

## New VA Medical Center Website

How VA is delivering a Veteran-first digital health experience on the new VA.gov



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### THE PROBLEM

Veterans told us that VA Medical Center (VAMC) websites are confusing to navigate, contain outdated or missing information, and don't match their VA health care journey.

**We knew we had to do better for our Veterans.**

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### THE SOLUTION

An all-new, user-first digital experience for Veterans, family members, and caregivers that provides solutions to key touch points in the end-to-end VA health care journey.

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### NEW SITE FEATURES

We researched, designed, and built a mobile-first user experience that gets users to all content and tools in just 1 to 2 clicks.

#### Integration of VA's digital health tools

One-click access to online scheduling, prescription refill, and access to medical records

#### Easy access to top tasks

Information that Veterans and caregivers need most, like appointments, pharmacy, and patient registration

#### Comprehensive facility pages

Everything Veterans and visitors need to know to prepare for their visit, like parking, transportation, and hours

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#### New VHA health services taxonomy

Patient-friendly names and descriptions of VA's health services

#### New social and health program pages

Connecting Veterans and their caregivers to care coordinators to help them with their health care journey

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### WHAT VETERANS ARE SAYING

“ I like that it's very straight to the point— and I like that I can see all health services. ”

“ I like that it's pretty simple. I can find things by scrolling rather than clicking on a million tabs. ”



# VHA Digital Media + OIT Digital Experience Product Office

How VA is collaborating across the enterprise  
to create a better Veteran experience



Using human-centered design, agile development, and DevOps practices, Veterans Health Administration (VHA) Digital Media partnered with the Office of Information and Technology (OIT) Digital Experience Product Office to research, design, and build a new VAMC website that better meets the needs of Veterans, their families, and caregivers.

## BY THE NUMBERS

# 76

Moderated research sessions (like interviews and usability testing) with 76 Veterans, family members, caregivers, and patient advocates

# 814

Unmoderated research sessions (like surveys) with 814 Veterans

# 300 → 40

Streamlined total site pages from 300 to 40 search-engine optimized, Veteran-first pages

# 350k → 46k

Streamlined total site word count from 350,000 to 46,000 plain-language words

## HOW WE DID IT

### Modern tech stack

Used the modern VA.gov technology stack and VA Enterprise Cloud for faster load times, better site reliability, automated testing, and advanced security

### VA APIs

Used the VA Facilities application programming interface (API) as the single source-of-truth for facility information, including Access to Care data on appointment wait times and satisfaction scores

### VA.gov Design System

Used the VA.gov Design System and Content Style Guide to create a 'one VA, one voice' consistent brand experience, in line with VA Web Brand Consolidation

### Global content strategy and governance

Designed and differentiated website content for different levels of governance—VHA (national), VAMC system (regional), and VAMC facility (local)—so users don't get duplicative or redundant content

### New CMS

Built custom Drupal content management system (CMS) to power dynamic cross-publishing of content and to streamline content management for VA web content managers

## WHAT VETERANS ARE SAYING

# “

This has helped me want to go to find VA things online more often. ”

# “

I like it...I'll probably start using it more often. I hate having to do phone calls. ”

## WHAT'S NEXT FOR THE VAMC WEBSITE UPGRADE PROJECT

Learn more and stay updated  
[go.va.gov/nmw5](https://go.va.gov/nmw5)



Explore the new VAMC website  
[va.gov/pittsburgh-health-care](https://va.gov/pittsburgh-health-care)