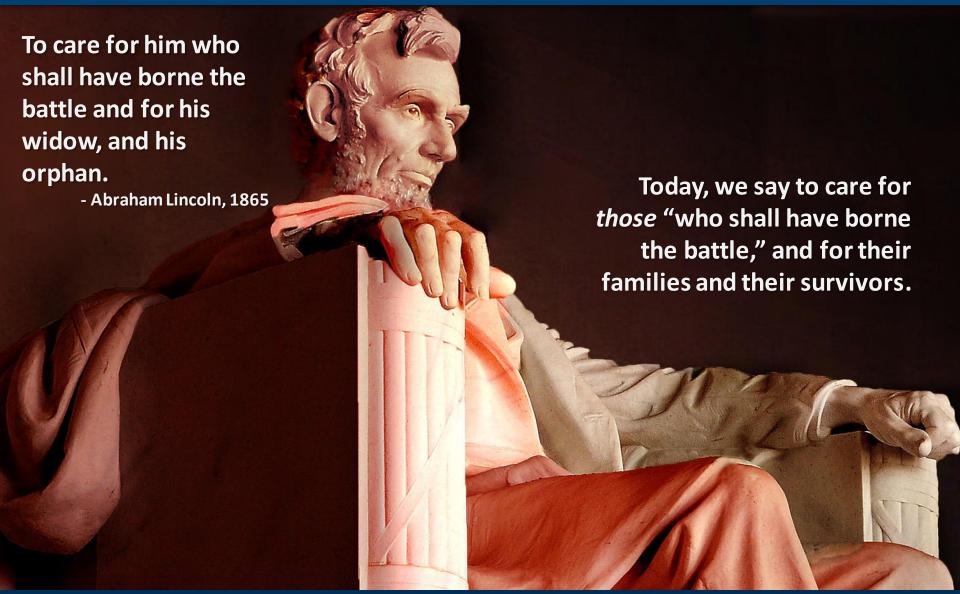


MyVA overview

July 15, 2016



MyVA is about fulfilling our mission







MyVA is about living our values



ntegrity

Commitment

Advocacy

Respect

Excellence





VA overview

Clients:

- ▶ 22.0 Million Living American Veterans
- > 8.9 Million enrolled with VA for healthcare
- ➤ 6.5 Million unique patients treated in FY2013

Employees:

- > 340,000: ~1/3 are Veterans (Goal of 40%)
- ➤ 2nd Largest Department in Federal Government

Veterans Health Administration (VHA)

Health Care

- Primary Care
- Mental Health
- Specialty Care
- Long Term Services and Support
- Rehabilitation & Prosthetic Services
- Medical Research

Veterans Benefits Administration (VBA)

Insurance
Home Mortgage
Education
Compensation
Pension
Vocational Rehabilitation &

Employment

National Cemetery Administration (NCA)

Memorial & Burial Benefits
Headstones and Markers
National Shrines
Grants to States





Why America Needs VA

Veterans need VA and Americans benefit from VA

- #1 mail order pharmacy in the nation
- #1 rated consumer agency NCA
- Braintrust innovation at work

Training, Essential to Build and Maintain Proficiency of Care

- Affiliated with over 1,800 education institutions
- 7 out of 10 U.S. doctors received training at VA



Research, leading to advances in Medical Care

- Pioneered electronic health records
- First successful liver transplant
- Nicotine patch
- Bar codes for dispensing medications
- 3 Nobel Prizes and 7 Lasker Awards

Delivery of Clinical Care

- Largest integrated health care network
- 240,000 episodes of care per day
- Higher customer satisfaction rates than civilian hospitals
- New Peer Reviewed Studies in Mental Health, HEDIS, Oncology show equal or superior quality compared to Private Sector





