



Digital Transformation: New Development Pattern of Social Security Administration Services

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Abstract. The digital transformation of social security service is not only an important part of the digital government, but also a necessary measure to promote the high-quality development of social security. The digital transformation in some regions has made rapid progress and achieved remarkable results. However, many problems have also been exposed in the process of promoting the digital transformation of social security service in some regions. The essential reason is the unclear understanding of the digital transformation of social security administration services. This paper first defines the digital transformation of social security administration services from the theoretical level, and then analyzes the two misunderstandings in the current practical work, and proposes the key measures to carry out the digital transformation of social security administration services.

Keywords: Digital transformation · Digital governance · Social security management services · Service mode

1 Introduction

In recent years, in order to continuously improve the effectiveness of social insurance governance, various regions have been actively promoting the digital transformation of social security administration services, but many problems have been exposed in the process. One is to confuse digital transformation with “Internet+”, and many social security agencies even have the misconception that digital transformation is “a change in form but not in substance”, failing to recognize essence of digital transformation work, and still push forward the work according to the original planning and ideas; the other is to confuse digital transformation with “Internet+” t. Another kind of digital transformation and “Internet+” are separated, and the work is carried out again from another level, which is not only time-consuming and costly, but also the transformation effect is not ideal. The reason for these two misconceptions is that social security agencies do not have a clear understanding of what digital transformation is, how to promote digital transformation, and what the differences are between digital transformation and “Internet+”.

2 Theoretical Definition of Digital Transformation

2.1 Research on the Concept of Digital Transformation at Home and Abroad

The concept of digital transformation was originally developed by Coile in 2000 when he summarized the characteristics of the Internet medical business model based on the application of digital technology, which is regarded as the initial beginning of the research on digital transformation. The research fields of digital transformation mainly focus on industrial upgrading, government governance, enterprise transformation and other aspects, while there are few researches in the field of social security administration services. Moreover, scholars have different understandings of what digital transformation is from different perspectives, and no unified definition has been formed yet. To summarize the theoretical definition of digital transformation by domestic and foreign scholars, it can be roughly divided into two aspects: process level and element level.

From the process perspective, the so-called digital transformation is a continuous dynamic process of economic, social and governmental change and innovation in response to the digital era, including digital, online and intelligent three stages, digital is based on the development of information technology in the foundation stage of digital transformation, digital transformation process to achieve online, data, collaborative development, digital transformation is not a quick fix, but a more radical and evolutionary process that occurs with digital transformation is not an overnight process, but a more radical and evolutionary process that occurs over time, gradually amplifying the role of digital technology in promoting economic development, business models, business improvement and organizational core competitiveness, and service capacity enhancement. The concept of digital transformation in this perspective emphasizes the process of “transformation”, and digital transformation is in response to the development of the times and changes in demand, and the focus of development is different at different stages of digital transformation, and the final result of transformation is to achieve improved management and increased quality and efficiency of services.

From the element perspective, digital transformation involves the transformation of many elements. The embedding of technological elements is the foundation, but digital transformation is not just a technological change and technology transfer, but a transformation of systems, thinking concepts, business models, organizational structures, and other aspects, requiring the coordination and cooperation of people, organizational culture, talent development, and leadership. The core of thinking concept is data-driven and user-centered, speaking with data, judging with data, making decisions with data, reengineering business processes from the perspective of user needs and fully exploiting the value of data to play data potential, and innovating service models to better meet user needs. Digital transformation is a cross-system transformation, and cross-departmental, cross-regional and cross-level collaboration is an important influencing factor of digital transformation. The concept of digital transformation based on this perspective discusses the initiatives required to achieve digital transformation from the content elements of digital transformation.

2.2 The Concept of Digital Transformation of Social Security Management Services

The above discussion on the concept of digital transformation is mainly from the level of enterprise transformation and government governance, and the concept of digital transformation in different fields may be defined differently depending on the industry and service characteristics, but the essence and goal of digital transformation in general will not change. Combining the discussions on the concept of digital transformation by scholars at home and abroad, a theoretical definition of the digital transformation of social security management services is made according to the characteristics of social security services.

From a narrow sense, the digital transformation of social security administration service refers to the strengthening of the analysis and application of social security related data and the value of data by means of blockchain, artificial intelligence, big data algorithms, cloud computing and other new technical means, so as to bring about the change of social security service mode and continuously improve the efficiency and quality of service. From a broad sense, the digital transformation of social security administration services means that social insurance handling agencies, in order to meet the service demand in the new era and solve the specific business pain points, cooperate with government departments, enterprises, banks and other entities to create a diversified, three-dimensional and unified data resource pool, strengthen data analysis to achieve service innovation, precise management and auxiliary decision-making functions. Through intelligent services to realize the automatic processing of business and thus provide self-service for the insured, ultimately not only to realize the digital transformation of specific business operation, but also to realize the process of transformation of service concept, organization system, business process, data application and other aspects.

