

Health Hub — IA treejack research final synthesis

Background and goals

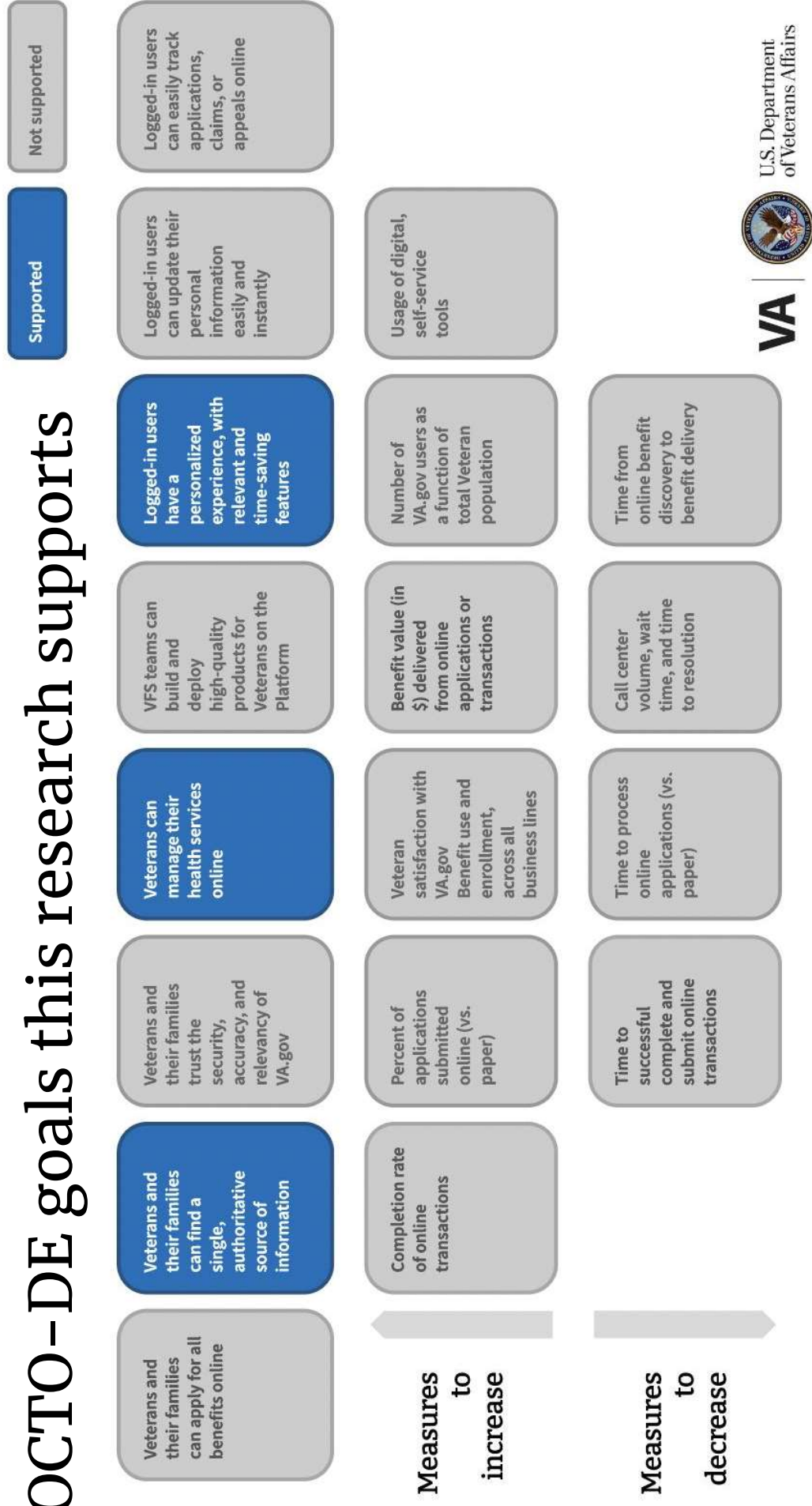
As the team considers where to include the Health Apartment on VA.gov, this research is an effort to update and improve the benefits-related information architecture of VA.gov.

Goals:

How we might create an experience that allows Veterans to easily find the content and tools they need based on where they are in their VA health care journey:

- learning about the benefit
- applying for the benefit
- getting started with the benefit
- or managing their care and health benefits?

