1095-B Business Owner Brief

FRIDAY, JULY 29TH, 2022

VA | U.S. Department of Veterans Affairs

MOVE

Get to know the team

Core team

PRODUCT

Munish Sikka
Washington DC
Product Lead

Tami Corson
North Carolina
Clinical SME / Scrum

ENGINEERING

Dan Smith
Charleston, SC
QA Engineer / 508
Specialist

Shashank Khandelwal
Rockville, MD
Tech Lead

DESIGN

Thomas McCue
Oak Park, IL
Principal Designer
Director

Carl Dickerson
Atlanta, GA
Content Strategist

Carolyn Williams
Chicago, IL
Experience Designer

Teagan Stephenson
Ft. Lauderdale, FL
Full Stack Engineer
1095-B Product Only

Executive team

Travis Hoffman
MO Studio

Marcy Jacobs
McKinsey & Co

Kevin London
Frog Design

Will Reynolds
SERVE Advisory

Ben Morris
Pluribus Digital

Jeanette Cantrell
MO Studio

Agenda

1. **1095-B MVP launch**
   - 1095-B workplan
   - MVP design updates
   - Product functionality
   - Spanish translation for 1095-B documents

1. **1095-B post-MVP**
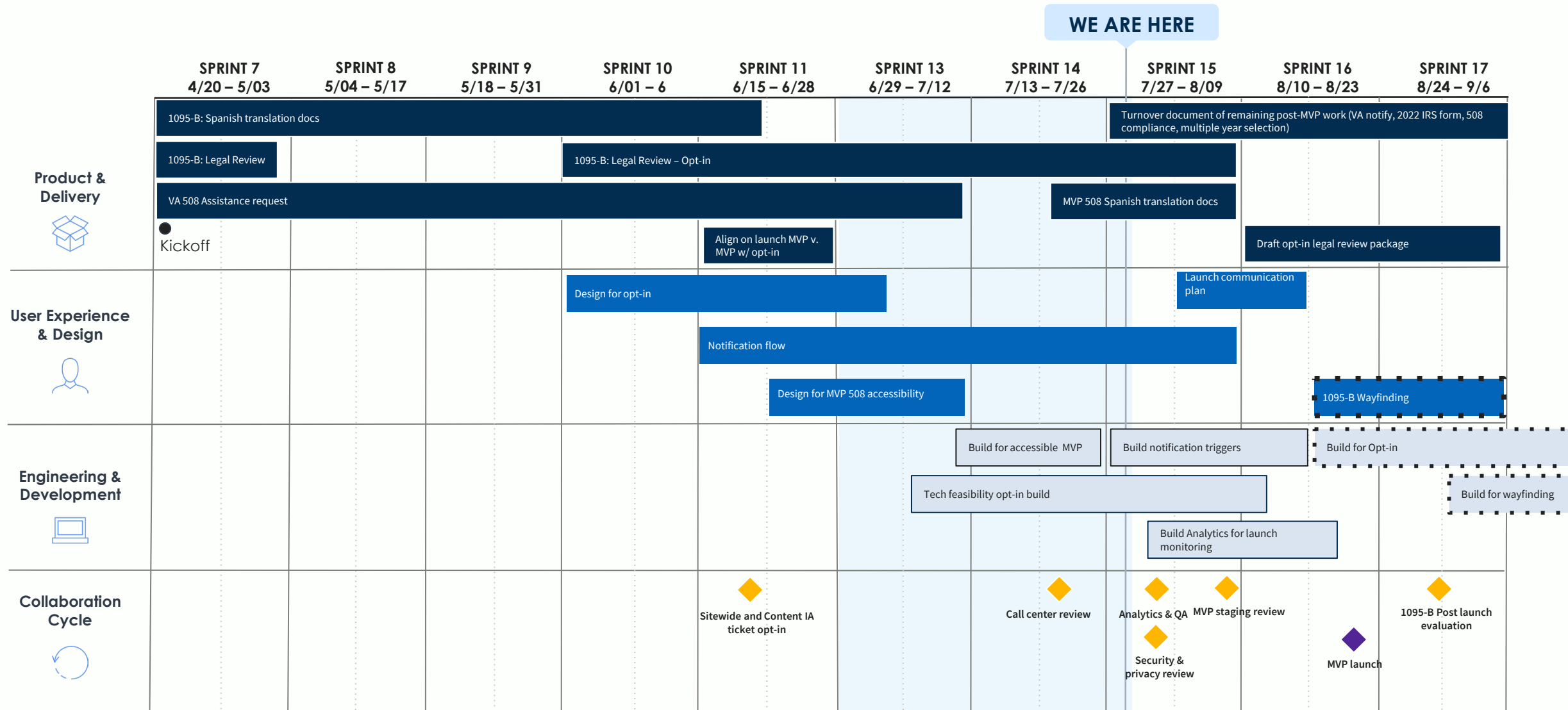   - Paperless Delivery
   - 1095-B extended timeline