MyVA Transformation

Make Veterans want to be our customer

Improving the Veteran Experience

Improving the Employee
Experience

Experience

Improving Internal Support Services

Establishing a Culture of Continuous Improvement

Enhancing Strategic Partnerships



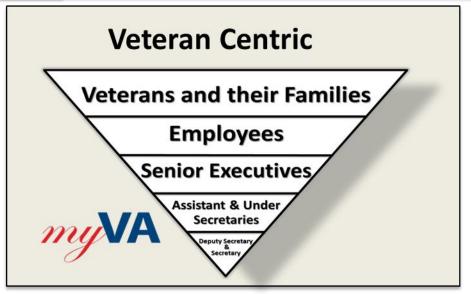


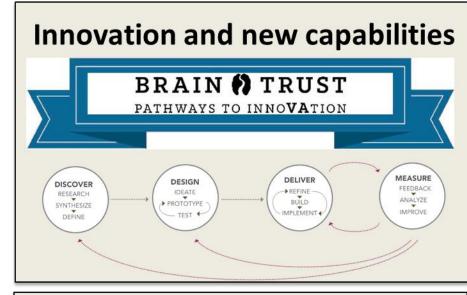
MyVA: 5 takeaways

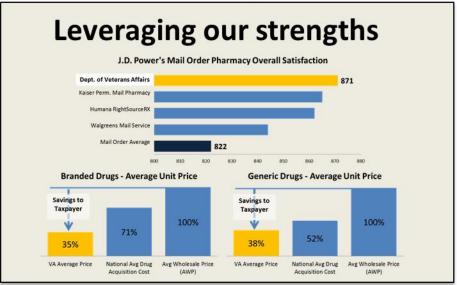
- We are creating a new VA. Veteran-centric. Innovative. Inclusive. Built on our proud legacy and strengths.
- We are changing the culture. Principles-based. Focusing on leadership and improving the employee experience.
- We are focused on one common Department agenda. 12 Breakthrough Priorities. Clear outcomes and goals. Clear ownership. Collaboration through cross-organizational teams.
- We are making progress. Changes are underway. Real tangible results in 2016. Momentum building for 2017 and beyond.
- We are all in this together...and we need help. Budget. Legislation. Partnerships.



We are creating a new VA







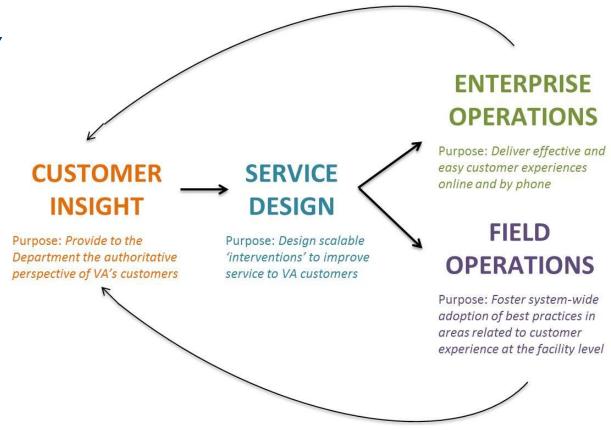






Veterans Experience Office

Build trusted relationships, one Veteran, one colleague, one community at a time.







Dimensions of Veterans Experience



"It was easy to get the services I needed." "I felt like a valued customer."

Effectiveness

We have national standards to ensure that we provide a consistent, high-quality level of service for Veterans, regardless of VA facility

Ease

We work to make the service feel **predictable**, by **setting expectations** with Veterans and making sure they understand where they are in the process.

Emotion

We strive to **engage** and **connect** with Veterans through service that demonstrates empathy, making them feel like they are valued and heard.

VETERAN EXPERIENCE





Leveraging Human Centered Design

PROJECT FRAMING

We are delivering an action oriented set of design tools and methods

" TODAYS FOCUS

Journey Maps

VA needs to see the whole Veteran—making sure we understand their goals and what they are trying to accomplish as they interact with VA—so we can better understand where VA fits in their lives along with identifying gaps in customer service.

Personas

Our 10 personas help us take a "needs-based" approach to understanding our customers, helping VA product or service owners generate concepts for processes and products that directly affect potential VA customers.

Iterative Prototyping

Learn Fast, Learn Cheap, Learn
Often – in an agile manner we will
rapidly and iteratively move through
multiple phases of co-creation and
testing with Veterans and other users
to develop "minimum viable offers"
that deliver great experiences and
address Veterans' needs.







