

# Health Hub — IA Tree Test Research Findings

Sprint 6 — July 25, 2022

# Background and goals

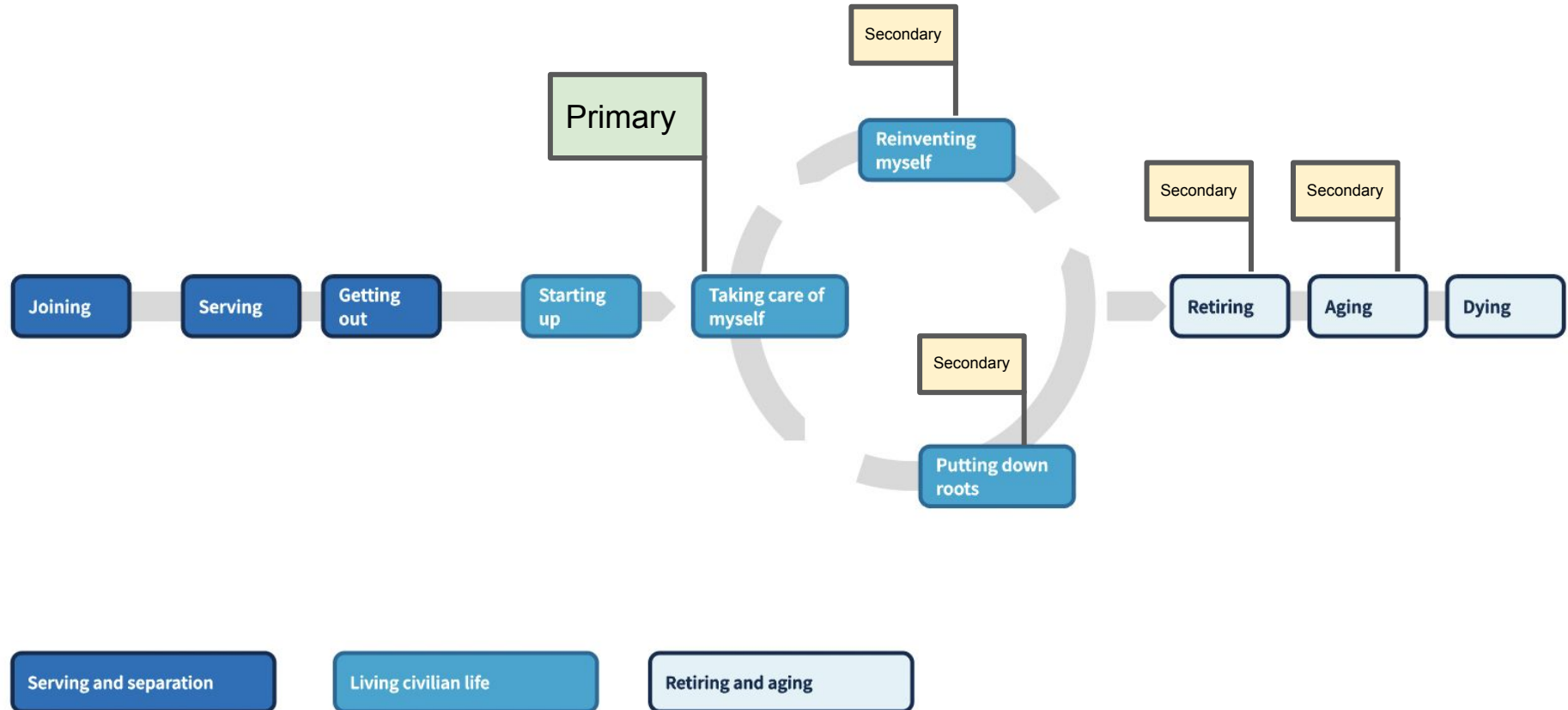
As the team considers where to include the Health Apartment on VA.gov, this research is an effort to update and improve the benefits-related information architecture of VA.gov.

