



Veterans Experience Office Core Team



Veronica X. Vela Service Design



Aaron Stienstra Visual Design



Chakakhon Lea Benefit Experience



Sarah Hughes Content Strategy



Corinne Vizzacchero Visual Design



All had a visit to a VA facility in the last 60 days

Saw providers in the primary care clinics

Saw providers in the women's health clinic

50.6

Served in combat

10.2 Average years served



Diversity

Race/ethnicities represented: African American, Multi-Racial, Caucasian, Asian-American/ Pacific Islander



Geography

Many served in North Carolina, Alabama, Virginia, Pennsylvania, New Jersey, Ohio, Texas, Germany, Korea, Iraq and Afghanistan



Occupations

Military Occupational Specialties (MOS) include range from finance, personnel records, logistics, communications, healthcare medic, dental tech. interrogator, drill sergeant, military police, geospatial intel analyst, aviation operations, chemical operations, clerical, machine maintenance





Video - Here's What We Heard https://www.youtube.com/watch?feature=youtu.be&v=LEL_Pl HhDi0&app=desktop

Insight

Mindset: In good hands from the start

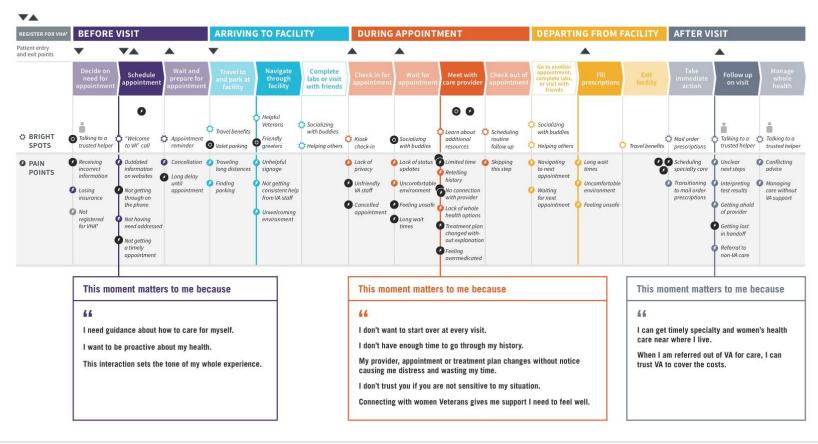


- Many women arrive without knowing what to expect
- The thought of the unknown can be challenging
- Women Veterans need VA staff to empathize and respond to their vulnerability

VA WOMEN VETERANS PATIENT EXPERIENCE JOURNEY MAP









Insights

Key Themes

Theme 1: Women need empathy, compassion, respect and responsive customer service at every step of the journey.

Theme 2: Women need to have a connection with their provider, healthcare team and other women Veterans.

Theme 3: Women experience unequal care by facility, gender and VA employment status.

Theme 4: Women have specialty care needs that are not easily addressed in the current VA structure.

Theme 5: Women Veterans are eager to be involved in the design of patient experience improvements at VA.

Future Design Opportunities

Top 3

How might we facilitate more positive relationships between providers and women patients?

How might we set expectations with women Veterans so they understand what services VA can offer them?

How might we create a culture where women feel equally appreciated as patients?

DESIGN QUESTION	MINDSET In good hands from the start	THEME 1 Empathy, compassion & respon- siveness	THEME 2 Building lifelong relationships	THEME 3 Addressing inequity	THEME 4 Addressing women's specific needs	THEME 5 Designing with women Veterans
How might be help women Veterans access the services available to them?	•	•	•		•	•
High might we create a culture of get to YES among VA staff?		•	•			
How might we resource the supply of providers to meet the demands of our women Veterans in the community?		•	•	•	•	
How might we reduce administrative demands and optimize face time with women Veterans so physicians can be attentive to women Veterans' needs?		•	•			•
How might we facilitate more positive relationships between providers and women patients?	•	•	•			•
How might we facilitate a partnership with DoD where women Veterans can receive care at military installations?			•	•	•	•
How might we create a culture where women feel equally appreciated as patients?	•	•	•	•		•
How might leaders be more visible and reflective of the population?	•	•	•	•		