DEPARTMENT OF VETERANS AFFAIRS CONFIDENTIAL | MARCH 2016







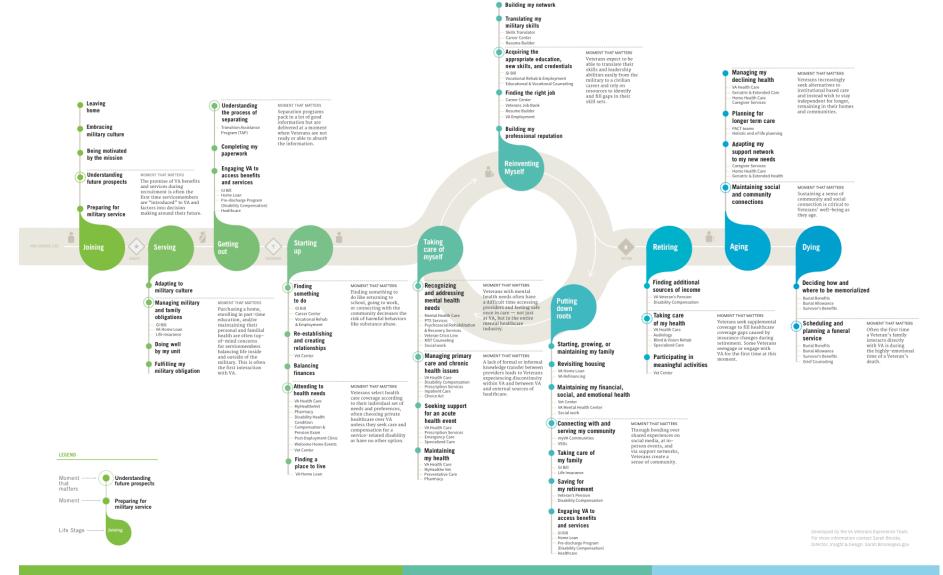




JOURNEYS OF VETERANS MAP

This map covers ten life stages any Veteran may encounter, from pre-service to end of life. These life stages are organized in three phases in which Veterans' goals and aspirations are distinctly different. Each life stage lists out moments Veterans typically experience and associated VA services, and calls out key "moments that matter" which may have significant impact on Veterans' experiences. Not all Veterans are the same and there is no "one" veteran. There are, however, a broad set of shared moments many Veterans will encounter and live through. Different Veteran personas will experience and navigate these moments in varied and disparate ways. Using this journey as a guide to organize and align around, VA can plan for and design better experiences for Veterans.

Life events impact individual goals and change priorities. Events like marriage, divorce, widowhood, birth of a child, obtaining a new degree, loss of housing, empty nesting, major illness and so on have profound effects on people's priorities and how they approach their lives—as well as how they interact and perceive services. These events are unpredictable and may happen at any point across this journey.



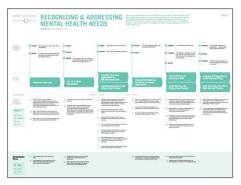
8 Key Veteran Journeys Through VA



ENROLLING IN HEALTHCARE



ACCESSING PRIMARY & SPECIALTY CARE



RECOGNIZING &
ADDRESSING MENTAL
HEALTH NEEDS



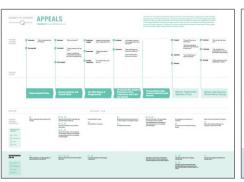
LOOKING FOR A JOB



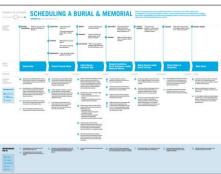
FINDING A HOME



C&P CLAIMS



APPEALS



SCHEDULING A BURIAL & MEMORIAL



Plain Language Letters

Goal: VA's letters to Veterans will be simpler, clearer, easier to understand, and more effective.

APPROACH

- Veterans Experience ensures clarity, usability, and a single voice & tone
- Administrations ensures factual accuracy and drives implementation
- General Counsel ensures legal requirements are addressed
- Veterans test letters and ensure content meets their needs

WAVE 1: PROTOTYPE THE PROCESS WITH 5 KEY LETTERS

- · Confirmation of Disability Claim filing (VBA)
- Disability Claim rating (VBA)
- → RSVP (VBA/VHA, exam appt. call notification)
- Medical appointment (VHA)
- Medical appointment reminder (VHA)

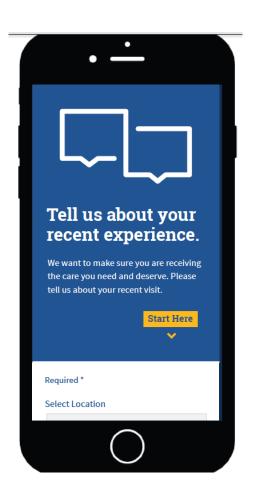
WAVE 2: APPLY PROCESS TO ALL VA LETTERS

- · Gather all letters from VBA, VHA, NCA, BVA
 - Categorize and group letters by type.
 Eliminate redundancies (current state: there may be 100's of letter types serving the same purpose within one facility)
 - Identify high-priority letters based on data:# sent, Veteran pain points, SME input
- Work with administration SMEs and teams already engaged in letter-writing related activities
- Establish regular cadence of letter re-writes, work with administrations & concurrence cycles
- Implement letters in administration systems and processes





VA Feedback Tool



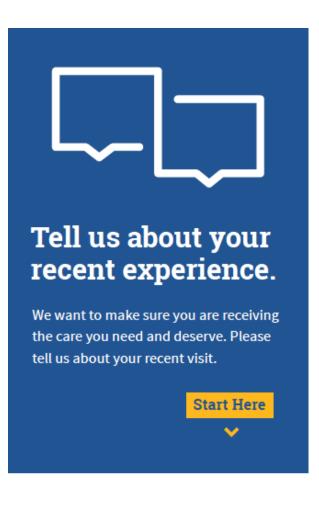
The VA feedback tool is a digital, interactive interface that allows Veterans to submit feedback in real time. With efficient back-end routing, the tool allows Veteran voices to be heard and answered promptly by the appropriate party:

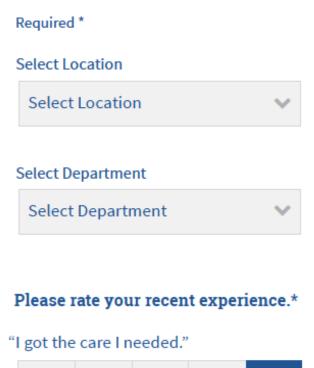
- Allows Veterans to give their feedback at their convenience
- Allows facility an opportunity at real-time service recovery with Veterans
- Improves employee experience through mobileready case management system
 - Replaces legacy IT Systems (PATS)
- Keeps VA leadership current on Veterans experiences locally





Smart Phone Interface





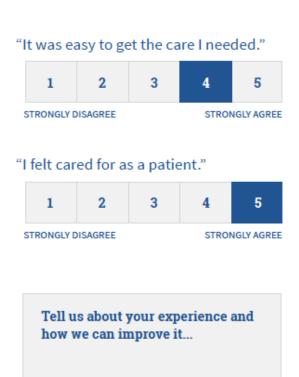
3

1

STRONGLY DISAGREE

5

STRONGLY AGREE

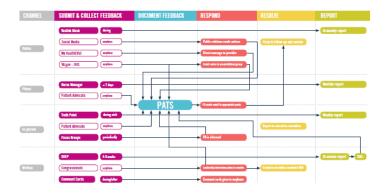




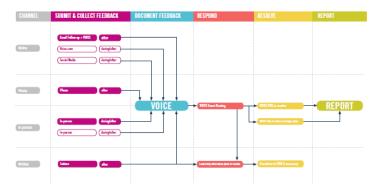


Current & Future State

Today, Veteran feedback is lost within a complex, inefficient system



Tomorrow, Veteran feedback will be streamlined **DRAFT** through an interactive, digital interface



In the field

First pilot being conducted at Baltimore VAMC

- Most common Veteran issues
 - Canceled Appointment
 - Condition hasn't been treated
 - Medical records not correct
 - Phone wasn't answered
 - Wait time at appointment
 - Choice Program
 - Customer service
 - No follow-up
 - Scheduling takes too long
- "Leaning" their processes to better respond to Veteran issues

Employee Experience is critical to being able to react to Veterans' feedback

- Move from 'No, because...' to 'Yes, if...'
- Improving EE needs supervisor leadership skills
- What part of the problem do you own/ becoming part of the solution
- Frame benefit of change from employee perspective
- Training will not overcome attitude
- Individuals employees can and do make a difference





Own the Moment



CONNECT & CARE

EMOTION



UNDERSTAND & RESPOND TO NEEDS

EFFECTIVENESS



GUIDE THE JOURNEY

EASE

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

-Maya Angelou

In the field

- VA Boston HCS was the first pilot site for Own the Moment – February 2016
 - Additional pilots in Denver, Baltimore, Richmond
- VISN 1 has approved a standardized VISN wide customer service training that incorporates the Own the Moment principles and training.
- Own the Moment principles integrated into the new Vista Scheduling Enhancement training that is being rolled out nationwide – combines function and purpose
- Conducting integrated Own the Moment & Human-Centered Design workshops in Denver and Baltimore Regional Offices





Vets.gov will change the online experience

Vets.gov is a secure, cloud-based, single-platform website with a goal of meeting customers' needs. Its strives to be a single, one-stop shop for information and self-service features for Veterans and those who care for them.

Approach

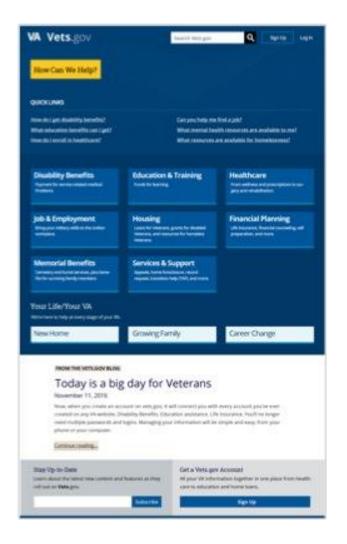
- Veteran centered (panel of ~130 Veterans)
- US Digital Service Team + VA collaboration
- Agile "developing in the open"

Improvements

- Platform benefits
- Mobile first
- 508 compliant
- Improved services (e.g., GI Bill Comparison Tool)
- Improved content

Rave reviews (see govfresh.com article on "9 reasons why

Vets.gov is the future of federal government websites")