## **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?

## How this research maps back to the Veteran journey



# OCTO-DE goals this research supports

Supported

Not supported

Veterans and their families can apply for all benefits online

Veterans and their families can find a single, authoritative source of information

Veterans and their families trust the security, accuracy, and relevancy of VA.gov

Veterans can manage their health services online

VFS teams can build and deploy high-quality products for Veterans on the Platform

Logged-in users have a personalized experience, with relevant and time-saving features

Logged-in users can update their personal information easily and instantly

Logged-in users can easily track applications, claims, or appeals online

Measures to increase

Completion rate of online transactions

Percent of applications submitted online (vs. paper)

Veteran satisfaction with VA.gov Benefit use and enrollment, across all business lines

Benefit value (in \$) delivered from online applications or transactions

Number of VA.gov users as a function of total Veteran population

Usage of digital, self-service tools

Measures to decrease

Time to successful complete and submit online transactions

Time to process online applications (vs. paper)

Call center volume, wait time, and time to resolution

Time from online benefit discovery to benefit delivery

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 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
- Identify as Latinx or Asian
- Use assistive technology

## Health Hub IA Tree Test (Veterans)

final # of participants			151	# of AT users							0	# of no shows							3
Category	%	Target	Study	1	2	3	4	5	6	7	8	9	10	11	12	13	14		
<a href="#">Age 55-64+</a>	50.00%	76	78	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Cognitive Disability</a>	50.00%	76	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Mobile user</a>	50.00%	76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Rural</a>	25.00%	38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">No degree</a>	25.00%	38	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Other than honorable</a>	21.00%	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Immigrant origin</a>	17.00%	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Women</a>	10.00%	16	74	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<a href="#">Expat (living abroad)</a>	0.40%	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

## Race

Based on VA's projected statistics

Black	15.00%	23	26	0	0	0	0	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	0	0	0	0
Biracial	3.90%	6	10	0	0	0	0	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	0	0	0	0
Native	0.30%	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

## LGBTQ+

LGBTQ+ Veterans are 5 times as likely to have PTSD

Gay, lesbian, or bisexual	--%	1	11	0	0	0	0	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	0	0	0	0
Nonbinary, gender fluid, gender	--%	1	0	0	0	0	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
- Are of immigrant origin
- Identify as Latinx or Native
- Use assistive technology

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

[Participant tracker](#)

# Key findings

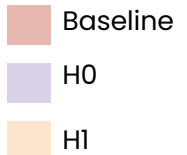
1. Compared to Baseline, H0 had  $\geq 10\%$  better direct success on 6 of the 11 tasks\*.
2. Compared to Baseline, H1 had  $\geq 10\%$  better direct success on 4 of the 11 tasks\*.
3. Comparing H0 and H1, H0 had  $\geq 10\%$  better direct success on 7 of 11 tasks\*.
4. For Veterans without health care, H0 had  $\geq 10\%$  better direct success on 7 of the 11\* tasks, both when comparing to Baseline and H1.
5. For caregivers and family members, H0 had  $\geq 10\%$  better direct success on 6 of the 10\*\* tasks when compared to H1.
6. For Veterans, the highest performing tasks were task 8 (bill pay) for Hypothesis 0 and task 9 (prescriptions) for Hypothesis 1.
7. For Veterans, the lowest performing tasks, with high directness were task X (H0) and task X (H1).

\*Task 6 was eliminated from analysis

# Finding detail #1

- Compared to Baseline, H0 had  $\geq 10\%$  better direct success on 6 of the 11 tasks.

			Direct success			
			H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall
Task 1	G	Qualify for health care	-53	-6	47	Baseline/H1
Task 2	G	Enroll in health care	-49	-10	39	Baseline
Task 3	G	Dental benefits	4	10	6	H1
Task 4	G	Mental health	36	14	-22	H0
Task 5	G	Costs for health care	-16	10	26	H1
Task 11	G	Community care	49	7	-42	H0
Task 7	M	Records to community care	25	4	-21	H0
Task 8	M	Pay medical bill	8	-14	-22	H0/Baseline
Task 9	M	Refill prescription	12	-11	-23	H0
Task 10	M	Chat with Dr online	32	18	-14	H0
Task 12	M	Travel pav	22	-23	-45	H0

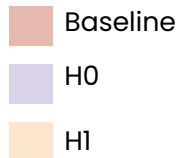




# Findings detail #2

- Compared to Baseline, H1 had  $\geq 10\%$  better direct success on 4 of the 11 tasks.