OCTO-DE goals this research supports



VA

U.S. Department of Veterans Affairs

Participant Demographics – Veterans

Hypothesis 0: 51 completed

Hypothesis 1: 50 completed, 3 abandoned

Baseline: 47 completed

81 participants (53%) are enrolled in VA health care.

Findings may not include the range of perspectives from the following underserved Veteran groups:

- Have a cognitive disability
- Live in a rural area
- Have other than honorable discharge
- Are of immigrant origin
- Identity as Latinx or Asian
- Use assistive technology

Health Hub IA Tree Test (Veterans)														
final # of participants		151	# of AT users					# of no shows						
Category	%	Target	Study	1	2	3	4	5	6	7	8	9	10	11 12 13 14
Age 55-64+	50.00%	76	78	0	0	0	0	0	0	0	0	0	0	0
Cognitive Disability	50.00%	76	6	0	0	0	0	0	0	0	0	0	0	0
Mobile user	50.00%	76	0	0	0	0	0	0	0	0	0	0	0	0
Rural	25.00%	38	0	0	0	0	0	0	0	0	0	0	0	0
No degree	25.00%	38	33	0	0	0	0	0	0	0	0	0	0	0
Other than honorable	21.00%	32	0	0	0	0	0	0	0	0	0	0	0	0
Immigrant origin	17.00%	26	0	0	0	0	0	0	0	0	0	0	0	0
Women	10.00%	16	74	0	0	0	0	0	0	0	0	0	0	0
Expat (living abroad)	0.40%	1	0	0	0	0	0	0	0	0	0	0	0	0
Based on VA's projected statistics														
Race														
Black	15.00%	23	26	0	0	0	0	0	0	0	0	0	0	0
Hispanic	12.00%	19	7	0	0	0	0	0	0	0	0	0	0	0
Biracial	3.90%	6	10	0	0	0	0	0	0	0	0	0	0	0
Asian	3.00%	5	1	0	0	0	0	0	0	0	0	0	0	0
Native	0.30%	1	1	0	0	0	0	0	0	0	0	0	0	0
LGBTQ+ Veterans are 5 times as likely to have PTSD														
LGBTQ+														
Gay, lesbian, or bisexual	--%	1	11	0	0	0	0	0	0	0	0	0	0	0
Transgender	--%	1	0	0	0	0	0	0	0	0	0	0	0	0
Nonbinary, gender fluid, ger	--%	1	0	0	0	0	0	0	0	0	0	0	0	0

[Participant tracker](#)

Participant Demographics – Caregivers

Hypothesis 0: 26 completed

Hypothesis 1: 24 completed

Baseline: 12 completed

Findings may not include the range of perspectives from the following underserved groups:

- Have a cognitive disability
- Live in a rural area
- Have other than honorable discharge
- Are of immigrant origin
- Identity as Latinx or Native
- Use assistive technology

Health Hub IA Treejack Test - Caregivers													
final # of participants		56	# of AT users					# of no shows					
Category	%	Target	Study	1	2	3	4	5	6	7	8	9	10 11 12 13 14
Veterans													
Based on current VA statistics													
Age 55-64+	50.00%	28	25										
Cognitive Disability	50.00%	28	0										
Mobile user	50.00%	28	0										
Rural	25.00%	14	0										
No degree	25.00%	14	21										
Other than honorable	21.00%	12	0										
Immigrant origin	17.00%	10	0										
Women	10.00%	6	33										
Expat (living abroad)	0.40%	1	0										
Based on VA's projected statistics													
Race													
Black	15.00%	9	10										
Hispanic	12.00%	7	1										
Biracial	3.90%	3	2										
Asian	3.00%	2	2										
Native	0.30%	1	0										
LGBTQ+													
LGBTQ+ Veterans are 5 times as likely to have PTSD													
Gay, lesbian, or bisexual	--%	1	5										
Transgender	--%	1	0										
Nonbinary, gender fluid, ger	--%	1	0										

[Participant tracker](#)