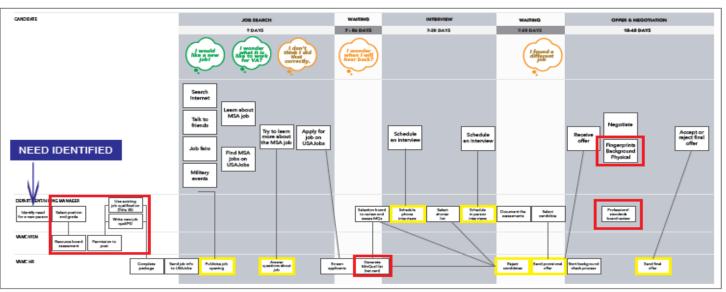




Leveraging design thinking and lean to improve internal processes

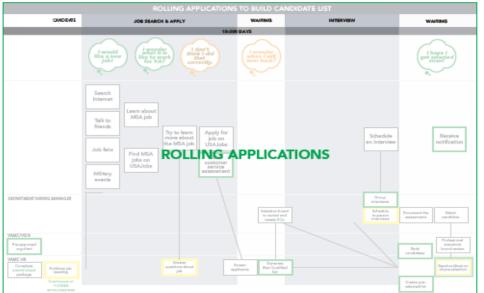
Example: Medical Support Assistant (MSA) hiring

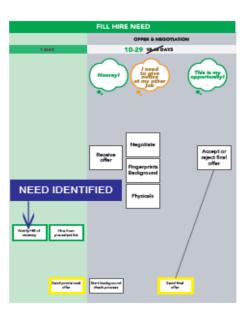
CURRENT TIME TO HIRE: 4-6 MONTHS



NEW TIME TO HIRE: 30 DAYS







Diffusion of Excellence: Spreading Best Practices



13 Gold Status Practices identified

Sites already implementing within 60 days

Majority of sites "organically" adopting practices by joining our community.

Sept 2015

Dec 2015

Jan 2016

Feb 2016

March 2016

April 2016 -August 2016 Sept 2016 beyond

- Promising **Practices** Consortium established
- Governance Board & Diffusion Council established
- •> 260 practices submitted
- •40 Semifinalists selected by VHA **SMEs**
- 20 Finalists selected by Governance Board
- Shark Tank Event
- •Gold Status and Implementing **Facility Fellows** selected
- Best Care Everywhere book preparation begins
- •Planning Summit •Implementation
 - Phase
- Sustainment Phase



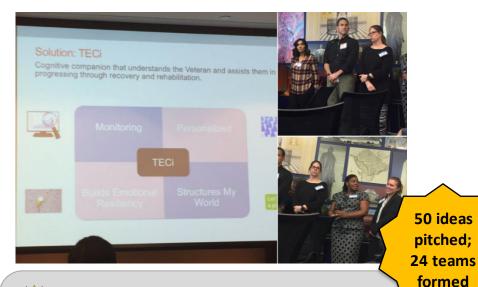


Brain Trust: VA at the cutting edge of brain health

Inspiring and connecting thought leaders



Incubating ideas (Hackathon)



Team Trusted Empathic Calming, insightful won the event with a cognitive companion that learns and understands the Veteran and assists him/her in progressing through rehabilitation and recovery.

https://www.youtube.com/watch?time_continue=12&v=9hgih6VhWLU





We are changing the culture

From a rules to a principles based

Instead of following the VA rules, these Professionals followed the principle of making sure Veterans get the support that they have earned. With their

determination and the help of local law enforcement. a Veteran's life was saved.



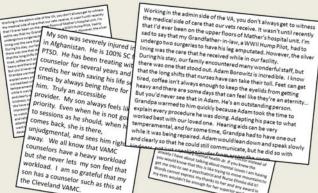


Officer Guy Gardner

"We are celebrating the kind of initiative displayed

by these employees and herald their stories to inspire our other employees to be led by principles and values rather than rules and fear."

Celebrating those living our values

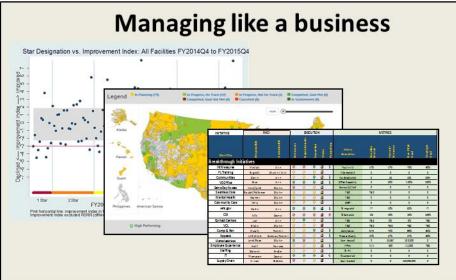


the Cleveland VAMC.

Example: MyVA Story of the Week (250+)

Leaders Developing Leaders







We are focused on 12 Breakthrough Priorities

Veteran touchpoints

Improve the Veterans Experience

Critical enablers

9 Improve Employee Experience (to include leadership development)

10 Staff Critical Positions

11 Transform OIT

Transform Supply Chain

We have narrowed-down our near-term focus to the 12 "breakthrough priorities" depicted on this slide. On the left, are 8 "Veteran-facing" priorities. On the right are 4 "VA-facing priorities" to reform internal systems. But make no mistake—all 12 are designed to improve the delivery of timely care and benefits to Veterans.