1095-B MVP Launch

1095-B workplan

Release

WE ARE HERE

	SPRINT 7 4/20 – 5/03	SPRINT 8 5/04 – 5/17	SPRINT 9 5/18 – 5/31	SPRINT 10 6/01 – 6	SPRINT 11 6/15 – 6/28	SPRINT 13 6/29 – 7/12	SPRINT 14 7/13 – 7/26	SPRINT 15 7/27 – 8/09	SPRINT 16 8/10 – 8/23	SPRINT 17 8/24 – 9/6

Product & Delivery

- 1095-B: Spanish translation docs
- Turnover document of remaining post-MVP work (VA notify, 2022 IRS form, 508 compliance, multiple year selection)
- 1095-B: Legal Review
- 1095-B: Legal Review – Opt-in
- VA 508 Assistance request
- MVP 508 Spanish translation docs
- Kickoff
- Align on launch MVP v. MVP w/ opt-in
- Draft opt-in legal review package

User Experience & Design

- Design for opt-in
- Launch communication plan
- Notification flow
- Design for MVP 508 accessibility
- 1095-B Wayfinding

Engineering & Development

- Build for accessible MVP
- Build notification triggers
- Build for Opt-in
- Tech feasibility opt-in build
- Build for wayfinding
- Build Analytics for launch monitoring

Collaboration Cycle

- Sitewide and Content IA ticket opt-in
- Call center review
- Analytics & QA
- MVP staging review
- 1095-B Post launch evaluation
- Security & privacy review
- MVP launch

MVP design updates

- The original 1095-B PDF was not accessible

- We added a text file version of the 1095-B (an official IRS version) – a more accessible format that is screen reader and assistive technology friendly

- Our new MVP design features radio buttons to select document download format

- PDF offers printability and recognizability; text file offers accessibility
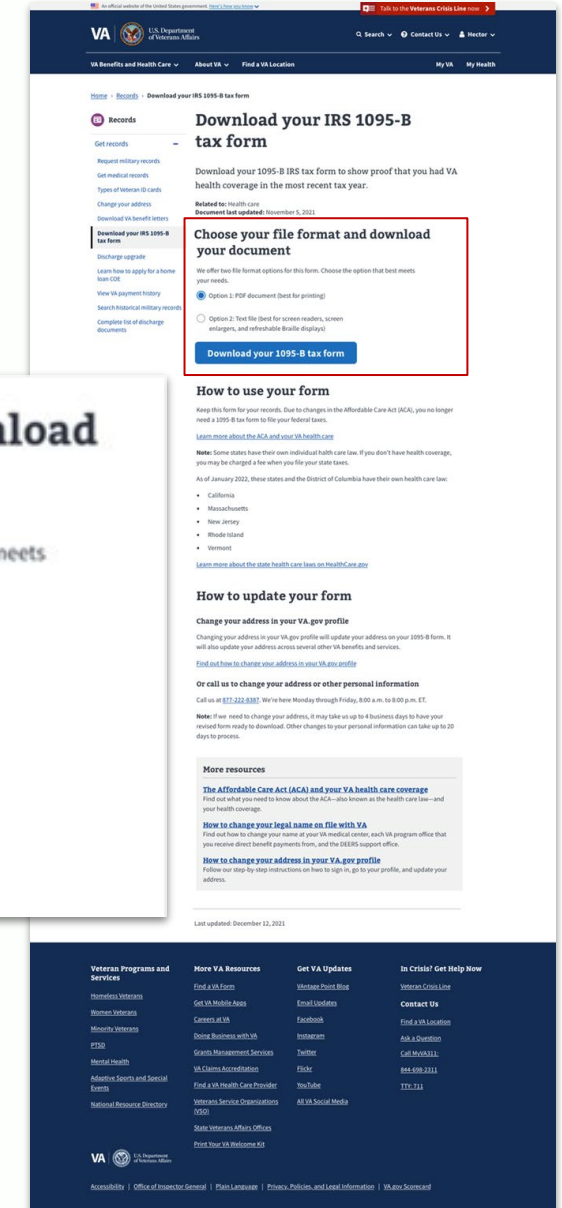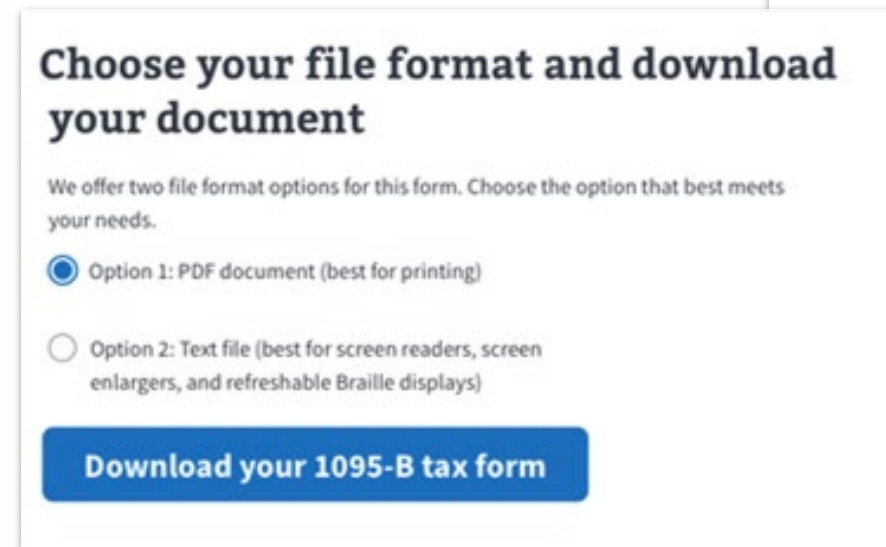
MVP product functionality

