

SociALMAdrid

**Digital Transformation Social Services of
Madrid City Council**

Towards integrated, people-centred delivery



Capital
Digital



01.

The project in the framework of the Digital Transformation Strategy

Madrid, Digital Capital

1 - SERVICIOS DIGITALES PARA LAS PERSONAS
 Ciudad segura, resiliente y preparada
 Tecnología centrada en facilitar la vida de las personas

2 - INTELIGENCIA DE CIUDAD
 Ciudad segura, resiliente y preparada
 Ciudad gestionada en base a evidencias y datos

3 - POLO DE INNOVACION DIGITAL
 Referente, en el mundo y en Europa, en innovación e inversión digital

Personas, Ciudad, Datos, Servicios, Tecnología, Gobierno

Origin of the Project and Objectives

Framed in the Digital Transformation Strategy of the Madrid City Council.



02.

Origin and Contextualisation



Origin

"Village Agreements"

In its paragraphs MS.GT1.008/008,
MS.GT1,002/002 and MS.GT1,006/006

"Agreements for a new public system of
social services for the City of Madrid" -
Agreement n° 8:

*Harmonise the diagnostic tools and indicators
used to describe and evaluate processes taking
into account the specificity of each
service/services in relation to the purpose of
Social Services.*

Case management tools, tiered access system
to the Social History, inter- and intra-level
coordination systems supported by IT tools.

Strategic Plan 2023-2027 to provide municipal social services with greater agility and proximity.

New Social Services Model: leaving behind the social care model of
the 1980s and adapting it to 21st century Madrid, taking into account
the new challenges facing families and the reality of the elderly.

Actions Digitalisation

- 2.20 Creation of a multi-channel service protocol
- 2.21 Digital integration with citizen folder service
- 2.22 Provision of equipment and training with digital accompaniment
- 4.11 Creating an interoperability platform
- 4.12 Digital implementation of integrated social management
- 4.20 Implementation of data quality indicator systems
- 4.24 Digital implementation information management
- 4.28 Creation of a common tool for the integrated management of Social Services



↑
Strategic
Plan



Madrid's Digital Transformation Strategy

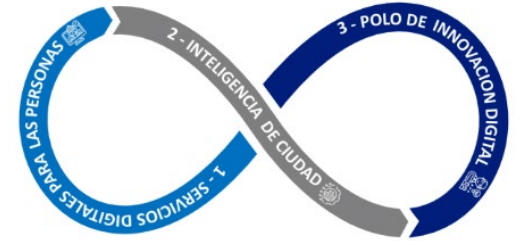


Strategic objective 1: Digital services for people

Strategic axis 2:



Technology focused on making people's lives easier



PROGRAMME3: DIGITAL TRANSFORMATION OF MUNICIPAL AND CITY SERVICES

DRAFT:



Comprehensive digital transformation of social services

To provide social services with an integrated management platform for their **digitisation** that facilitates a global vision and attention to social action in order to move towards **greater efficiency and effectiveness** of social policies and increase well-being, inclusion and social cohesion. It applies advanced artificial intelligence and *big data analytics* technology and is part of the integrated platform for intelligent process management.





Madrid Social Services in figures

18 million
of aid

12.4 million € 12.4 million € Family Card
and 6 million € 6 million € other aid

63.000
new people

+ 63,000 new people/year access social
services (ASP)

85.000
ODS users

+85,000 SAD users
(11.9% of the elderly in the city of Madrid)

+6000
professionals

use these Information Systems today.
By the end of the project +15,000
incorporating the third sector.

340.000
members

340,000 members
Centres for the Elderly

13.14% are from
are from Madrid

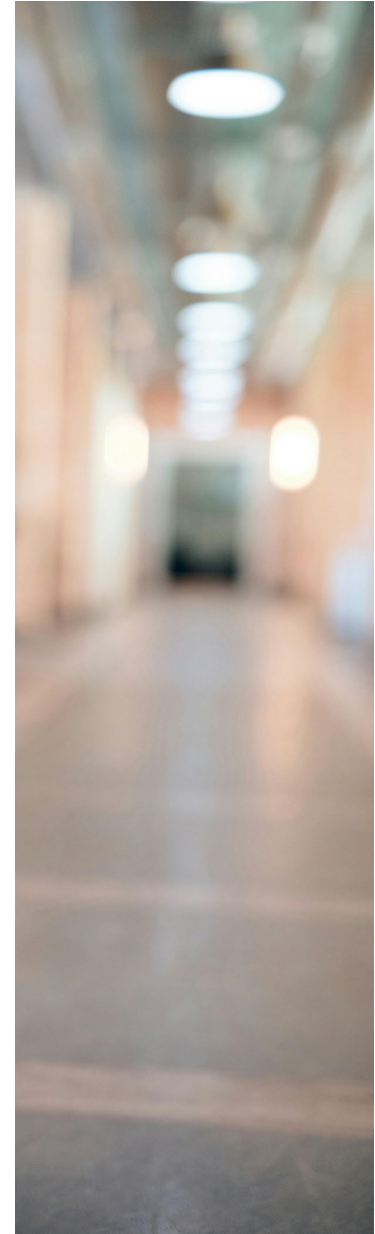
13.14% of the population of Madrid
(431,769 people) served by ASP network

140.000
TAD users

140,000 people who are TAD users
(21.08% of the elderly population).

+140
sources of information

Only 23% in corporate environment (IAM).
Plurality of data, incomplete, scattered, lack
of data for analytics, some in the hands of
third parties, lack of a single view of the
individual.