Secretary Robert A. McDonald, Opening Statement before the Senate Committee on Veterans' Affairs *MyVA*: VA's Transformation Strategy: Examining the Plan to Modernize VA January 21, 2016

Increase Access to Health Care

(same day primary care, seamless care, suicide prevention)

Improve Community Care

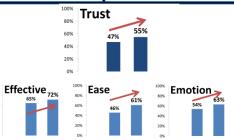
- 4 Deliver a Unified Veterans Experience
- Modernize our Contact Centers
 (to include Veterans Crisis Line)
- 6 Improve the Comp & Pension Exam
- 7 Develop a Simplified Appeals Process
- 8 Continue to Reduce Veteran Homelessness





We are making progress





34+ Facilities Providing Same Day Access

65 MyVA Communities in place

Veterans Experience Office ~50% staffed and operational 23,766 LDL trained

RAMMP

Vets.gov

1,249 net new doctors & 3,415 nurses hired within

Front line customer service: Hire right, hire fast (30 days) 25,000 MSAs being trained

> **Seamless Transfer of Paperless** Appeals to the Board

OMB Benchmarks for IT Customer Satisfaction from #19 to #5 out of 24 Federal Agencies

March Backlog Blitz led to 25% increase in all clean claims processed and reduced total inventory by 55,174 claims

26 U.S. Cities and 2 States Have **Declared an End** to Veteran **Homelessness**

last 12 months (ending Feb, 2016)

89% of Veterans Satisfied with timeliness of appointments

81% Authorized Clean Claims are Being **Processed Within 30 Days**

MyVA Access Declaration

79,000 cross-trained on VA101

Veteran Appointment Request app available in 10 locations

Access stand-downs reviewed over 56,000 urgent consults

46,702 Homeless Veterans and their Family Members were Housed or **Prevented from Becoming Homeless in Jan-May**



Strategic Partnerships with Google PENFED CREDIT UNION













VBA blocked call rate cut from 59% in January to 29% in April

\$39M in Supply Chain Costs Have Been Avoided

VCL improvements





Veteran Experience metrics are improving; but we clearly still have work to do

		VE Measure	% Agree or Strongly Agree DEC 2015 (n=1,447)	% Agree or Strongly Agree JUNE 2016 (n=24,415)	Change
BRAND		"I trust VA to fulfill our country's commitment to Veterans"	47%	55%	↑
VETERANS EXPERIENCE	EFFECTIVE	"I got the service I needed"	65%	72%	↑
	EASE	"It was easy to get what I needed"	46%	61%	↑
> 🖺	EMOTION	"I felt like a valued customer"	54%	63%	↑









Enrollment for Healthcare Made *Easy*Online, Phone and In-Person Improves Veterans Experience

ONLINE- More Accessible, Fast and Easy

- On launch day (June 30, 2016) the new HCA had 101 applications submitted directly to ES; 46 Veterans were enrolled instantly
 - Remainder of applications require case management to resolve issues including: purple heart unconfirmed, income reported above threshold, duplicate record, etc.
- Through July 10, 2016 a total of 1,756 applications have been received, with a total of 804 Veterans enrolled through this method
- Half the time to complete; average time to complete HCA is 24 minutes
 - Compared to legacy VOA form took more than 60 minutes to demo (with experienced user)

PHONE- Enroll Simply by Telephone

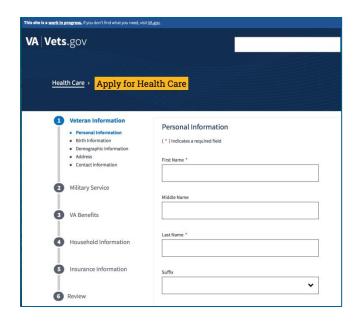
- Removal of Wet Signature allowing completion of enrollment by phone available July 5, 2016
- Eliminate back and forth between VA and the Veteran for signature

IN-PERSON- Creating Ideal State in Medical Centers

- Capability exists today but approach varies by Medical Center
- Making all enrollment sources available to Medical Center staff
- Piloting future state of enrollment process for walk in's



Legacy Veteran Online Application (VOA)