- Backend development for PDF and Text file download functionality is complete and being tested in staging

- We have built a clickable [prototype](#) and recorded a product video outlining the complete MVP functionality for the 1095-B download page
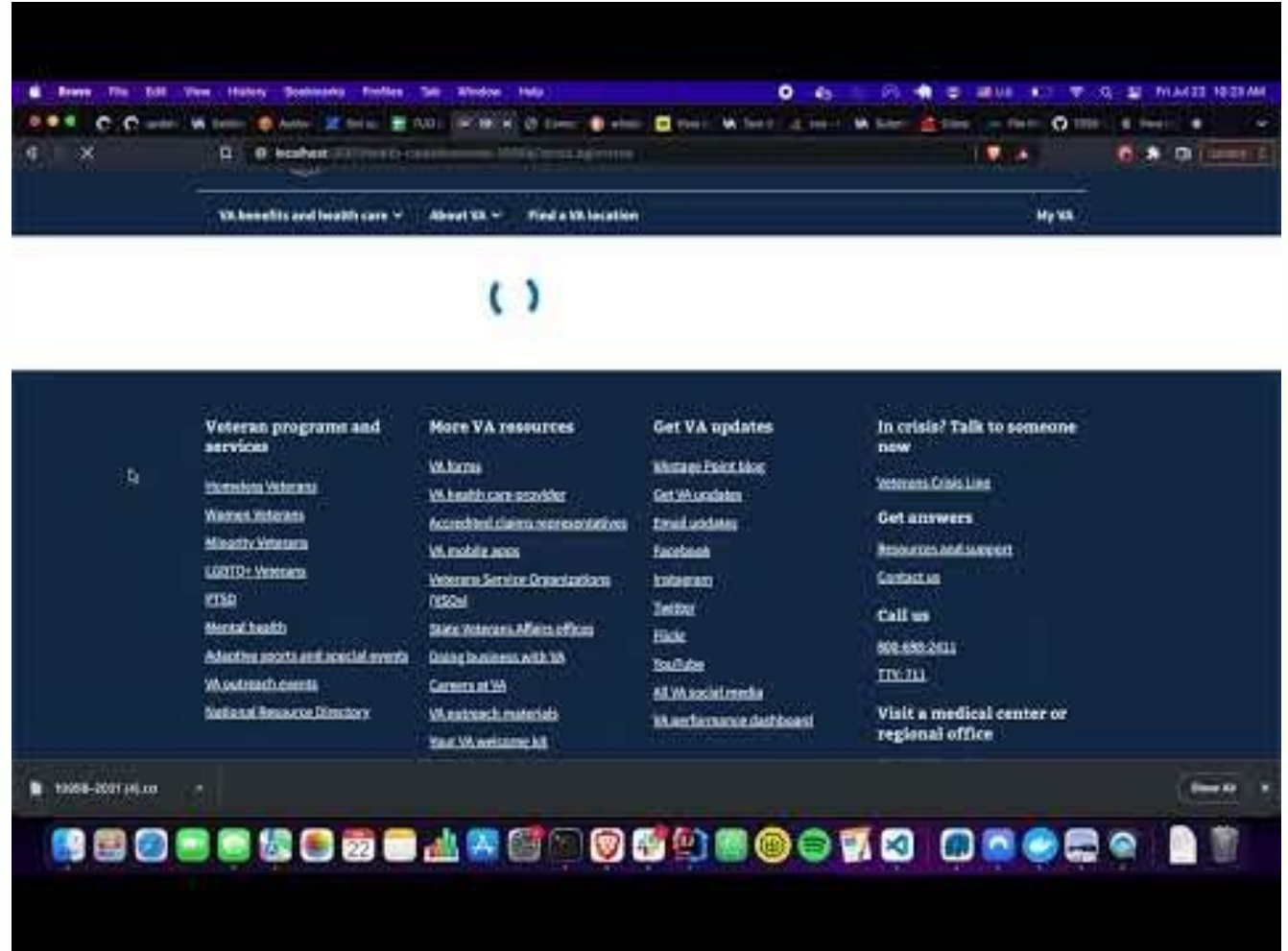
Spanish translation for 1095-B documents