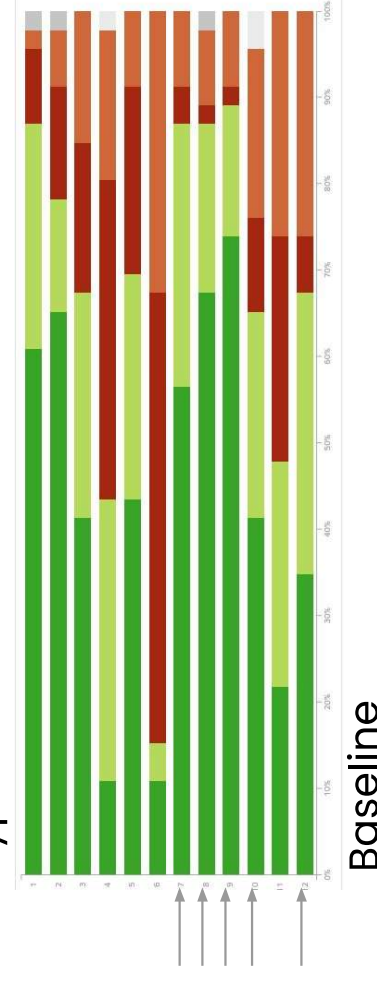
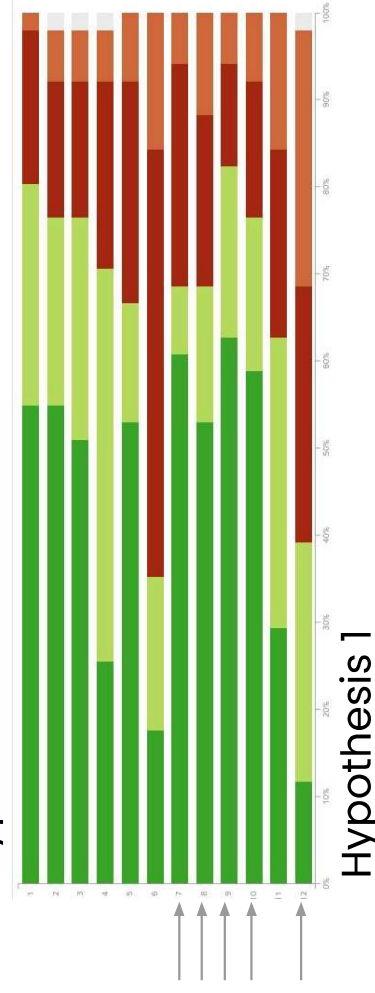
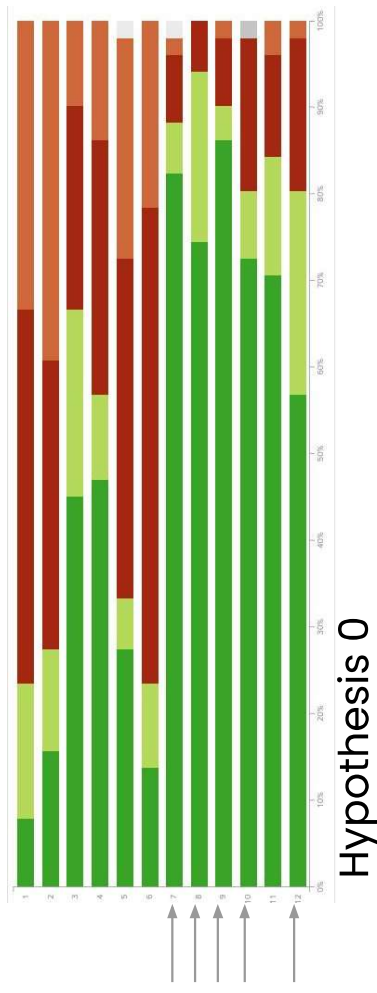
Key findings

1. Hypothesis 0 performed best on “manage tasks.”
2. For “get” tasks, there wasn’t a clear hypothesis that outperformed the other.
3. Hypothesis 0 had the most direct success with both Veterans and caregivers.
4. Hypothesis 1 tends to perform poorly except with caregiver cohorts
5. For Veterans without health care, H0 performed better in direct success
6. Hypothesis 0 performs poorly on “get” tasks likely because of labeling within the tree

Finding detail #1

Hypothesis 0 performed better on “manage” tasks

- First click after “VA benefits and health care”
 - **Task 7 (Records):** “My Health” (65%)
 - “Records” (33%)
 - **Task 8 (Billing):** “My Health” (84%)
 - “Service member benefits” (4%)
 - **Task 9 (Prescriptions):** “My Health” (90%)
 - “Service member benefits” (2%)
 - **Task 10 (Messaging):** “My Health” (86%)
 - “VA health” (8%)
 - **Task 12 (Travel pay):** “My Health” (86%)
 - “Service member benefits” (6%)



Findings detail #2

- For “get” tasks, there wasn’t a clear hypothesis that outperformed the other.

