A DIGITAL SYSTEMS APPROACH ACROSS EGOVERNMENT SERVICES: THE AUSTRALIAN TAXATION OFFICE AND THE HEALTH ENVIRONMENT

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OUTLINE

Research aim

Background on case study

      ATO

      Health Environment

Research approach – Method

Framework – User Centred Model

Preliminary Findings

Conclusion

BACKGROUND – RESEARCH AIM

All Australian Public Sector Organisations were impacted by the introduction of the Australian Digital Continuity Policy 2020, mandating the use of digital first channels for every public sector service provided [1].

This policy put considerable pressure on both public sector organisations and service users. Through exploration of previous literature, a considerable gap was identified between what is known about digital service users and non-users, and those individuals who are required to use them.

This paper will explore the barriers to digital adoption in the public sector space, specifically comparing mandatory and voluntary spaces.

BACKGROUND – AUSTRALIAN TAXATION OFFICE

The ATO was the first service provider to adopt digital first service provision, with the introduction of myTax for individuals, business portals, and tax agent portals.

The ATO has high digital adoption rates of the MyTax platform, with 95% of individuals eligible to utilise the service [2], however there are still gaps within the population that need to be explored and understood.

Progressively the myTax platform became more inclusive, through annual and ongoing adaptions, and the progressive changes in the manner in which digital adoption and service provision has occurred [3] [4].

Each iteration incorporates the feedback from users to ensure ongoing viability of the platform, while also ensuring ongoing success [5].

BACKGROUND —HEALTH ENVIRONMENT

Healthcare systems are becoming significantly more complex, with more professionals becoming involved in each individual patients care, and ever-changing healthcare needs of the population [6].

My Health Record is an online platform containing a summary of an individual key medical and health information (including histories). The site provides information for individuals and health practitioners who opted into the service to view medical histories, previous tests, medication (history and current) and diagnosis. Although there are a number of benefits from the provision of the online health record, more than 2.5 million Australians opted out of the platform [7].

MyAgedCare is an online platform for individuals aged 65 or older which is the starting point on an individual's aged care journey [8]. The site provides information for government-funded services available at home to enable individuals to continue living independently.

METHOD - A QUALITATIVE APPROACH
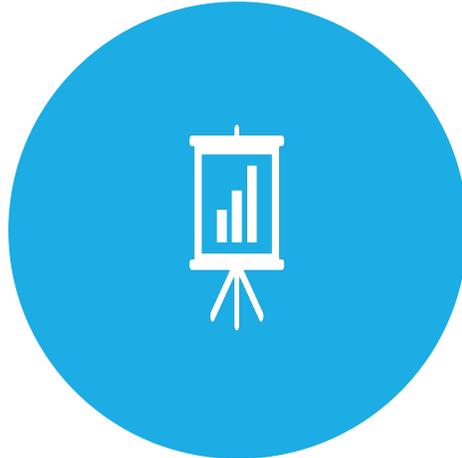

AUSTRALIAN TAXATION OFFICE (ATO)

Comparability Case Studies

Focus: To identify barriers to the use of My Health Record (a voluntary service), to understand the similarities across digital health and digital taxation, as well as mandatory and voluntary.

AUSTRALIAN DIGITAL HEALTH PLATFORMS KNOWN AS MY HEALTH RECORD AND MYAGEDCARE .

USER-CENTRED MODEL
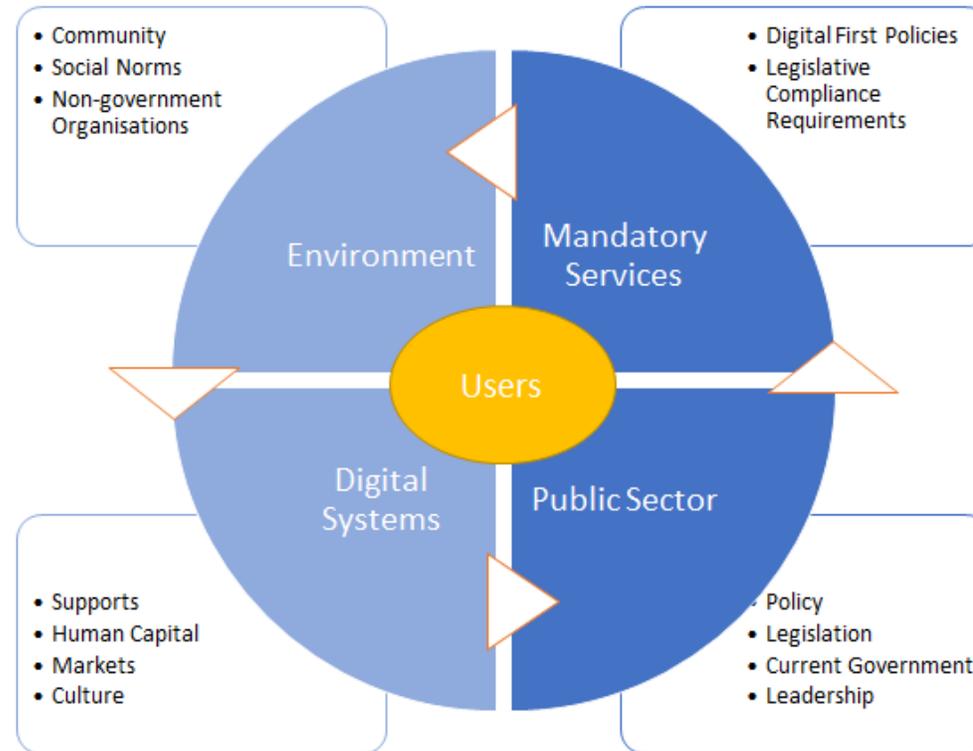
ATO BARRIERS TO DIGITAL ADOPTION

Theme	Users comments
Platform support and technical support	- Do not know how to access the page - What are the security measures in place - How do I link between the MyGov and MyTax platforms? - I have not used this before - where is my prefilled data - How do I change my details/or name? - The identification questions were incorrect - I am having technical difficulties
Lacks computer skills, preference to use non digital	- I want to use myTax by I don't know how to use a computer - I have no email address or digital presence - Do not own a computer - How do I do this digitally? - I always do my taxes this way - Language barriers prevents the use of digital - Only completes old non digitalised forms
Requires education in the system, platform awareness	- How do I lodge? - Why do I need to? - How does tax work? - Why do I have to pay money? - How does income work? - Where do I put information on the form? - What are tax offsets - How long does this take? - What is a deduction?

RESPONSES TO "WHY ARE YOU NOT USING DIGITAL SERVICES?"

Theme	Users comments
Scams/Fraud /Security	- Fear of scams - Not sure which is the real website and which is fraudulent - Computer/cyber security concerns
No computer/ Internet access	- Have no experience utilising a computer or accessing the internet - Unclear on what a digital health service is - Have no access to the internet of computer
In person	- Why can I not speak to someone in person? - Digital health means that I am not having my needs assessed through a conversation with someone and I have to provide all of my personal and private health details over a web forum

CONCLUSION

An important finding:

the value of face-to-face or human interaction based assistance is still a necessary component of the success of eGovernment service inclusiveness.

- The preliminary findings from the digital health space in comparison to the ATO case study demonstrates significant similarities between the digital/online platforms and the issues associated with digital awareness, acceptance, assistance seeking, accessibility and support.

- Digital health services have moved too quickly in their transition from legacy to digital services.

- A transitional approach is required to educate, train and validate user's engagement

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