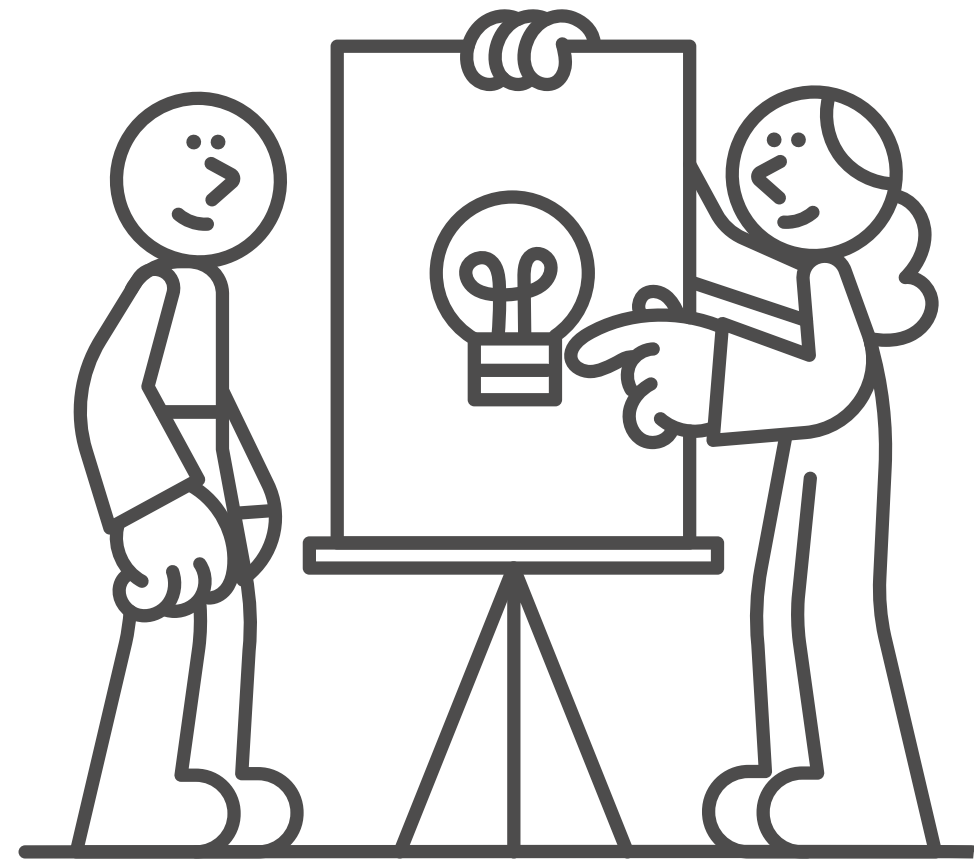
CO-ORGANIZA

TVN

EL MERCURIO

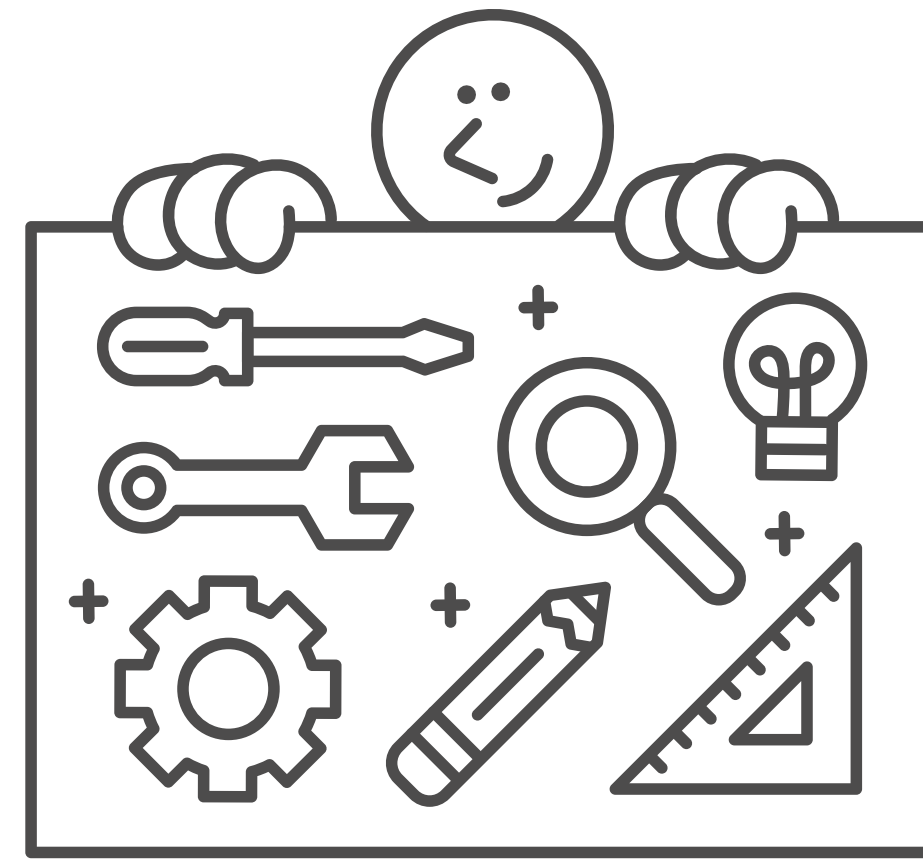
AVONNI INNOVACIÓN PÚBLICA

Our impact



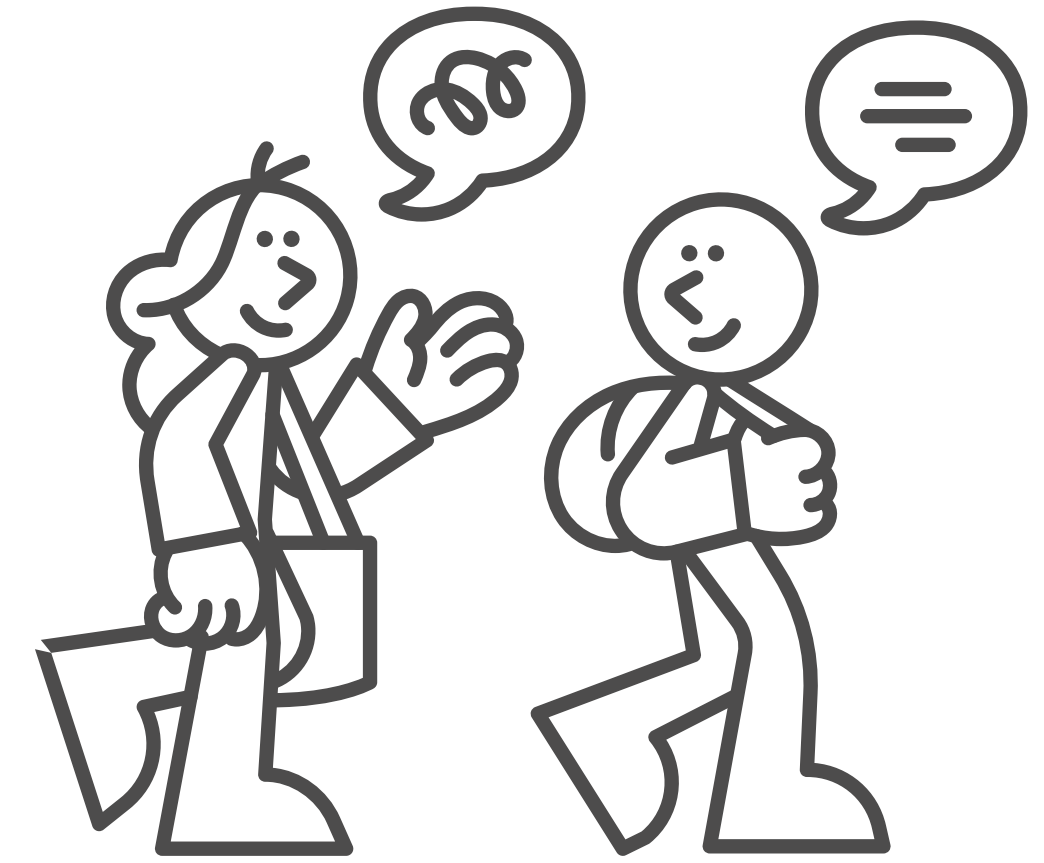
+15.000

**Members
+1.500 Institutions**



+250

**Activities in
16 Regions**



+6.000

**Trained civil
servants**



**Everyone can be a
public innovator**

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