Current needs of the information system

GAP of proximity to citizens

Complexity of procedures for citizens

Processes with a high volume of administrative tasks

Overburdened and highly stressed professionals

Complex inter-professional coordination

Long waiting lists

Duplicity, silos and lack of information quality

Lack of interoperability with other security systems

Unintuitive user experience (UX/UI)

Adoption of advanced corporate analytics





ALMA

The Solution

A new, sustainable information system to support a renewed model of social care is essential to overcome these shortcomings and meet future social challenges.



Agile

Simplifying processes and increasing efficiency



Interoperable

Obtaining the necessary data from other systems



Omnichannel

Facilitating access for users



Smart

Learning and improving
Automating repetitive tasks



Participants



Financiado por la Unión Europea
NextGenerationEU



Functional Directorate



Enabler and Technology Management. *Contract management*



G1

EXPERT GROUP for the Social Services Agendas.

G2

EXPERT GROUP for the definition and use and use of **Roles, Permissions, Audits** and **Access Control**.

G3

EXPERT GROUP for the definition of **Interoperability** and data exchange.

G4

EXPERT GROUP for Individual **Intervention Support Modules**.

G5

EXPERT GROUP for General and Service Centre **General and Service Centre Management**.

G6

EXPERT GROUP for the definition of the of the Information Systems **Architecture** and **Advanced Analytics**.

G7

EXPERT GROUP with a focus on to the attention of **citizens**.

G8

EXPERT GROUP for the definition of the **Information and Reception Service**

03.

The ALMA challenge



ALMA represents a new paradigm of the Social Services model that guarantees...

UNIT

... to achieve an integrated vision of all social services.

EFFICIENCY

... equipping Social Services with technological tools most relevant

NEARBY

... improve the quality of care by incorporating new technological capabilities and clarity in communications.

FLEXIBILITY

... preparing Social Services for the future through a new ICT and People approach



Pillars of the New Paradigm

1. Evolution in Several Lines

- Improving citizen service
- Improved service delivery

2. Transformation with a Dual Approach

- IAM Framework - Reusable components, responsive design
- IAM Infrastructure Ecosystem: DevOps
- Monitoring, Cybersecurity
- Business Datasets, Datalake, CM PowerBI

3. New Technological Technological Framework

- Migration of functionalities in CIVIS
- New Service Modules
- Virtual Social Office
- New Analytical Model with AI
- New HSU Architecture
- Integration with HSU-Comunidad Madrid

4. Methodological Framework and Best Practices

- Monitoring Framework - Service Focus ITIL, ISO 20000, PMP/PMI
- Development framework - Lean & Scrum Agile IAM Approach, Continuous Integration.



PERSON-CENTRED MODEL

Placing the person at the centre of social intervention, with their individual needs and preferences.

INTEROPERABILITY

Exchange and sharing of data with other social protection systems, at different administrative levels and in different domains.

Key Factors

ROBOTISATION

Use of RPA for repetitive and mechanical tasks so that professionals can focus on more complex and value-added tasks.

IA GENERATIVE

Application of Artificial Intelligence to generate new content from existing information.

USER EXPERIENCE

Optimisation of the usability, accessibility and design of interactions with services for both professionals and citizens, through more human, adaptive and customisable interfaces.

ADVANCED ANALYTICS

Powerful tools based on predictive algorithms to forecast future outcomes based on historical and current data, facilitating informed, strategic decision making



Objectives

Specialised attention focused on service.

Citizen-centred vision of spheres of attention.

Specific service modules for each service.

Flexible, parameterisable **generic modules**

Particular information on each care service.

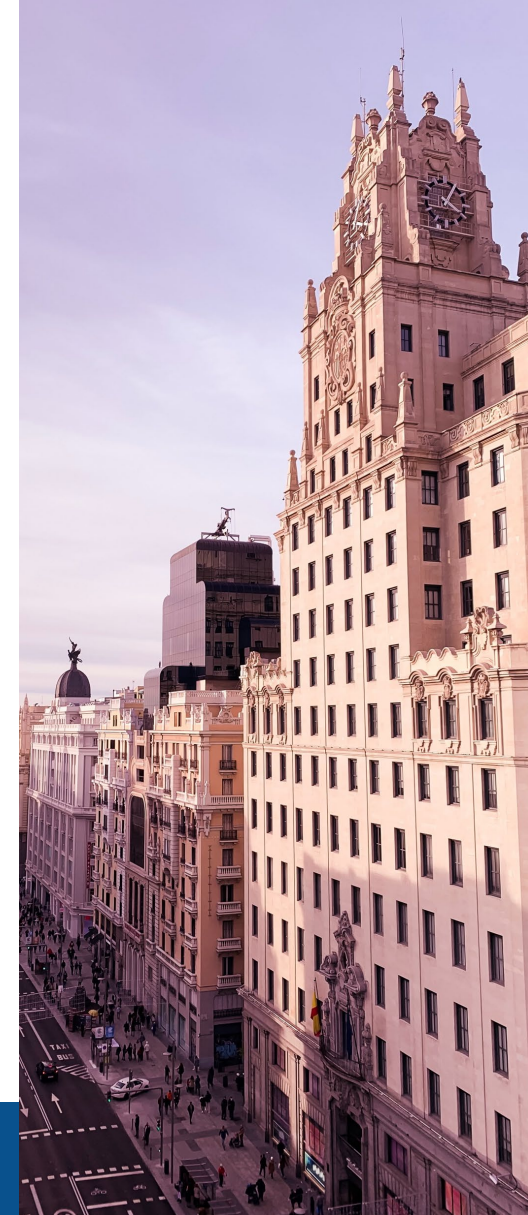
Integrated information between services (controlled and audited)

Restricted access to external and internal services.

Multilevel integrations (IAM, City Council, HSU, CM and AGE)

Interaction with citizens on services and information.

Personal multichannel care (Social Portal/Wallet, Mobility, AI, WhatsApp, Video Call...)