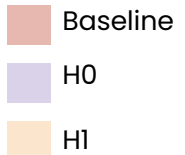
			Direct success			
			H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall
Task 1	G	Qualify for health care	-53	-6	47	Baseline/H1
Task 2	G	Enroll in health care	-49	-10	39	Baseline
Task 3	G	Dental benefits	4	10	6	H1
Task 4	G	Mental health	36	14	-22	H0
Task 5	G	Costs for health care	-16	10	26	H1
Task 11	G	Community care	49	7	-42	H0
Task 7	M	Records to community care	25	4	-21	H0
Task 8	M	Pay medical bill	8	-14	-22	H0/Baseline
Task 9	M	Refill prescription	12	-11	-23	H0
Task 10	M	Chat with Dr online	32	18	-14	H0
Task 12	M	Travel pav	22	-23	-45	H0



# Findings detail #3

- Comparing H0 and H1, H0 had  $\geq 10\%$  better direct success on 7 of 11 tasks.

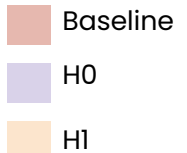
			Direct success			
			H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall
Task 1	G	Qualify for health care	-53	-6	47	Baseline/H1
Task 2	G	Enroll in health care	-49	-10	39	Baseline
Task 3	G	Dental benefits	4	10	6	H1
Task 4	G	Mental health	36	14	-22	H0
Task 5	G	Costs for health care	-16	10	26	H1
Task 11	G	Community care	49	7	-42	H0
Task 7	M	Records to community care	25	4	-21	H0
Task 8	M	Pay medical bill	8	-14	-22	H0/Baseline
Task 9	M	Refill prescription	12	-11	-23	H0
Task 10	M	Chat with Dr online	32	18	-14	H0
Task 12	M	Travel pav	22	-23	-45	H0



# Findings detail #4

- For Veterans without health care, H0 had  $\geq 10\%$  better direct success on 7 of the 11\* tasks, both when comparing to baseline and H1.

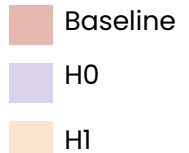
			Direct success			
			H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall
Task 1	G	Qualify for health care	-49.4	-6.3	43.1	Baseline/H1
Task 2	G	Enroll in health care	-59.5	-20.6	38.9	Baseline
Task 3	G	Dental benefits	20.2	17.5	-2.8	H0/H1
Task 4	G	Mental health	32.7	13.8	-19.0	H0
Task 5	G	Costs for health care	-17.3	21.2	38.4	H1
Task 11	G	Community care	42.9	9.5	-33.3	H0
Task 7	M	Records to community care	54.2	25.9	-28.2	H0
Task 8	M	Pay medical bill	-9.5	-24.3	-14.8	Baseline/H0
Task 9	M	Refill prescription	20.2	-19.6	-39.8	H0
Task 10	M	Chat with Dr online	23.8	12.7	-11.1	H0
Task 12	M	Travel pay	19.6	-39.2	-58.8	H0



# Findings detail #5

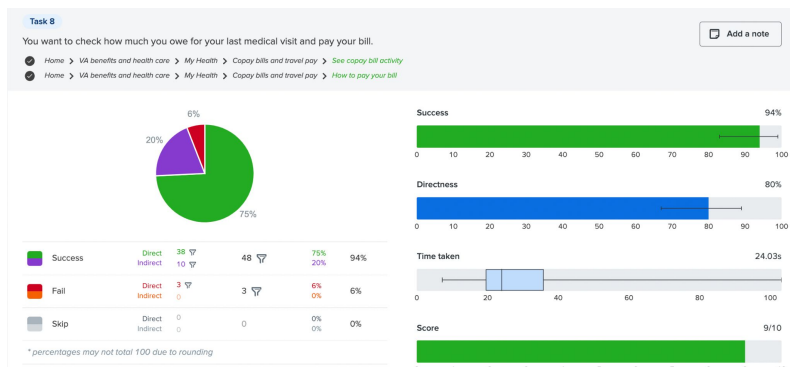
- For caregivers and family members, H0 had  $\geq 10\%$  better direct success on 6 of the 11\*\* tasks when compared to H1.