3 Analysis of Concepts Related to Digital Transformation

3.1 Digital Transformation and “Internet+”

In terms of conceptual characteristics, “Internet+” is a convergence concept, emphasizing the application of Internet technology in social security administration services, thus innovating the way of administration services; digital transformation is a groundbreaking concept, emphasizing the transformation of social security administration services and management mode. From the perspective of development goals, the “Internet+” stage improves the way of service provision and solves the problem of service channels, taking advantage of the wide connection and convenient use of computers and Mobile Internet to shift the way of service processing from offline to online, so as to realize the processing of service in the vicinity and offsite; the digital transformation stage improves the way of business operation mode, focusing on the business itself, deep excavation of data value, based on multi-party data sharing, use algorithms intelligent comparison driven business operation, in order to achieve intelligent business operation and automatic processing, changing from human brain operation to machine operation. In terms of development ideals, the concept of “Internet+” is user-oriented, improving

the service experience from user needs and enhancing the quality and efficiency of handling services; the concept of digital transformation is data-centered, strengthening data visualization and analysis, using data support for handling service innovation and organizational management, and changing business operations from process-driven to data-driven. The concept of digital transformation is data-centered, strengthening data visual analysis, using data to support innovation and organizational management, and changing business processing from process-driven to data-driven, enhancing the security and accuracy of organizational management.

“Digital transformation is a goal proposed after the development of “Internet+” has been developed in a more mature way, and it is an improvement and optimization of the shortcomings of the “Internet+” stage. The implementation of digital transformation does not mean negating the work of the “Internet+” period and reconstructing the service system, but rather building on the foundation of the “Internet+” development and integrating and optimizing the existing development achievements. Since the regional development process of “Internet+” differs greatly and the related business systems are not entirely perfect, the business matters accepted by some mobile terminals are limited, so the digital transformation of social security administration service should be carried out in conjunction with the actual regional development.

3.2 Digital Transformation and Digitization

From the perspective of information technology, digitization is to turn complex information in social life into data which can be recognized by computers and stored and applied, and to establish corresponding digital models to process data according to different needs. In the field of social security management services, some regions have simply equated the concepts of digital social security and digital transformation of social security, but in fact there are both connections and differences between digitalization and digital transformation. In terms of conceptual characteristics, digitalization is a technical concept, which means that the information and business processes involved in the processing of social security businesses are digitized, and data sharing and data processing capabilities are continuously improved to achieve efficient and accurate business processing; digital transformation is a procedural concept, emphasizing that it should be supported by digital platform, digital service, digital management, digital mindset, and other means, and eventually achieved in steps as well as phases.

From the perspective of the relationship between the two, digitalization is the basis for digital transformation, and digital transformation is the furtherance and extension of digitalization. The core of digitalization is “digital”, emphasizing the digital processing of business information and digital application, while in the process of digitalization. The core of digital transformation lies in “transformation”, the “transformation” of digital transformation is not the technology, but emphasizes the transformation of business model brought by data-driven. It can be seen that digitalization is the necessary instrument to realize digital transformation. From the viewpoint of the effect, digital transformation and digitalization play a wide and deep effect, digital transformation can trigger a full range of changes in technology platforms, business models, organizational systems, governance capabilities, etc.

4 Measures to Promote the Digital Transformation of Social Security Administration Services

Build a business processing mode based on “city-wide and self-service”. Through the uniform service platform, we can provide the insured with “non-differentiated” business processing that is not restricted by time and administrative geography, based on the standardization, standardization and digitization of business processes, using algorithms and artificial intelligence technology to weaken the influence and limitation of “human brain” and “experience” in the business examination and approval process.

Build a risk prevention and control system with “intelligent supervision and automatic advance warning” as the core. Take advantage of the real-time and accuracy of the system data, use the system for data auditing, intelligent monitoring and visual analysis, intuitively reflect the efficiency of business processing and business operation, realize the automatic processing of data screening, verification, warning and interception, and reduce the risk of human modification of data.

Build a service pattern characterized by “initiative service and detailed service”. It is no longer limited to the passive processing of business, but enhances the initiative and prediction of business processing service, analyzes the personalized needs and relevant information of the insured people, makes the service more “smart” and accurate, realizes the accurate pushing of business processing, big data silent authentication, disturbance-free issuance and other diversified service application scenarios, and meets the diversified service needs and provides fine service. To meet diversified service needs and provide sophisticated services.

Build an organizational system with “integration and optimization, sharing and synergy”. Integrate and optimize departmental functions, adjust the internal structure of the organization, form a flat organizational structure, and clarify the division of responsibilities of each department to give full play to the advantages of synergy.

5 Conclusion

Digital transformation has now become a key task for social security agencies around the world. In the digital transformation of social security administration services, the specific content and essence of digital transformation should be correctly grasped, and the difference between digital transformation and “Internet+” should be distinguished and improved on the basis of the network construction carried out in the “Internet+” phase. Many municipalities have entered the middle and late development stage of digital transformation, however, the digital transformation in many places is just at the initial stage, and some places have not yet established an integrated network for handling services due to the limitation of financial and technical conditions and poor information system foundation. Therefore, the specific digital transformation content of social security agencies around the world should be based on the actual situation and the real basic conditions of the operation services to take relevant initiatives to achieve the goal of digital transformation.

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