

Federal Digital Insights

Recentring Service Delivery on the Citizen

Online → Wednesday, September 21, 2022 | 12pm - 1:25pm ET

Your Inspiring Speakers



CAPTAIN MICHAEL AHMADI
Team Lead, Digital Communications
National InSTITUTE of Health



KRISTIN DOHN
Digital Engagement Lead
Consumer Financial Protection Bureau



SCOTT E. SIMPSON
Digital Transformation Lead, Procurement Innovation Lab
US DHS
(Pending Agency Clearance)



STEVE WITT
Director of Public Sector
Nintex



Benefits of Attending

Examine key case studies by Federal thought leaders along the road to top-tier digital service delivery

Explore how internally, and externally, facing digital transformation initiatives differ and what you can learn from each process along your journey

Discuss how citizen/customer experience impacts digital transformation

Examine the opportunities and address the biggest digital transformation and delivery challenges

Discuss the roles that trust, privacy, and security play in successful digital service delivery



Overall positive and valuable. Great content and presenters.

Texas Workforce Commission

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Recentering Service Delivery on the Citizen

The reality of government today is that it is just as complex as any multinational corporation – and complexity can breed confusion. Between citizens, partners, and clients - digital transformation and service delivery across the Federal Government has been essential to responding to contemporary expectations.

Departments and agencies across the Federal Government have been innovating and bringing new tools to bear to execute their missions and deliver value for citizens; transforming the way that individuals and institutions engage with the Government. Within that same framework – Federal agencies and departments have been retooling their citizen experience strategies by leveraging new approaches, technologies, and procedures. This is a transformative time for digital engagement and communication – allowing greater collaboration and unique touchpoints with those the Federal Government serves.

Public Sector Network's **Federal Digital Insights** virtual event will convene Federal public sector thought leaders driving the continued digital development of the Federal Government. Join us as we focus on key learnings and actions that will help Federal departments and agencies to continue their momentum in providing safe, secure, and inclusive digital services.



Who You'll Meet

Departments: IT, IS, Administration, Transportation, Finance/Treasury, Healthcare, Social Services, HR, Defense, Veteran's Affairs, Digital Service, Homeland Security

Commissioners/Chiefs/Deputy Chiefs/Directors/Deputy Directors/Managers of :

- | | |
|---------------------------------|-----------------------------|
| ● Administration | ● Digital Service Delivery |
| ● Citizen Experience & Services | ● Service Delivery |
| ● Experience | ● Enterprise Infrastructure |
| ● Civic Engagement | ● Privacy |
| ● Digital Applications | ● Digital Transformation |
| ● Digital Technology | ● Digital Communications |

Organizations: Federal Government Agencies & Departments

12:00pm ET **Welcome from Public Sector Network**

12:10pm ET **Welcome from Chair:
Applying 'Digital Fitness' to your Organization for 21st Century Success**
Steve Witt, Director of Public Sector, Nintex

12:30pm ET **Government Case Study:
Developing a Digital Service Delivery Communication Framework: Improving Consumer Health Information on NHLBI's Public-Facing Website**
As digital transformation is rolled out across the public sector and digital touchpoints become increasingly commonplace for public service delivery to citizens, clients, and partners alike – communication across various channels increases in importance. Stemming from an institution where every piece of communication must be taken seriously – the NIH strives for top-tier communication to ensure that scientific research results and life-supporting disease prevention and treatment information is compiled, presented, and made easily accessible to consumers nation-wide. Join Captain Michael Ahmadi as he shares some insights from the recent efforts undertaken at NIH and the opportunities that transformation has afforded.
Captain Michael Ahmadi, Team Lead, Digital Communications, **National Institute of Health**

12:50pm ET **Panel Discussion:
Leveraging Digital Technologies to Maximize Impact and Service Outcomes**

- Recent events have forced all organizations – public and private alike – to make a pivot towards additional digital technologies in-order to remain in operations. How have you appropriated digital technologies to advance your mission? Where are you going beyond the basics?
- What unique and unexpected applications have you found for digital technologies as you've explored ways to improve/expand service delivery?

Scott E. Simpsons, Digital Transformation Lead, Procurement Innovation Lab, **US DHS (Pending Final Agency Clearance)**
Kristin Dohn, Digital Engagement Lead, **Consumer Financial Protection Bureau**
Moderator: Steve Witt, Director of Public Sector, **Nintex**

1:20pm ET **Closing Remarks from the Chair**

1:25pm ET **Virtual Event Adjourns**

Thank you to our **Event Partners**

Gold



For partnership opportunities, contact [Andrew Jensen](#) for more information.

What's On **Next**



**Government Digital Insights:
Summer Edition**

Online

October 27, 2022