Benefits for citizens

1 Personalised Social Care

History containing all the social data of the users in order to offer social care adjusted to their needs and preferences, and which can be consulted by the person.

2 Continuity of care

Coherent and coordinated care over time and between different levels of care (primary and specialised), avoiding duplication, variability and fragmentation in social care.

3 Multichannel

Availability of multiple channels so that each person can choose the one they prefer or find easiest at any given time: email, telephone, WhatsApp, face-to-face service, OSV, etc., guaranteeing equal access.

4 Proactivity

Use of advanced analytical intelligence to analyse the benefits with which the best results are obtained according to the profile of the person, to simulate and optimise decision-making in the implementation of social policies and to anticipate problematic situations before they worsen.

5 Guided Assistance

Homogenisation of the social care provided, through recommendation and guidance systems that facilitate the work of professionals.

6 Agility and efficiency

Effective reduction in waiting lists and improvement of waiting and processing times.

7 New user interfaces

Optimising the user experience through innovative interfaces

8 Clarity

Clear and simple messages that enable people to know their rights and how to exercise them.



04.

Concept map and main modules

SociALMAdrid Conceptual Map

Citizenship

- MAJORS
- CHILDREN
- YOUTH
- FAMILIES
- PEOPLE WITH DEPENDENCY
- PEOPLE WITH DISABILITIES
- IMMIGRANTS
- VICTIMS VG
- WOMEN
- PEOPLE IN SOCIAL EXCLUSION

Professionals

- PROFESSIONALS
- Scope Private
- THIRD SECTOR

Web Portal SS (public) | Multichannel Virtual Social Office | My Social Folder | Virtual Assistant | Videoconference | Madrid Te Acompaña" App | Telephone/SMS/WhatsApp

Cross-cutting modules

Roles and Permissions | Control of access, security and audit | Report generator | Information display | Agenda Calendar | Alerts | Designer Procedures | Geolocation | Documenta ry managem ent | Table Manage ment

Diagnostic and Assessment Tools

PSH Scale | ValSAPI

Advanced Analytics e IA

Reports | Reporting | Exports | Prescriptive and Predictive Scorecards | Simulators of benefits and services

Repositories

Users | Professionals | Centres and Entities | Catalogue of Services and Benefits

General Modules

SIA | PROFESSIONAL INTERVENTION | ROGRAMME AND PROJECT MANAGEMENT | CENTRE MANAGEMENT | MANAGEMENT OF VACANCIES | ECONOMIC AIDS | MANAGEMENT OF ACTIVITIES AND WORKSHOPS | VIEWER | BILLING | INTEROPERABILITY COMPANIES AND ENTITIES

Specific Modules

Professional Desk

Interoperability

- City Council
- Register
- Signature Holder
- Intelligent Manager of Dossiers
- Receipt of applications by mail
- Appointment
- e-Registration
- Citizen 360
- PLYCA
- SAP
- Telecare 010
- ODS Web Services
- GIS
- COMCD
- EMVS
- Other systems
- HSU CM
- Digital account
- SIDEMA
- RMINWEB
- SEGISS
- Data Brokerage Platform



MADRID SOCIALMADRID

Marta Álvarez Hernández

Hola Marta, utiliza la herramienta Apoyo al SIA (Servicio de Información y acogida) Y encuentra rápidamente la información que necesitas consultar.

Chatbot

Áreas pre especializadas: Todas

Grupos de interés: Todos

Prestaciones: Lorem ipsum aks...

*Esta información es complementaria y orientativa, para el apoyo a la labor del SIA

Hola, cuéntame que necesitas, cuéntame que necesitas, cuéntame que necesitas.

Hola, cuéntame que necesitas.

Hola,

Hola, cuéntame que necesitas, cuéntame que necesitas, cuéntame que necesitas.

