



VAMC Website Redesign Pilot

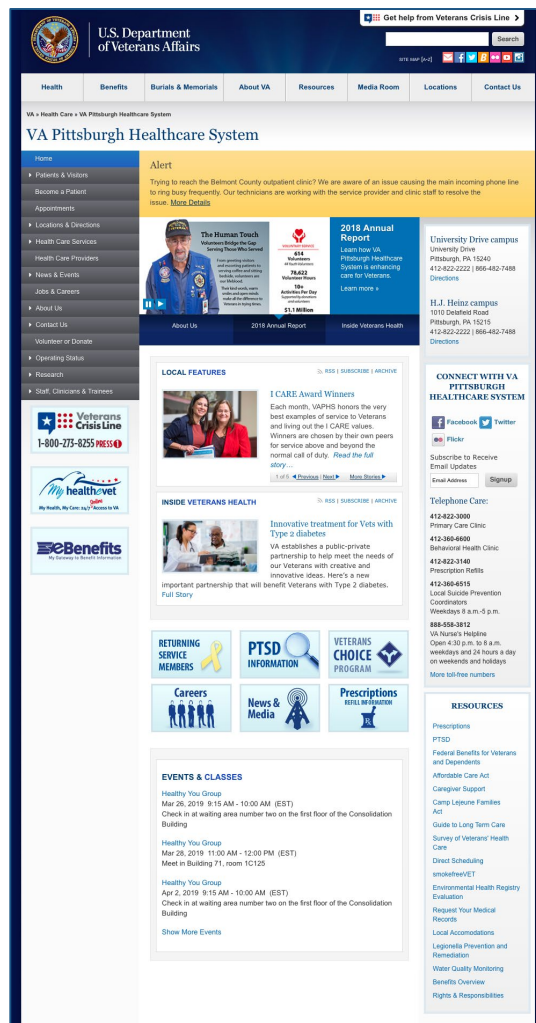
25 March 2019

The Problem

Veterans and their families have told us that our facility-specific pages don't work well for them.

Key information, like facility services and contact info, are buried in a patchwork of other, less relevant information, links to other sites, and general VA content.

For VHA editorial staff, there is no easy way to make global changes that apply to all sites.

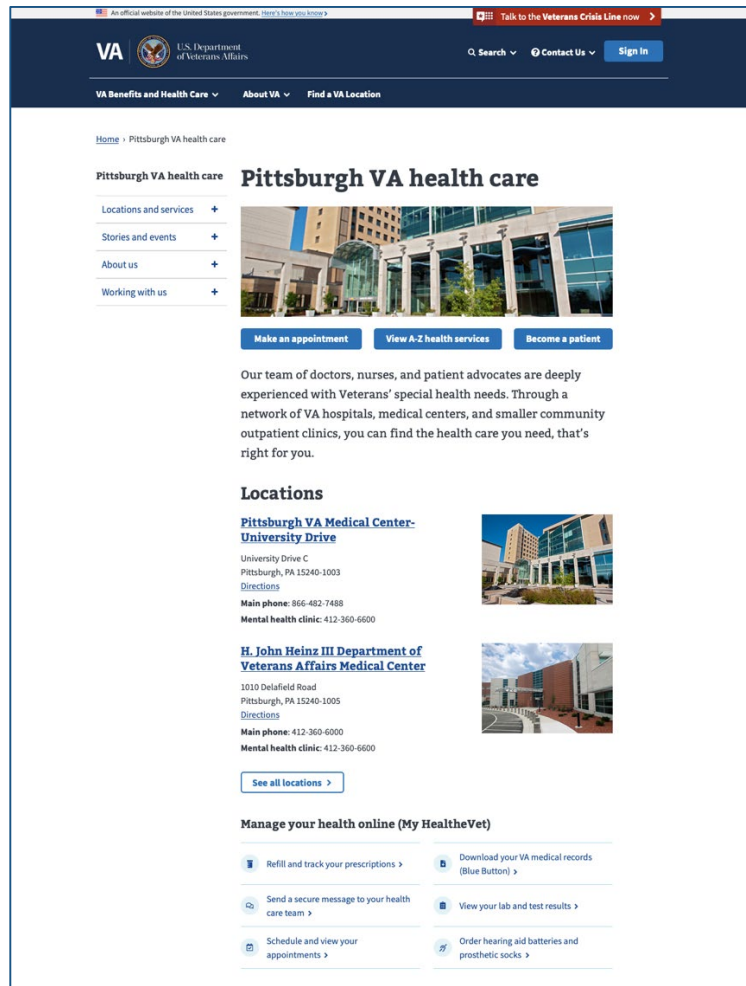


The Solution

We are researching, designing, and building a new VAMC template that simplifies top patient tasks and content, and drives users to self-serve digital tools. This includes:

- Building and testing prototypes with users
- Designing and writing new content based on user research and business input
- Creating a new Drupal CMS (content mgmt. system) so VAMC staff can more easily manage web content

Pittsburgh is our pilot VAMC.