- Revised 1095-B product documentation has been submitted to State Department for translation

- Documents to be translated:
  - SOW Web Content Contract
  - HEC Fact Sheet
  - HEC User Guide
  - 1095-B Landing Page
  - HEC FAQ
  - Cover Letter (for mail)
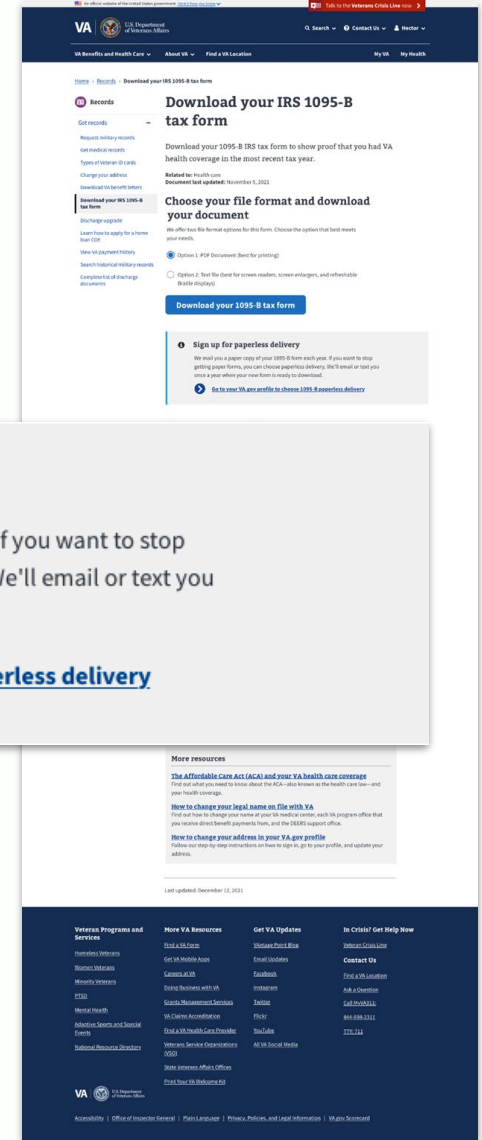
- Not expected prior to MVP launch
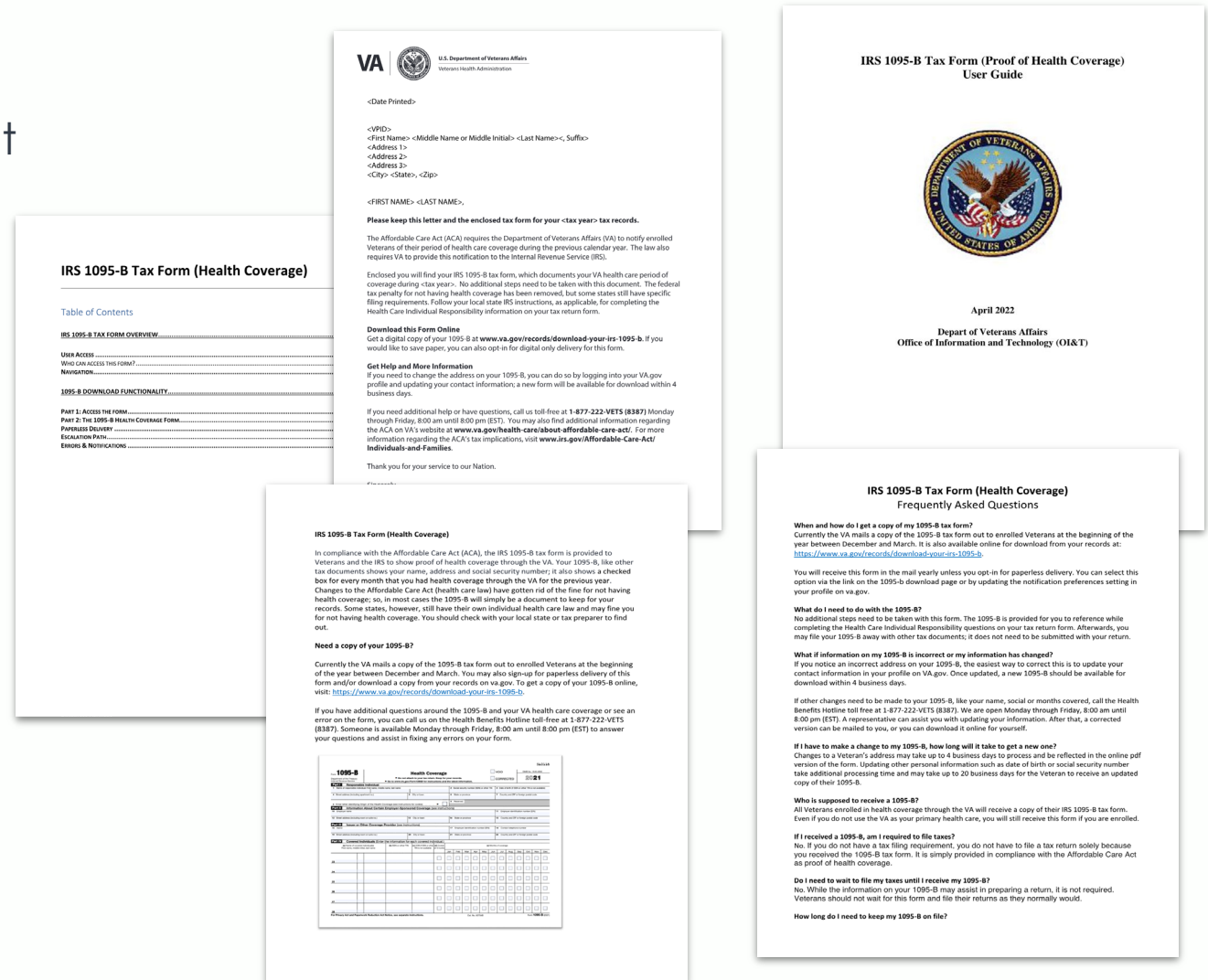
1095-B Post-MVP