No

+ 63.000
personas nuevas/año
acceden a Servicios Soc

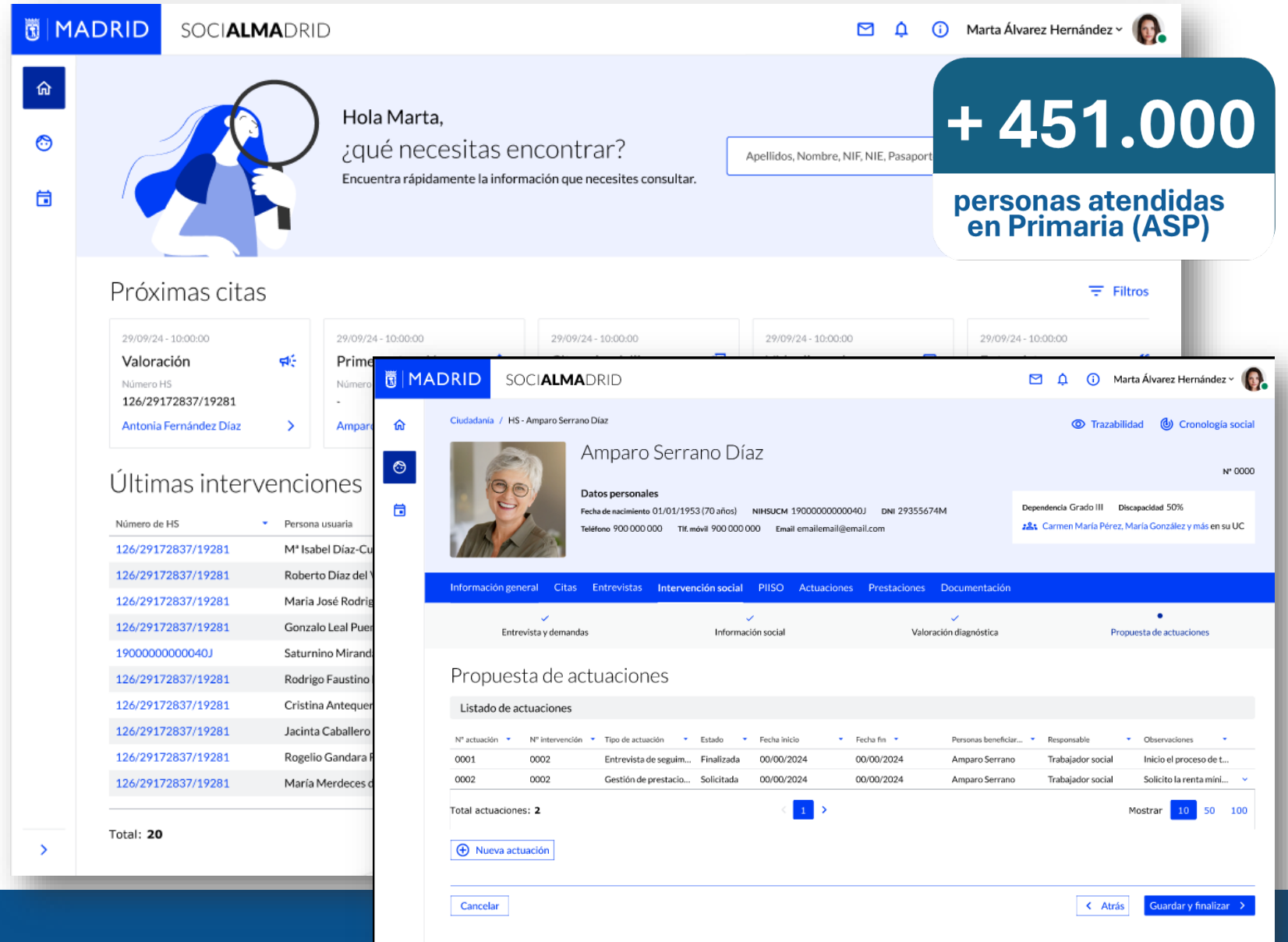
Information and Reception Service

A tool based on **Artificial Intelligence** to support professionals in decision-making and provide **information on the resources and benefits of the public social services system and related systems available to citizens** who visit a Social Services Centre (CSS) for the first time.

Interventions

Module that integrates all the information generated in the **attention to citizens** and **management of Primary and Specialised Social Care services** of the Madrid City Council.

This module is used to create the PIISO (Individualised Social Intervention Plan) of the users.



MADRID SOCIALMADRID Marta Álvarez Hernández

Hola Marta, ¿qué necesitas encontrar?
Encuentra rápidamente la información que necesites consultar.

Apellidos, Nombre, NIF, NIE, Pasaporte

+ 451.000
personas atendidas en Primaria (ASP)

Próximas citas

29/09/24 - 10:00:00
Valoración
Número HS: 126/29172837/19281
Antonia Fernández Díaz

Últimas intervenciones

Número de HS	Persona usuaria
126/29172837/19281	Mª Isabel Díaz-Cu
126/29172837/19281	Roberto Díaz del
126/29172837/19281	Maria José Rodrí
126/29172837/19281	Gonzalo Leal Puer
19000000000040J	Saturnino Mirand
126/29172837/19281	Rodrigo Faustino
126/29172837/19281	Cristina Antequer
126/29172837/19281	Jacinta Caballero
126/29172837/19281	Rogelio Gandara
126/29172837/19281	María Mercedes d

Total: 20

MADRID SOCIALMADRID Marta Álvarez Hernández

Ciudadanía / HS - Amparo Serrano Díaz

Amparo Serrano Díaz Nº 0000

Datos personales
Fecha de nacimiento 01/01/1953 (70 años) NIHSUCM 1900000000040J DNI 29355674M
Teléfono 900 000 000 Tlf. móvil 900 000 000 Email email@email.com

Dependencia Grado III Discapacidad 50%
Carmen María Pérez, María González y más en su UC

Información general Citas Entrevistas Intervención social PIISO Actuaciones Prestaciones Documentación

Entrevista y demandas Información social Valoración diagnóstica Propuesta de actuaciones

