Health Hub — IA treejack research final synthesis

### Background and goals

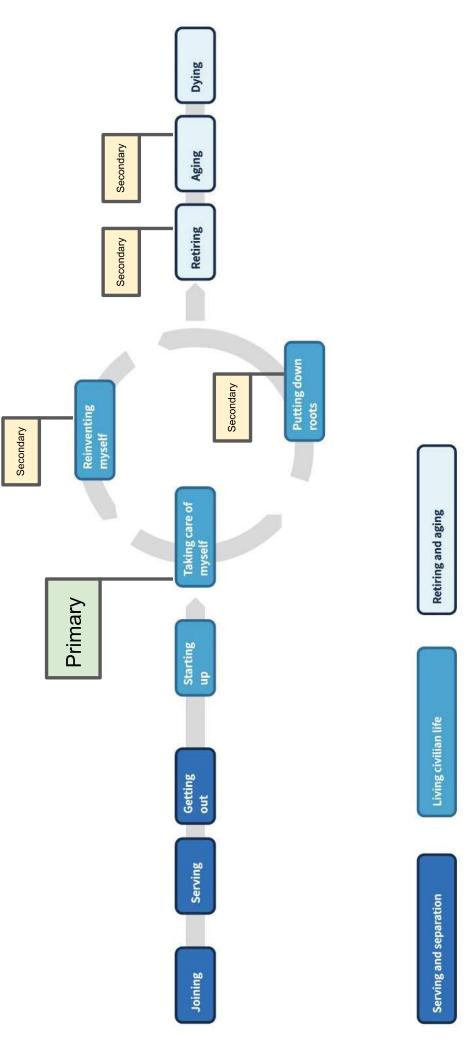
As the team considers where to include the Health Apartment on VA.gov, this research is an effort to update and improve the benefits-related information architecture of VA.gov.

#### Godis

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

can apply for all their families Veterans and

their families authoritative Veterans and information can find a source of

benefits online

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

health services manage their Veterans can

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

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

nstantly

can update their Logged-in users information easily and personal

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

Not supported

Supported

Measures

increase

Completion rate transactions of online

applications submitted Percent of online (vs.

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

paper)

applications or

\$) delivered from online transactions

VA.gov users as a function of total Veteran population Number of Benefit value (in

Usage of digital, self-service tools

> submit online complete and transactions successful Time to

> > Measures

decrease

applications (vs. Time to process online

benefit delivery online benefit discovery to Time from

> time, and time volume, wait

Call center

to resolution

WA 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
- Idefinity as Latinx or Asian
- Use assistive technology