Paperless Delivery

- Design has been approved for a Post-MVP Paperless Delivery sign up feature

- Delivery preferences will be managed (and stored) in VA.gov profile

- Veterans will receive a confirmation email each time they update their delivery preferences

ⓘ **Sign up for paperless delivery**

We mail you a paper copy of your 1095-B form each year. If you want to stop getting paper forms, you can choose paperless delivery. We'll email or text you once a year when your new form is ready to download.

→ **Go to your VA.gov profile to choose 1095-B paperless delivery**

1095-B extended timeline

Complete

Remaining sprints

September ⇒ 3.5 Months

1095-B Landing Page for Digital Retrieval

Designed Landing Page for Opt-in

Designed Blast and Annual Notifications

Launch 1095-B Landing page 1095-B

Build Blast and Annual Triggers – 1095-B & HEC (Joshua)

1095-B Wayfinding Sitewide

Communication Strategy 1095-B & HEC

Post Launch Monitoring 1095-B

Opt-in to Paperless Delivery

Designed for Opt-in Component on landing page

Designed Opt-in and Opt-in Notifications

Aligned on Opt-in build Req / Response

Design for Opt-in Component in Profile - VA.gov Profile

HEC OGC Legal Review of Opt-in 1095-B & HEC

Build link Profile to Veterans profile - VA.gov Profile & VA Profile (mike)

Build Opt-in / Opt-out Notification Triggers - VA.gov Profile

Enable Opt-in Link on landing page - 1095-B

Build BE Veterans Profile to Enrollment System for Opt-in - VA Profile (Mike) HEC (Joshua)

Communication Strategy 1095-B & HEC

Questions?