			Direct success			
			H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall
Task 1	G	V Qualify for health care	-33	-3	30	Baseline/H1
Task 2	G	Dental benefits	11	5	-6	H0/H1
Task 3	G	Mental health	-1	5	6	H1/Baseline/H0
Task 4	G	V Costs for health care	8	40	32	H1
Task 6	G	C Get health care	30	-5	-35	H0
Task 12	G	V Paid for community care	7	-10	-17	H0
Task 11	M	Travel pay	15	-10	-25	H0
Task 7	M	V Records to community care	5	-11	-16	H0/Baseline
Task 8	M	V Pay medical bill	22	-5	-27	H0
Task 9	M	V Refill prescription	34	6	-28	H0
Task 10	M	Chat with Dr online	35	8	-27	H0

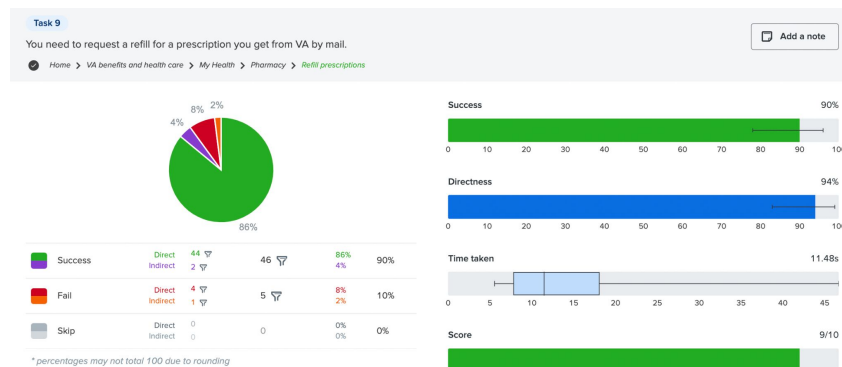


# Finding detail #6

- For Veterans, the highest performing tasks were task 8 (bill pay) for Hypothesis 0 and task 9 (prescriptions) for Hypothesis 1.