Caregivers + Veterans

		10% threshold										
		Total success					Direct success					
		H0 compared to Baseline		H1 compared to H0		Overall	H0 compared to Baseline		H1 compared to Baseline		H1 compared to H0	Overall
		H0 compared to Baseline		H1 compared to H0		Overall	H0 compared to Baseline		H1 compared to Baseline		H1 compared to H0	Overall
→	Task 1,1	G	V Quality for health care	-61.3	-8.0	53.3	Baseline/H1	-49.9	-9.0	40.9	H1/Baseline	
→	Task 4,5	G	V Costs for health care	-30.5	4.6	35.1	H1/Baseline	-12.5	-2.9	9.6	Baseline/H1	
→	Task 5,6	G	V Costs for health care	5.5	16.5	11.0	H1	-0.2	4.6	4.8	H1/H0/Baseline	
	Task 7,7	M	V Records to community care	5.4	-17.4	-22.8	H0/Baseline	20.3	0.4	-20.0	H0	
	Task 8,8	M	V Pay medical bill	10.6	-13.5	-24.1	H0	9.0	-14.6	-23.6	H0	
	Task 9,9	M	V Refill prescription	3.7	-7.6	-11.2	H0	15.7	-9.5	-25.2	H0	
	Task 10,10	M	Chat with Dr online	16.9	8.4	-8.4	H0	31.4	12.9	-18.5	H0	
	Task 11,12	M	Travel pay	9.4	-25.7	-35.1	H0/Baseline	17.6	-20.8	-38.4	H0	
→	Task 12, 11	G	V Paid for community care	26.2	10.3	-15.9	H0/Baseline	35.5	1.9	-33.5	H0	

Findings detail #3

- Hypothesis 0 had the most direct success with both Veterans and caregivers.

Caregivers + Veterans

		10% threshold								
		Total success			Direct success					
		H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall	H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall	
Task 1,1	G	V Qualify for health care	-61.3	-8.0	53.3	Baseline/H1	-49.9	-9.0	40.9	H1/Baseline
Task 4,5	G	V Costs for health care	-30.5	4.6	35.1	H1/Baseline	-12.5	-2.9	9.6	Baseline/H1
Task 5,6	G	V Costs for health care	5.5	16.5	11.0	H1	-0.2	4.6	4.8	H1/H0/Baseline
Task 7,7	M	V Records to community care	5.4	-17.4	-22.8	H0/Baseline	20.3	0.4	-20.0	H0
Task 8,8	M	V Pay medical bill	10.6	-13.5	-24.1	H0	9.0	-14.6	-23.6	H0
Task 9,9	M	V Refill prescription	3.7	-7.6	-11.2	H0	15.7	-9.5	-25.2	H0
Task 10,10	M	Chat with Dr online	16.9	8.4	-8.4	H0	31.4	12.9	-18.5	H0
Task 11,12	M	Travel pay	9.4	-25.7	-35.1	H0/Baseline	17.6	-20.8	-38.4	H0
Task 12, 11	G	V Paid for community care	26.2	10.3	-15.9	H0/Baseline	35.5	1.9	-33.5	H0

Findings detail #4

- Hypothesis 1 tends to perform poorly except with caregiver cohorts

Caregivers		10% threshold									
		Total success					Direct success				
		H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall	H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	H0 compared to Baseline	H1 compared to Baseline	Overall
Task 1	G	-46	2	48	H1/Baseline	-33	-3	30	Baseline/H1		
Task 2	G	-10	-13	-3	Baseline	11	5	-6	H0/H1		
Task 3	G	-1	35	36	H1	-1	5	6	H1/Baseline/H0		
Task 4	G	-5	26	31	H1	8	40	32	H1		
Task 5	G	-1	9	10	H1	-9	-2	7	Baseline/H1/H0		
Task 6	G	21	-7	-28	H0	30	-5	-35	H0		
Task 12	G	11	8	-3	H0/H1	7	-10	-17	H0		
Task 11	M	14	-8	-22	H0	15	-10	-25	H0		
Task 7	M	21	-7	-28	H0	5	-11	-16	H0/Baseline		
Task 8	M	34	14	-20	H0	22	-5	-27	H0		
Task 9	M	17	0	-17	H0	34	6	-28	H0		
Task 10	M	26	10	-16	H0	35	8	-27	H0		