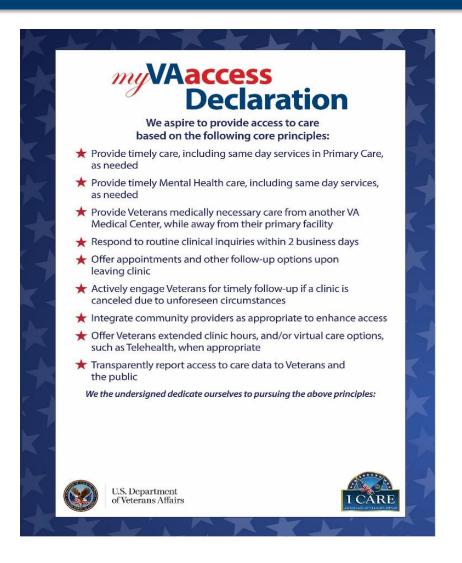
Vets.gov Online Health Care Application (HCA)

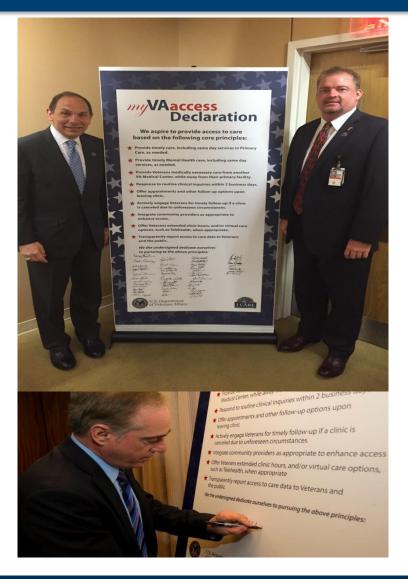




^{*}Note: draft data from legacy VOA under validation

MyVA Access Declaration

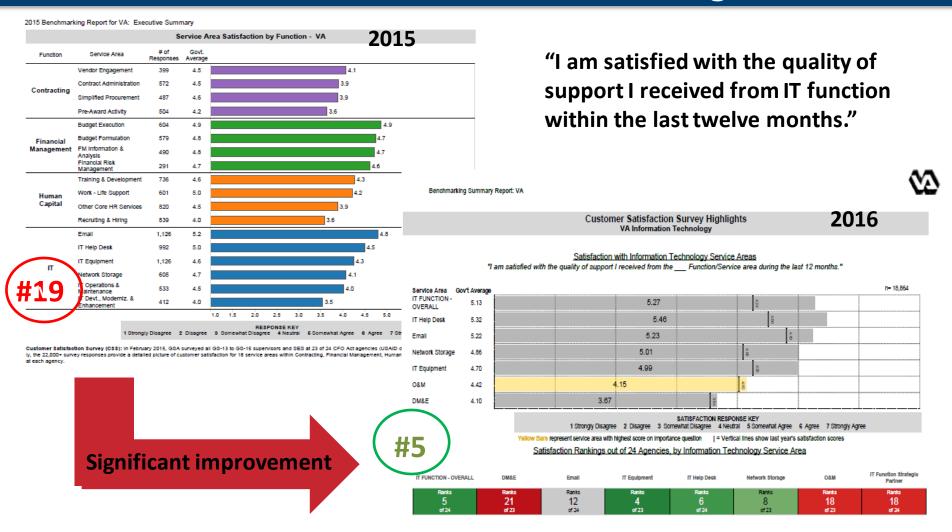








OMB Benchmarks for IT Customer Satisfaction From #19 to #5 out of 24 Federal Agencies

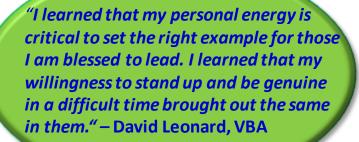






LDL is cascading throughout the organization

- Leaders Developing Leaders trains VA leaders on critical leadership skills, while also driving broad culture change across VA
- Anticipated outcomes include...
 - Engaged and authentic leaders
 - Shared commitment to continuous process improvement
 - Cultural shift from rules-based culture to principles-based culture based on ICARE values



- Trained over 13,600 Senior to Mid-Level
 Leaders across VA thus far
- More than 29,000 VA employees have participated in an LDL cascade
- 410+ LDL Round 2 improvement projects completed or underway





An example of engaged employees being entrepreneurial to improve Veteran/Employee Experience

- VetConnect developed by VBA employees in the Philadelphia Regional Office and VBA Central Office
- Event featured Philadelphia Veteran panelists and over 100 Philadelphia Regional Office Employees
- Veterans shared how they were introduced to VA benefits and services and the programs impacted their lives and their families lives (VA home loan, GI Bill, etc.)
- Veterans spoke positively about experience, but also expressed frustration with

some of VA's bureaucratic elements

- Employees had the chance to see the faces of the Veterans they served
- Employees had the opportunity to hear from
 Veterans that that the work they do is important
- A playbook/guide will be developed and shared throughout the department