Process: 5 rounds of user research over 3 months to understand the needs of Veterans and their families

Most popular patient content:

- Clinical health services (e.g., podiatry)
- Non-health services (e.g., care coordinators)
- Facility services (e.g., cafeteria)
- Facility phone numbers, business hours, and addresses
- VAMC contact information

Top patient tasks:

- Make an appointment
- Become a patient (transfer or enroll in VA health care)
- Pharmacy/prescription refill
- Health records
- Billing and insurance
- Find patient advocates
- Facility parking and transportation

VA.gov Background

THE NEW VA.GOV

In 2018, VA created a Veteran-first product platform: VA.gov

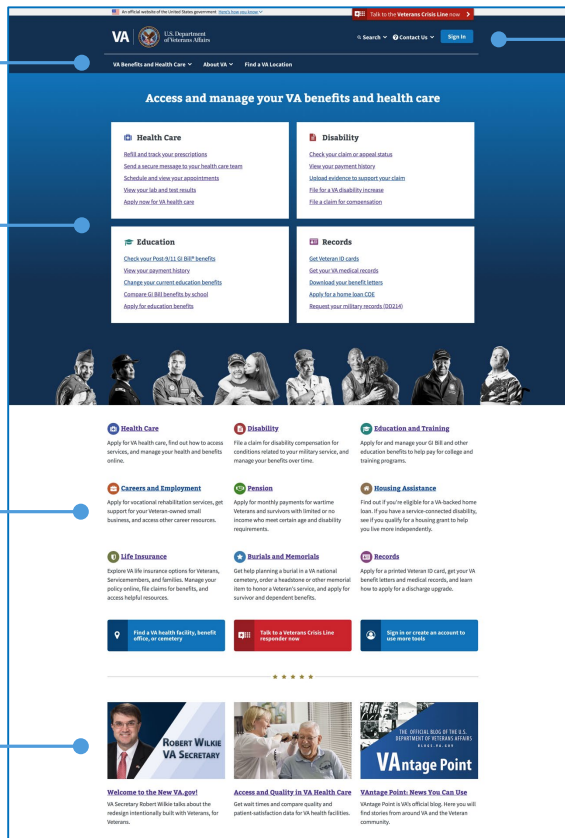
Global navigation with benefit hubs

Top user tasks

Benefits index

News stories

Global account, help, and search utilities



The new VA.gov introduced a user-centered foundation with a new information architecture

New benefit hubs

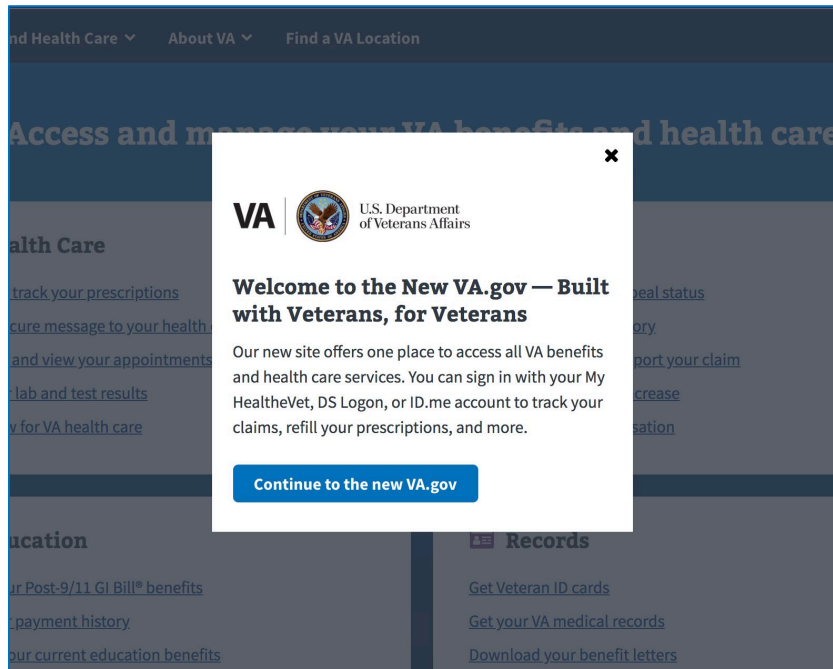
- 9 benefit hubs with 18 content spokes
- 275 pages of benefits content
- 25 self-serve digital tools landing pages

New global navigation

- 9 benefit mega menus
- 1 non-benefit mega menu

New global utilities

- Personalized user account homepage and profile
- Account navigation
- Sign in/create account with identity proofing
- Search
- Help
- Veterans Crisis Line
- Find a VA Location



Not all content and tools are equal on the new VA.gov

Tier 1

VA Benefits & Health Care Content and Tools

Primary users: Veterans and beneficiaries (family, caregivers, service members)

Content examples: Benefits eligibility, digital forms, and tools; user homepage and profile; **VAMC** and RO facilities

Tier 2

Program and Engagement Content

Primary users: Veterans and beneficiaries, caregivers, Veteran sub-groups (minority, women, homeless, etc.)

Content examples: Veteran and family programs, health education and wellness content

Tier 3

Office and Other Content

Primary users: Non-Veteran audiences (e.g., press/media, medical professionals, etc.)

Content examples: VA program and office pages, legal content, VA sub-domains

VA.gov – VAMC Facility Pages

VA Medical Center websites were the top item not tackled in the 2018 redesign.