Findings detail #5

- For Veterans without health care, H0 performed better in direct success

Veterans without health care				10% threshold									
Total success				Direct success									
				H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall	H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall		
Task 1	G	Quality for health care		-56.5	-11.6		44.9	Baseline	-49.4	-6.3		43.1	Baseline/H1
Task 2	G	Enroll in health care		-65.5	-9.0		56.5	Baseline/H1	-59.5	-20.6		38.9	Baseline
Task 3	G	Dental benefits		16.1	22.6		6.5	H1/H0	20.2	17.5		-2.8	H0/H1
Task 4	G	Mental health		-1.8	15.3		17.1	H1	32.7	13.8		-19.0	H0
Task 5	G	Costs for health care		-36.3	13.2		49.5	H1	-17.3	21.2		38.4	H1
Task 11	G	Community care		45.2	32.3		-13.0	H0	42.9	9.5		-33.3	H0
Records to community care													
Task 7	M	care		39.3	21.7		-17.6	H0	54.2	25.9		-28.2	H0
Task 8	M	Pay medical bill		-3.0	-23.8		-20.8	Baseline/H0	-9.5	-24.3		-14.8	Baseline/H0
Task 9	M	Refill prescription		5.4	-5.3		-10.6	H0/Baseline	20.2	-19.6		-39.8	H0
Task 10	M	Chat with Dr online		21.4	12.2		-9.3	H0/H1	23.8	12.7		-11.1	H0
Task 12	M	Travel pay		3.6	-34.4		-38.0	H0/Baseline	19.6	-39.2		-58.8	H0

Findings detail #6

- Hypothesis 0 performs poorly on “get” tasks likely because of labeling within the tree
- Hypothesis 1 uses “get health care benefits” while that information is buried in Hypothesis 0 under “Coverage” which is a little less clear.

<div><div>▼ Home</div><div>▼ VA benefits and health care</div><div>▼ My Health</div><div>► Pharmacy</div><div>► Appointments</div><div>► Messages</div><div>► Medical records</div><div>▼ VA health care benefits</div><div>└ Learn how to upgrade your health care</div><div>└ Your health care info</div><div>► Coverage</div><div>└ Outside providers</div><div>► Medical supplies</div><div>└ Veteran health ID card</div><div>▼ Copay bills and travel pay</div><div>└ See copay bill activity</div><div>└ How to pay your bill</div><div>└ View VA copay rates</div><div>└ Dispute copay charges</div><div>└ Request financial help</div><div>└ Get travel pay</div><div>└ Copay FAQs</div><div>└ Travel pay FAQs</div><div>▼ Health resources</div><div>└ Getting started with VA health care</div><div>└ Getting care outside of VA</div><div>└ Getting connected to mental health care at VA</div><div>└ Health conditions and topics</div><div>└ Programs for health and wellness</div><div>└ My HealtheVet newsletter</div></div>	<div><div>▼ Home</div><div>▼ VA benefits and health care</div><div>▼ Health care</div><div>▼ Get health care benefits</div><div>► About VA health benefits</div><div>► Eligibility</div><div>└ How to apply</div><div>└ Apply now</div><div>► More Veteran VA health care services</div><div>└ Family and caregiver benefits</div><div>└ VA health care copay rates</div><div>▼ My Health</div><div>► Pharmacy</div><div>► Appointments</div><div>► Messages</div><div>► Medical records</div><div>► Copay bills and travel pay</div><div>► Medical supplies</div><div>└ Your health care info and preferences</div><div>▼ Health Resources</div><div>└ Getting started with VA health care</div><div>└ Getting care outside of VA</div><div>└ Getting connected to mental health care at VA</div><div>└ Health conditions and topics</div><div>└ Programs for health and wellness</div><div>└ My HealtheVet newsletter</div></div>
--	---

Hypothesis 1

Hypothesis 0

Recommendations

- Moderated tree test of Hypothesis 0
 - 3 cohorts of 5–8 participants, including Veterans enrolled, not enrolled in health care, and caregivers/families
- Include additional “get” tasks and ask follow up questions, to glean more insights into how to improve Hypothesis 0 for “get” tasks.
- Recommend modifying the tree to surface more of the “get” information higher in the tree.
 - This could also be done with by modifying the labeling.