Propuesta de actuaciones

Listado de actuaciones

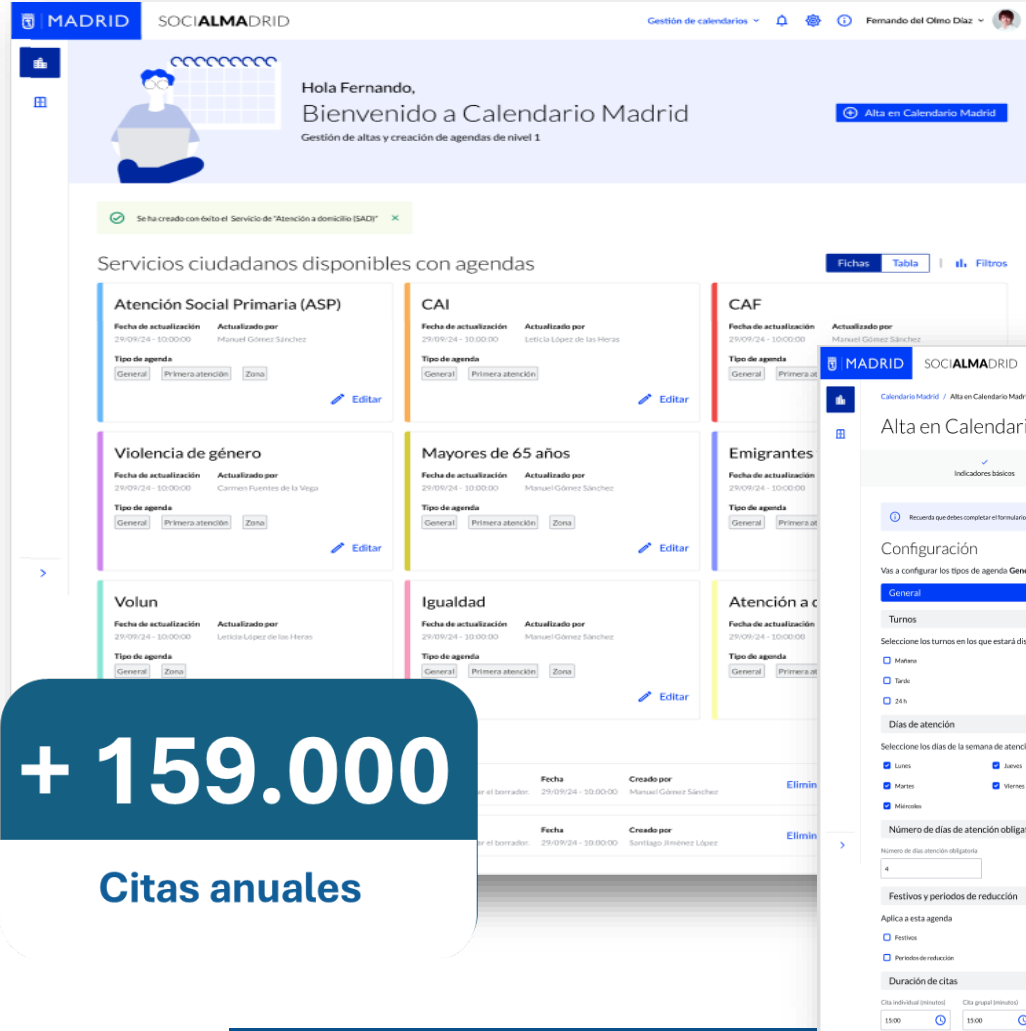
Nº actuación	Nº intervención	Tipo de actuación	Estado	Fecha inicio	Fecha fin	Personas beneficiar...	Responsable	Observaciones
0001	0002	Entrevista de seguim...	Finalizada	00/00/2024	00/00/2024	Amparo Serrano	Trabajador social	Inicio el proceso de t...
0002	0002	Gestión de prestacio...	Solicitada	00/00/2024	00/00/2024	Amparo Serrano	Trabajador social	Solicito la renta míni...

Total actuaciones: 2

Nueva actuación

Cancelar

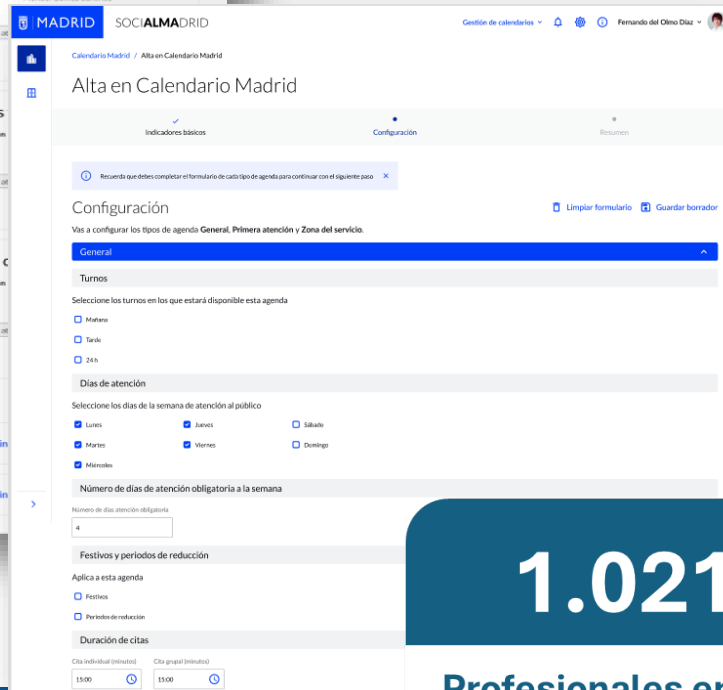
Atrás Guardar y finalizar



+ 159.000
Citas anuales

Agendas/Calendar

It allows the generation of different agendas associated with the organisational units, allowing each of them to configure the days, shifts, service hours and duration of the appointments they can make with citizens.



1.021
Profesionales en 45 centros



Management of Centres and Places

Module for the maintenance and internal management of the Municipal Social Services centres where **each of the services and economic benefits** necessary for social intervention are **advised, guided, processed and provided.**