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sability 50.00% sability 50.00% conorable 21.00% rigin 17.00% cabroad) 0.40% 12.00% 3.90% 3.90% 3.90% 3.00%	final # of participant	S	191		#	1	_	ser	o)	Ð		#	ot n	2	SNOWS	S	9	
Ve Disability   50.00%     Ve Disability   50.00%     User   25.00%     Ire   25.00%     Inhan honorable   21.00%     Inhan honora	Category	%	Target	Study	ч	Q	м	4	വ	9	^	œ	6	10	11 1	12	13	14
ve Disability         50.00%           user         25.00%           ree         25.00%           han honorable         21.00%           ant origin         17.00%           living abroad)         0.40%           ic         12.00%           lc         3.90%           c         3.90%           d-t         3.00%           od+         3.00%           sbian, or bisexual        %	Age 55-64+	50.00%	76	78	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(O)	(0)	(0)	(O)	(0)	0	(3)
25.00%   25.00%   25.00%   25.00%   25.00%   25.00%   21.00%   2	Cognitive Disability	50.00%	92	9	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(3)	(0)	(0)		.03	(3)
25.00%	Mobile user	50.00%	92	0	0	0	0	0	0	0	0	0	0	0	0		0	0
17.00%   17.00%   17.00%   17.00%   17.00%   17.00%   16.00%   16.00%   15.00%   12.00%   15.00%   1	Rural	25.00%	38	0	(3)	0	0	0	0	0	0	0	0	0	0		0	(3)
Pan honorable   21.96%     ant origin   17.96%     Iving abroad   0.46%     ic   15.96%     c   3.96%     d   3.96%     d   4.06%     d   4.	No degree	25.00%	80	23	00	0	0	0	0	00			0		0		0	(0)
17.66%   19.06%   19.06%   19.06%   19.06%   15.06%   1	Other than honorable	21.00%	SI SI	0	(3)	(E)	(3)	(3)	(E)	(E)	(E)	(3)	(E)	(3)	(E)	(3)	(E)	(E)
10.00%  living abroad)  0.40%  15.00%  ic 12.00%  1.00%  3.90%  3.90%  3.00%  3.00%  3.00%  3.00%  3.00%  3.00%  3.00%	immigrant origin	17.00%	56	0	œ.	0	0	0	0	0	0	0	0	0	0	0	0	0
iving abroad) 0.40% ic 15.60% ic 12.00% l 3.90% 0.30% O+	Women	10.00%	16	74	0	0	0	0	0	0	0	0	0	0	0	0	0	(D)
15.66%   12.66%   3.96%   3.96%   3.96%   3.06	Expat (living abroad)	0.40%	-	0	(0)	0	0	O	O	(0)	0	CO	0	(0)	CO	O	O	(0)
15.90%  12.00%  12.00%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%  3.90%	Race		Based on	VA's pro	ject	ed s	tatis	tics										
12.99% 3.90% 3.90% 0.30% n, or bisexual	Black	15.00%	23	56	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3.90% 3.90% 0.30% n, or bisexual	Hispanic	12.00%	19	7	0	(3)	(3)	0	0	0	0	0	0	0	0		0	(C)
3.66% 9.36% n, or bisexual	Biracial	3.90%	9	10	00		0				0		0		0		0	
0.36% n, or bisexual	Asian	3.99%	ເດ	-1	0	0	(3)	(3)	0	0	(E)	(3)	(E)	(3)	(D)	(3)	(3)	(E)
n, or bisexual	Native	0.30%	-1	•	O.	0	0	0	0	0	0	0	Φ.	(3)	(I)	(3)	(3)	(D)
	LGBTQ+		LGBTQ+	Veterans	are	5 tir	nes	as li	kely	to h	ave	PTS	٥					
C C C C C C C C C C C C C C C C C C C	Gay, lesbian, or bisexual	%	1	11	0	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	0	(0)	(0)
1	Transgender	%	1	0	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	(0)	.00	(0)
Nonbinary, gender fluid, ger% 1 6 0 0 0 0 0	Nonbinary, gender fluid, ger		-	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
- Have other than honorable discharge
  - Are of immigrant origin
- Idefinity as Latinx or Native
  - Use assistive technology

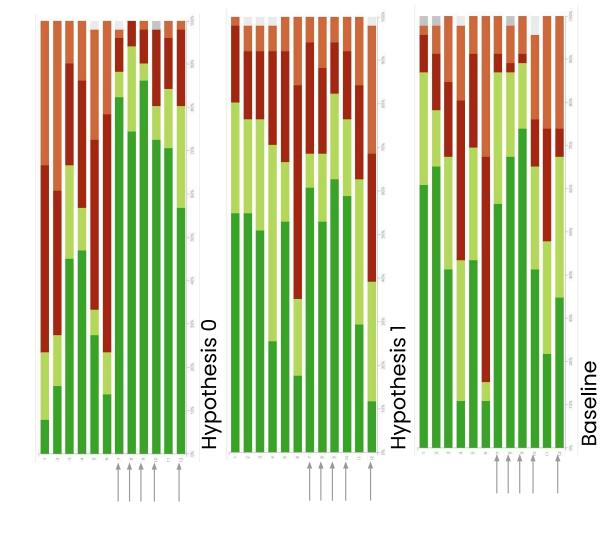
final # of participants	s	26		# of	of A	n _	AT users	S	0		#	of r	9	shows	NS.	0	
Category	9/0	Target Study	Study	4	N	м	4	ιΩ	9	7	œ	O	10	11 12		13	14
Veterans		Based on	Based on current VA statistics	/As	tatis	tics											
Age 55-64+	50.00%	28	25	0	cb	ф	ф	cb	ф	ch	Ф	ò	ф	ф	ф	b	cb
Cognitive Disability	50.00%	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mobile user	50.00%	28	0	0	0	0	0	60	0	0	0	0	0	0	0	0	0
Rural	25.00%	14	0	Ø	0	0	0	0	0	0	0	0	0	0	0	Ø	0
No degree	25.00%	14	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other than honorable	21.00%	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Immigrant origin	17.00%	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Women	10.00%	ဖ	22	8	0	0	0	8	0	0	0	8	0	0	0	0	0
Expat (living abroad)	9.40%	e	0	Ó	0	0	0	60	0	0	0	00	0	0	0	0	co
Race		Based on VA's projected statistics	VA's proj	ecte	ed st	atis	tics										
Black	15.00%	o	10	60	0	0	(3)		0	0	(0)	0	0	0	(0)	6	0
Hispanic	12.00%	7	4	0	0	0	0	0	0	0	Θ	0	0		0	0	0
Biracial	3.90%	M	o.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Asian	3.00%	Q	a	0	0	0	0	0	0	0	0	0	0	0	٥	0	0
Native	0.30%	4	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	Veterans	are	5 tin	nes	as lil	kely	toh	ave	PTS	Q					
Gay, lesbian, or bisexual	%	c	ro	0	ф	ф	Ф	ch	ф	ch	Ф	do	ф	ф	ф	b	0
Transgender	%	-	0	0	0	Θ	0	0	.0	0	0	0	0	Θ	0	0	0
Nonbinary, gender fluid, ger	%	cı	0		0	0			0	0			0	0			0