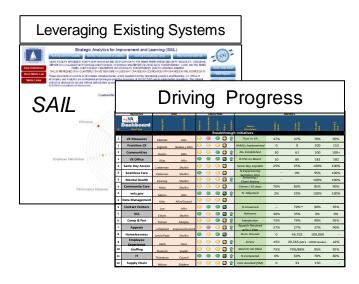
We are maintaining focus on execution

VBA Nat'l number (including VBA)





Impacts on the life of the Employee Impacts on the life of the Veteran When / what to ask <LOCAL VAMC> is among 34 facilities oviding same day access Launch of redesigned Veteran Crisis Line o mobile (multi-mode access for text, chat, 3 Veteran Experience APG Metrics - Quarter June 30 today VEO June 30 - launch of online Health care June 30 Achieved , Announced VEO application on vets.gov feedback? <LOCAL VAMC> now providing same day 5 26 July Veterans now able to enroll in VA health ca via phone & online - Welcome to MyVA VCL Direct Connect on VETS.GOV for chat 7 VEO July 5th text and phone Xth a 8 Million Vet Program gets 500k donor Veteran suicide rate is relatively constant ngagement plan, what do y while non-veteran rate is going up rapidly need to know? 26 July facilities Aug 15 FEVS scores released: VA jumps from 18th t Xth among government agencies Veteran in need who call a facility can now 13 press 7 to get directed to crisis line, includir



Week in Review June 27 – July 1, 2016 Week in Review June 27 – July 1, 2016 Week in Review Express. MyVA Senior Leader and Breakthrough initiative Meetings. Section 1 – Senior Leader Meetings: June 29, 2016 The Droph Secretary Insteader Meetings Insteader American meeting and conducted arriver at the outstanding stating limited between Week American meeting for Competition of these appeals were asked to secret June 20, 2016 Tatings—Express Order. Tatings—Express Order. Tatings—Express Order. 1. September Annual Leader Meeting (Neghaut). 1. September Annual Leader Meeting (Neghaut). 2. Samo Day Access (VMA) 1. September Annual Leader Meeting (Neghaut). 2. Samo Day Access (VMA) 2. Samo Day Access (VMA) 3. What we are double good senior of September 12-14. Scott Black-town to work the agendar. 4. What we wall only be 300 or 457 4. How many as welfield as capable? Or where will we know? 4. When will senior a 500 or 50

"Suicide is a public health issue."

6. Facility locator – do we have a clear path forward? (Dat/Vivieca)



We are all in this together...and we need help

Department legislative priorities

1 Improve the Veterans Experience

8

10

Continue to Reduce Veteran Homelessness

- Increase Access to Health Care (same day primary care, seamless care, suicide prevention)
- Budget Flexibility
- Leasing and Construction Requests
- Enhanced Telehealth Services
- Improve Community Care
- VA Provider Agreement Legislation
- Consolidation Plan Legislation
- 7 Develop a Simplified Appeals Process
- Structural reforms providing Veterans timely, fair, quality appeals decisions

- West LA Mast Plan Enabling Legislation
- Partnership for Legal Services

- Staff Critical Positions
- 80-hour workweek flexibility
- Competitive pay for VAMC & VISN
 Directors





MyVA is about Putting Veterans First



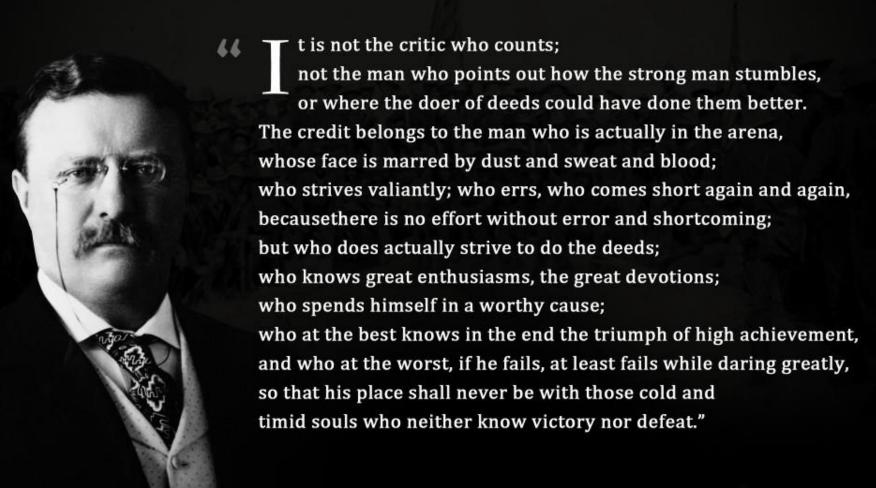
The best, most inspiring mission



The greatest clients in the world







- Theodore Rossevelt

"Choose the harder right instead of the easier wrong"

West Point Cadet Prayer