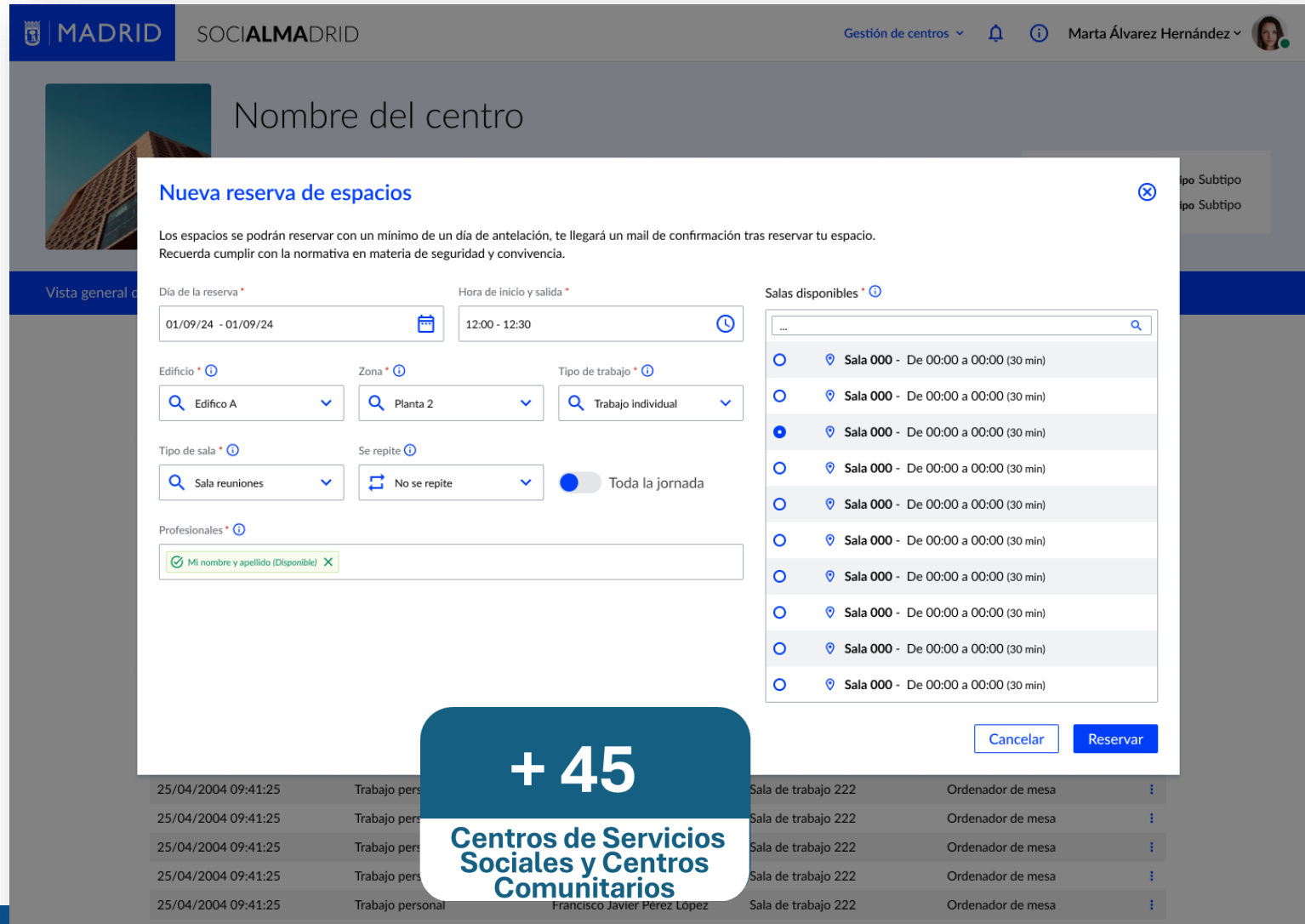
+340.000
socias/os de Centros Municipales de Mayores

The screenshot displays the 'SOCIALMADRID' web application. At the top, there is a header with the Madrid logo and the text 'SOCIALMADRID'. Below this, a detailed view of a center is shown, including a photo and fields for 'Denominación del Centro', 'Codigo', 'Direccion', 'Area Distrib', 'Director Centro', 'Teléfono', and 'Email'. A search bar is visible on the right side of this section.

The main interface features a navigation menu on the left with options like 'Información del centro', 'Plazas', 'Servicios', 'Profesionales', and 'Recursos'. A central banner says 'Hola Manuel ¿Qué centro deseas consultar? Encuentra rápidamente la información que necesitas'. Below this is a table titled 'Centros' with columns for 'Nombre', 'Tipo Recurso', 'SubTipoRecurso', 'Director', and 'Dirección'. The table lists various centers such as 'Centro de acogida y residentes puerta del sol', 'Centro De Día Y Ocupacionales', 'Residencia Municipal Personas Mayores', etc. At the bottom of the table, it shows 'Total: 35' and pagination controls.

Space management

Module that manages the physical spaces, equipment and facilities that each of the centres makes available to citizens for the development of social activities.



Nueva reserva de espacios

Los espacios se podrán reservar con un mínimo de un día de antelación, te llegará un mail de confirmación tras reservar tu espacio. Recuerda cumplir con la normativa en materia de seguridad y convivencia.

Día de la reserva * 01/09/24 - 01/09/24

Hora de inicio y salida * 12:00 - 12:30

Salas disponibles * 10 items listed: Sala 000 - De 00:00 a 00:00 (30 min)