#### Key findings

- Hypothesis 0 performed best on "manage tasks."
- For "get" tasks, there wasn't a clear hypothesis that outperformed the
- Hypothesis 0 had the most direct success with both Veterans and caregivers. ന
- Hypothesis I tends to perform poorly except with caregiver cohorts 4
- For Veterans without health care, H0 performed better in direct success വ
- Hypothesis 0 performs poorly on "get" tasks likely because of labeling within the tree . 0

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%)



For "get" tasks, there wasn't a clear hypothesis that outperformed the other.

						10% tl	10% threshold			
				Total \$	Total success			Direct	Direct success	
			H0 compared to Baseline	H1 compared to Baseline	H1 compared to H0	Overall	H0 compared to Baseline	H0 compared H1 compared H1 compared to Baseline to H0	H1 compared to H0	Overall
Task 1,1	ტ	V Qualify for health care	-61.3	-8.0		53.3 Baseline/H1	49.9	-9.0	40.9	40.9 H1/Baseline
Task 4,5	ග	V Costs for health care	-30.5	4.6	35.1	H1/Baseline	-12.5	-2.9	9.6	9.6 Baseline/H1
Task 5,6	ග	V Costs for health care	5.5	16.5	11.0 H1	H	-0.2	4.6	4.8	4.8 H1/H0/Baseline
Task 7,7	Σ	V Records to community care	5.4	-17.4	271	-22.8 H0/Baseline	20.3	0.4	-20.0 H0	오
Task 8,8	Σ	V Pay medical bill	10.6	-13.5	-24.1 H0	НО	9.0	-14.6	-23.6 Н0	오
Task 9,9	Σ		3.7	-7.6	-11.2 H0	임	15.7	-9.5	-25.2	오
Task 10 10 M	Σ		16.9	8.4	-8.4 H0	유	31.4	12.9	-18.5	위
Tack 11 12	Ξ		9.4	-25.7		-35.1 H0/Baseline	17.6	-20.8	-38.4 H0	오
1 1, 12	<b>E</b> (	1930 11, 12 IVI 11900 Pay	26.2	10.3		-15.9 H0/Baseline	35.5	1.9	-33.5 H0	오

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

eterans		
>		
aregivers + \		

						10% th	10% threshold			
				Total	Total success			Direct	Direct success	
			H0 compared	0	H1 compared	=	H0 compared	H0 compared H1 compared	H1 compared	-
Task 1,1	ტ	G V Qualify for health care	-61.3	to baseline -8.0	2	53.3 Baseline/H1	10 Daseille -49.9	to baseline		40.9 H1/Baseline
Task 4,5	O	V Costs for health care	-30.5			35.1 H1/Baseline	-12.5			9.6 Baseline/H1
Task 5,6	മ	V Costs for health care	5.5	16.5		Ŧ	-0.2	4.6		4.8 H1/H0/Baseline
Task 7,7	Σ	V Records to community care	5.4	-17.4		-22.8 H0/Baseline	20.3	0.4	-20.0 H0	오
Task 8,8	Σ	V Pay medical bill	10.6	-13.5	-24.1 H0	오	0.6	-14.6	-23.6 H0	유
Task 9,9	Σ	V Refill prescription	3.7	9.7-	-11.2 H0	오	15.7	-9.5	-25.2 НО	유
Task 10,10 M	Σ	Chat with Dr online	16.9	8.4		-8.4 H0	31.4	12.9	-18.5 H0	H
ask 11,12	Σ	Task 11,12 M Travel pay	9.4	-25.7	5.71	-35.1 H0/Baseline	17.6	-20.8	-38.4 H0	Н0
ask 12, 11	O	Task 12, 11 G V Paid for community care	26.2	10.3		-15.9 H0/Baseline	35.5	1.9	-33.5 H0	НО