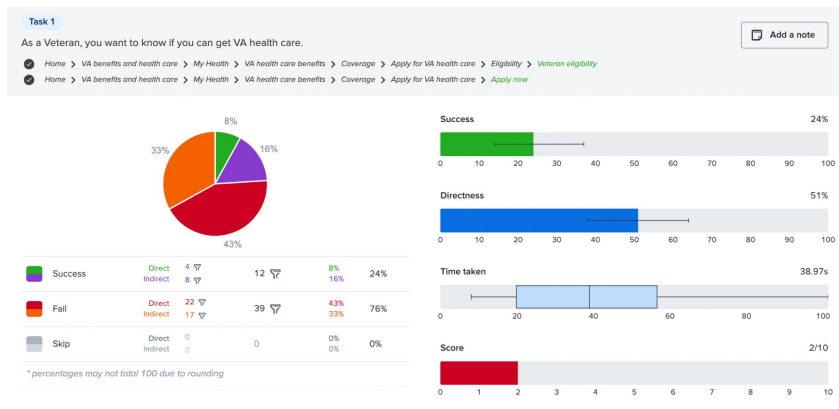
Hypothesis 0



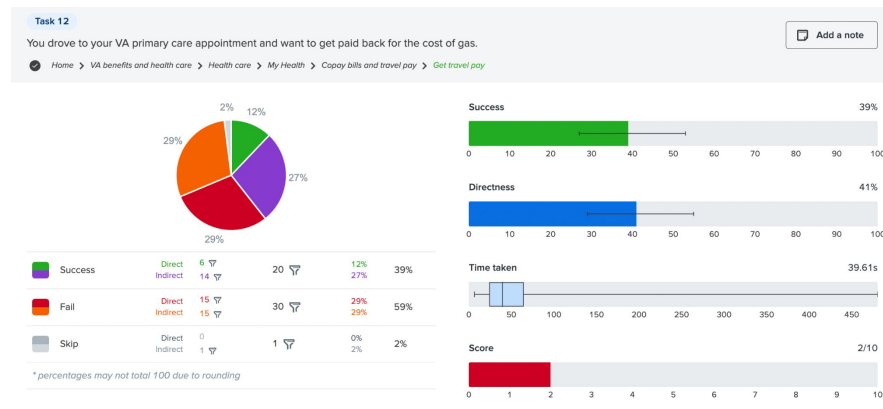
Hypothesis 1

# Finding detail #7

- For Veterans, the lowest performing tasks were task 1 (qualify) for Hypothesis 0 and task 12 (gas) for Hypothesis 1.



Hypothesis 0



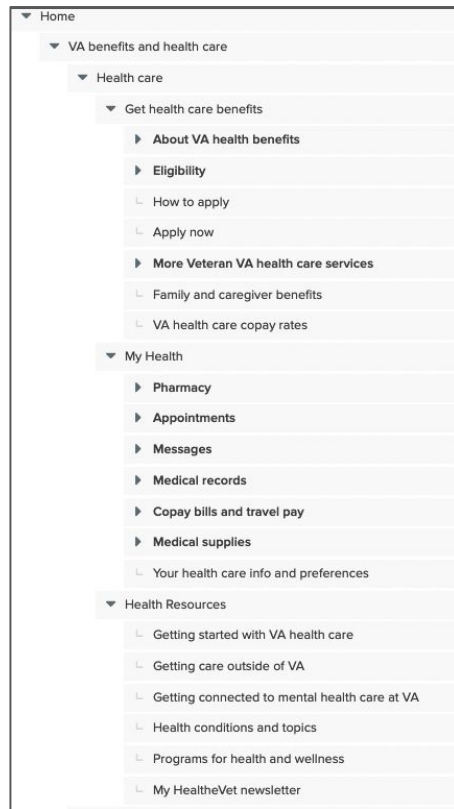
Hypothesis 1

# Research phase 2 recommendations

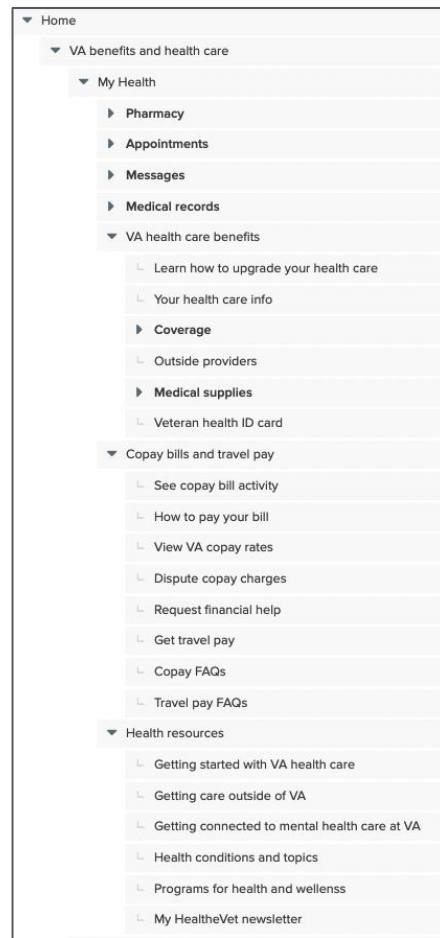
- Moderated tree tests of both Hypothesis 0 and 1.
- 3 cohorts of 9 participants for each tree for recruitment, total 54 participants. Anticipate 2 no-shows per cohort.
  - 9 Veterans with health care and used MHV in the last 6 months
  - 9 Veterans without health care, but experience with VA benefits
  - 9 caregivers/family members
- Use same tasks (minus task re: disability and costs)

# Things to consider

- Hypothesis 0 performs poorly on “get” tasks likely because of labeling within the tree
  - With “get” tasks living under “My Health,” this might be confusing to participants
- Hypothesis 1 uses “get health care benefits” while that information is buried in Hypothesis 0 under “Coverage” which is a little less clear.



Hypothesis 1



Hypothesis 0