Edificio * Edificio A

Zona * Planta 2

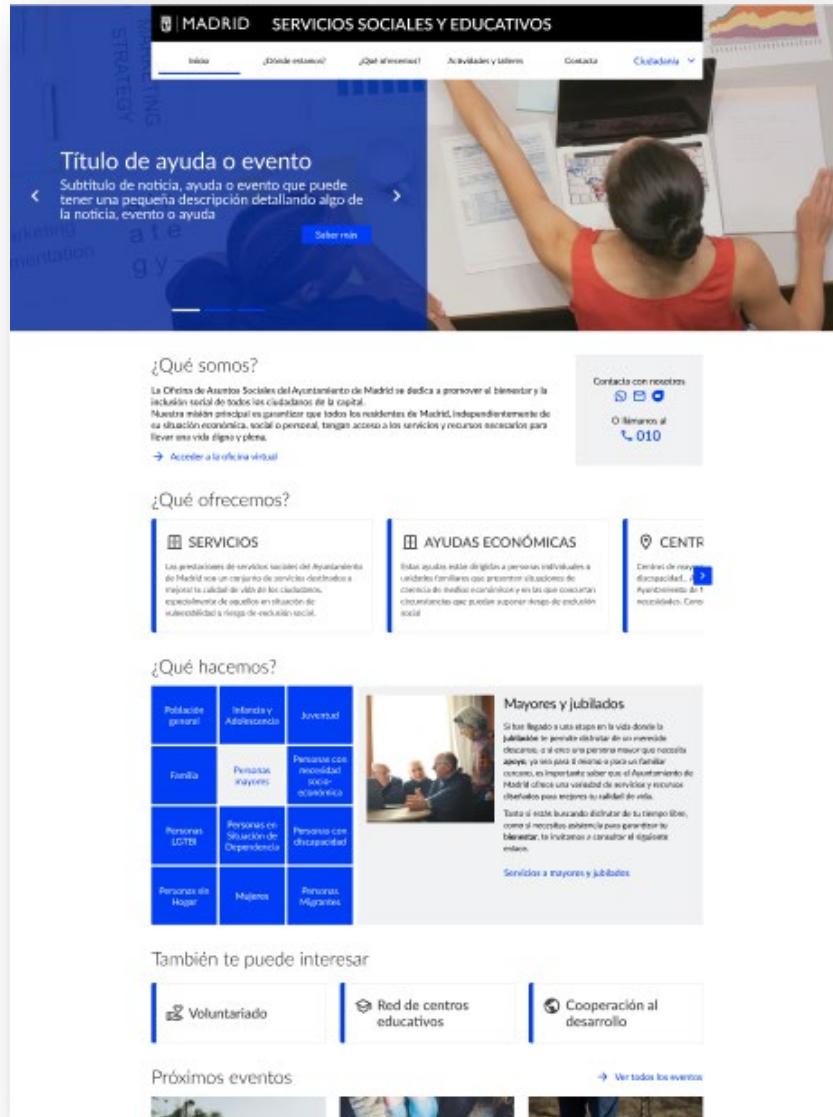
Tipo de trabajo * Trabajo individual

Tipo de sala * Sala reuniones

Se repite * No se repite

Profesionales * Mi nombre y apellido (Disponible)

+ 45 Centros de Servicios Sociales y Centros Comunitarios



Web portal (public)

Redesign of the social services portal, unifying the existing portals and websites and offering a new user experience, with a more accessible, simple and intuitive interface.



Virtual Social Office

The Virtual Social Office will be the access page for citizens to access their Social History.

Here you can view your personal data, files, social information, etc.

You will have access to different functionalities such as simulators, tools, recent activities, events, etc.

It is integrated with the Citizens' Folder.

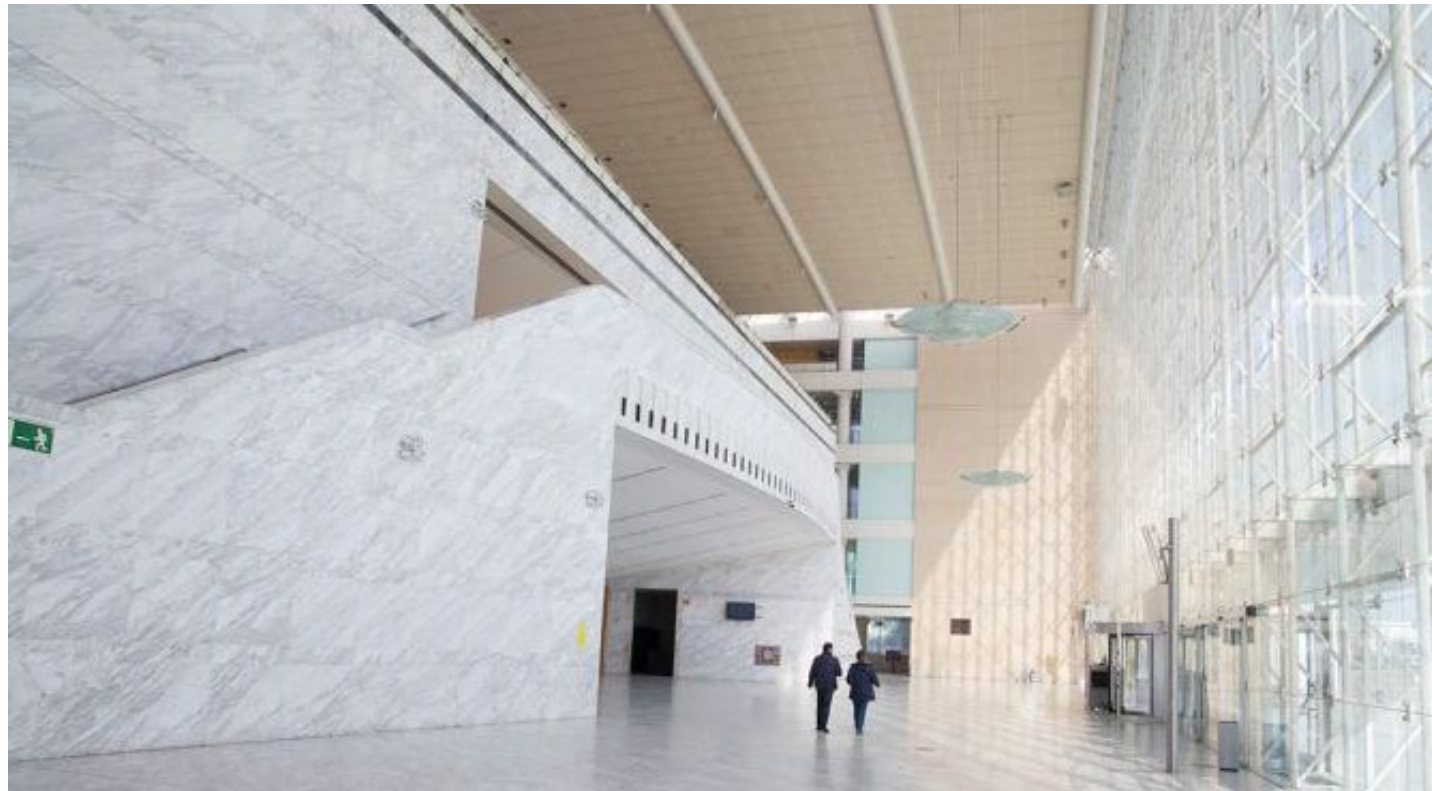
It is the access point to other Social Services apps.