Hypothesis I tends to perform poorly except with caregiver cohorts

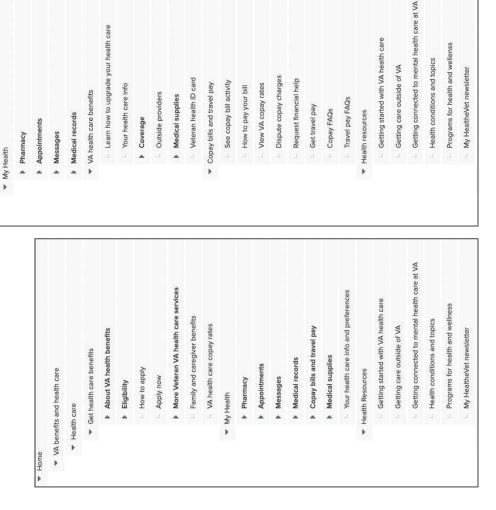
		Caregivers								
						10% th	10% threshold			
				Total	Total success			Direct	Direct success	
			H0 compared to Baseline	compared H1 compared	H1 compared to H0	Overall	H0 compared to Baseline	H0 compared H1 compared H1 compared to Baseline to H0	H1 compared to H0	Overall
Task 1	ტ	V Qualify for health care	-46	2		48 H1/Baseline	-33	-3		30 Baseline/H1
Task 2	ტ	Dental benefits	-10	-13		-3 Baseline	11	5	9-	-6 H0/H1
Task 3	ტ	Mental health	7	35		36 H1	-1	5	9	6 H1/Baseline/H0
Task 4	ტ	V Costs for health care	-5	26		31 H1	80	40		32 H1
Task 5	ტ	V Costs for health care	٦	6		10 H1	6-	-2		7 Baseline/H1/H0
Task 6	O	C Get health care	21	-7		-28 H0	30	-5		-35 Н0
Task 12	თ	V Paid for community care	11	80		-3 H0/H1	7	-10		-17 H0
Task 11	Σ	Travel pay	4-	φ		-22 H0	15	-10		-25 H0
Task 7	Σ	V Records to community care	21	<i>L</i> -		-28 H0	5	1-	-16	-16 H0/Baseline
Task 8	Σ	V Pay medical bill	34	14		-20 H0	22	-5-		-27 Н0
Task 9	Σ	V Refill prescription	17	0		-17 H0	34	9	-28	-28 H0
Task 10	Σ	Chat with Dr online	26	10		-16 H0	35	80	-27	-27 H0

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

						10%1	10% threshold			
/ete	Эľа	Veterans without		Total s	Total success			Direct s	Direct success	
leal	<u>무</u>	health care	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
ask 1	O	Task 1 G Qualify for health care	-56.5	-11.6		44.9 Baseline	49.4	-6.3		43.1 Baseline/H1
sk 2	Q	Task 2 G Enroll in health care	-65.5	0.6-		56.5 Baseline/H1	-59.5	-20.6		38.9 Baseline
isk 3	O	Task 3 G Dental benefits	16.1	22.6		6.5 H1/H0	20.2	17.5		-2.8 H0/H1
Task 4 G	Ø	Mental health	-1.8	15.3		17.1 H1	32.7	13.8	-19.0 HO	유
Task 5 G	O	Costs for health care	-36.3	13.2	2 49.5 H1	Ξ	-17.3	21.2	38.4 H1	Ξ
Task 11 G	O	Community care	45.2	32.3	3 -13.0 H0	유	42.9	9.5	-33.3	유
Task 7 M	Σ	Records to community care	39.3	21.7	7 -17.6 H0	유	54.2	25.9	-28.2	운
Task 8	Σ	Pay medical bill	-3.0	-23.8		-20.8 Baseline/H0	-9.5	-24.3		-14.8 Baseline/H0
Task 9	Σ	Refill prescription	5.4	-5.3		-10.6 H0/Baseline	20.2	-19.6	-39.8	오
Task 10 M	Σ	Chat with Dr online	21.4	12.2		-9.3 H0/H1	23.8	12.7	-11.1	유
12 1sk	Σ	Task 12 M Travel pay	36	-34 4		-38 O. HO/Baseline	19.6	-30 2	-58 8 HO	Ē

VA benefits and health care

- Hypothesis 0 performs poorly on "get" tasks likely because of labeling within the tree
- Hypothesis I 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

#### 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 how to improve Hypothesis 0 for "get" tasks. up questions, to glean more insights into
- Recommend modifying the tree to surface more of the "get" information higher in the
- This could also be done with by modifying the labeling.

Active-duty service members

Veteran eligibility

▼ Eligibility

VA priority groups

How to apply

Apply now

After you apply

Home
VA benefits and health care
My Health
Pharmacy
Appointments
Medical records
WA health care benefits
Learn how to upgrade your health care
Your health care info
Coverage
Coverage
Care and services VA covers
Eamily and caregiver benefits
Apply for VA health care