The screenshot shows the 'Oficina Social Virtual' interface for user Amparo Serrano Díaz. At the top, there are navigation tabs: 'Mis datos personales', 'Prestaciones y servicios', 'Mis documentos', 'Dato X', and 'Dato X'. Below these are several service cards: 'Mis accesos directos', 'Mi actividad reciente', 'Destacado', 'Herramientas', 'Mis documentos', 'Noticias', 'Mi historia administrativa', 'Mis trámites actuales', and 'Preguntas frecuentes'. The main content area is divided into three sections: 'Próximas citas' (upcoming appointments), 'Datos personales' (personal data), and 'Datos de sus centros' (data from centers). On the right side, there is a vertical timeline titled 'ÚLTIMOS MOVIMIENTOS' (Recent Movements) showing various service interactions with dates. At the bottom, there is a search bar with a 'Label' dropdown and a 'Text' input field.

05.

Interoperability Community of Madrid
"Unique Social History"

Single Social History of the Community of Madrid



The **Single Social History** brings together all the necessary information on the social care received by each person, allowing citizens to **have the most complete information on public social services.**

It also offers professionals the opportunity to **work with all the necessary tools to provide the best possible service** to citizens.



Single Social History of the Community of Madrid



- The **interoperability** between the repositories of the City Council and the Community guarantees the **uniqueness of the data**.
- A **social intervention** in ALMA triggers the creation of a corresponding **Social History** in the Community, if it does not already exist.
- The Social History makes it possible to obtain an **integrated social vision of the user**, consolidating the social intervention carried out by the different administrative levels.
 - providing information from other areas (health, labour, judicial, housing...);
 - facilitating multidisciplinary professional coordination;
 - enabling Social Services to offer personalised attention focused on the needs of the individual.

06.

Planning



Road Map

EXECUTION PERIOD
2 YEARS

MÓDULOS		2024												2025											
		AB	MAY	JUN	JUL	AG	SEP	OCT	NOV	DIC	EN	FEB	MAR	AB	MAY	JUN	JUL	AG	SEP	OCT	NOV	DIC			
MODULOS TRANSVERSALES	Módulo de Roles y Permisos	[Bar chart: AB to JUN 2024]																							
	Módulo de Seguimiento de Accesos	[Bar chart: MAY to JUL 2024]																							
	Componente de Generación de Informes	[Bar chart: AB to DIC 2024]																							
	Comp. Acceso y Visualización de la Información de la Persona													[Bar chart: NOV 2024 to FEB 2025]											
	Módulo Agenda	1 [Bar chart: AB to NOV 2024]																							
	Gestión de Alertas	[Bar chart: JUN to AG 2024]																							
	Módulo Diseñador de Procedimientos													[Bar chart: MAR to OCT 2025]											
	Componente de Geolocalización													[Bar chart: OCT 2024 to DIC 2024]											
	Gestión documental													[Bar chart: EN to MAR 2025]											
	Estructura de la Arquitectura y coherencia de la Información	[Bar chart: AB to JUN 2024]																							
INTEOPERABILIDAD /INTEGRACIÓN	Hub con HSU													[Bar chart: SEP 2024 to FEB 2025]											
	Conector con el Gestor Inteligente de Expedientes													[Bar chart: FEB to JUN 2025]											
	Componente Integración Portafirmas	[Bar chart: JUN to JUL 2024]																							
	Componente Integración Registro	[Bar chart: JUN to JUL 2024]																							
	Componente de Integración con Padrón	[Bar chart: MAY to JUN 2024]																							
	Conector Cita Previa													[Bar chart: SEP 2024 to OCT 2024]											
	Componente Recepción Solicitudes													[Bar chart: MAR to JUN 2025]											
	Conector SAP													[Bar chart: JUN to JUL 2025]											
	Módulo de Interoperabilidad con Empresas y Entidades													[Bar chart: MAR to NOV 2025]											
HERR. DIAGNÓSTICO Y VALORACIÓN	Conector Herramienta de Apoyo al Diagnóstico y Valoración [Bar chart: NOV 2024 to FEB 2025]																								
MÓDULOS GENERALES	Módulo de Intervención Profesional	[Bar chart: AB to DIC 2024]																							
	Módulo de Gestión de Centros	[Bar chart: AB to NOV 2024]																							
	Módulo de Gestión de Plazas	[Bar chart: JUN to MAR 2025]																							
	Módulo de Gestión de Programas y Proyectos													[Bar chart: OCT 2024 to FEB 2025]											
	Módulo de Ayudas Económicas													[Bar chart: NOV 2024 to JUN 2025]											
	Módulo de Gestión de Actividades y Talleres	[Bar chart: JUL to DIC 2024]																							
	Módulo de Gestión de Espacios	[Bar chart: JUL to FEB 2025]																							
	Visor													[Bar chart: NOV 2024 to FEB 2025]											
	Módulo de Gestión de Mesas													[Bar chart: JUN to NOV 2025]											
	Módulo Facturación													[Bar chart: MAR to NOV 2025]											
MÓDULOS ESPECÍFICOS	Convenio de comedor [Bar chart: JUN to AG 2024]																								
ANALÍTICA AVANZADA E IA	Transformación del Modelo Analítico [Bar chart: AB to NOV 2024]																								
	Casos de uso de IA [Bar chart: EN to JUN 2025]																								
PORTAL WEB	Portal Web público /Oficina Social Virtual/ Mi Carpeta Social [Bar chart: AB to SEP 2025]																								