

Google Analytics Overview

Continent

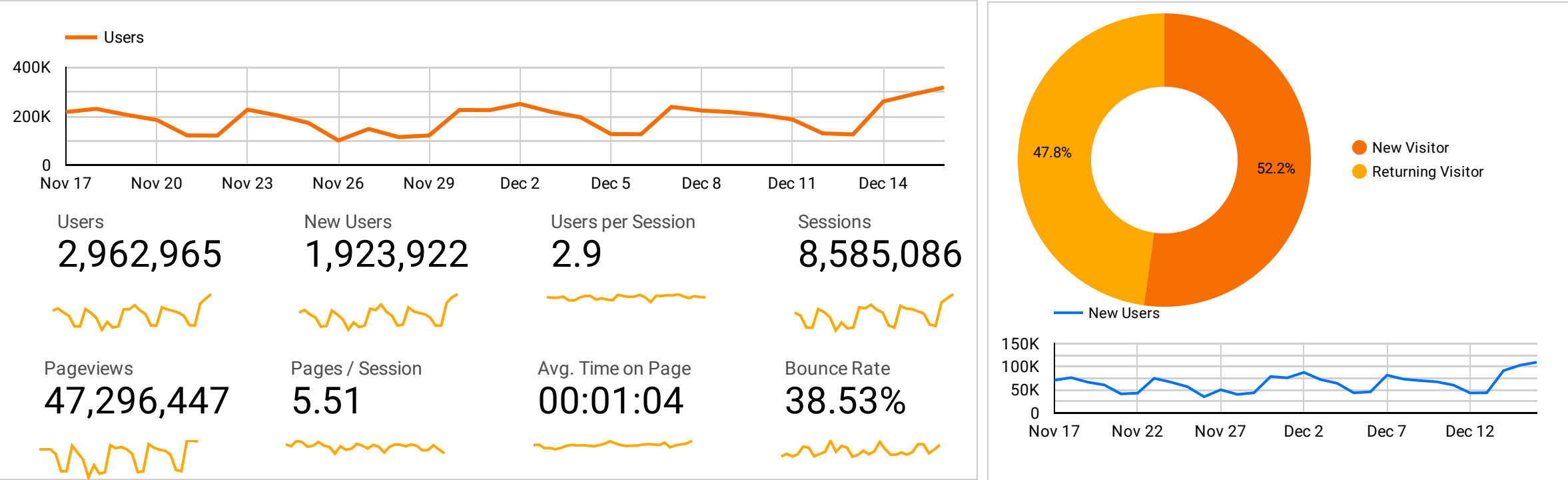
Region

Channel

Device

Nov 17, 2020 - Dec 16, 2020

Overview of your user behaviors

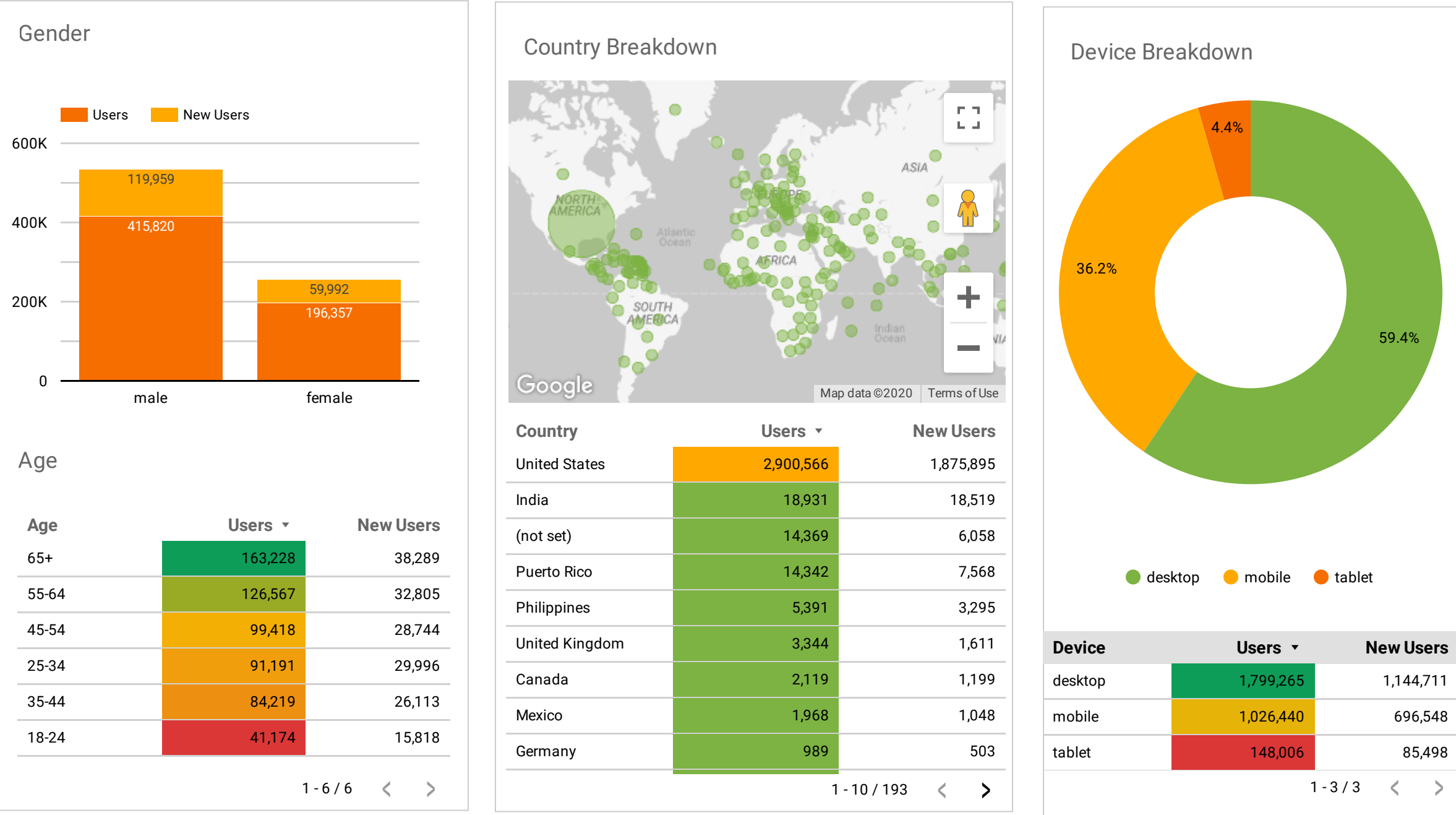


New Visitor

Returning Visitor

New Users

Let's learn a bit more about your users!



What do users search on the site?

Search Term		
Search Term	Users	New Users
billing	2,057	0
travel pay	1,680	3
account number	1,237	0
appointments	1,128	7
travel	799	1
change address	788	4
covid vaccine	711	2
hearing aid batteries	698	0
pay bill	669	0
address change	498	0

Event category breakdown

Event Action	
Event Action	Total Events
Secure Message Sent Message	3,090,597
Rx Refill - Confirmed	1,344,967
Health Record Download - viewer	466,458
Health Record Download - labs-tests	233,438
Health Record Download - health reco...	197,532
Health Record Download - pdf	154,503
MHV - Subscribe Footer Submit	31,265
Outbound Link Clicked: http://www.yo...	22,735
PDF Downloaded - Track Delivery of V...	17,837
Health Record Download - txt	16,299

What sites are the top referrers?

Top Referrers			
Source	Medium	Users	New Users
(direct)	(none)	1,653,617	1,363,000
google	organic	801,716	335,518
Inks.gd	referral	339,248	116,047
bing	organic	172,518	60,348
yahoo	organic	49,345	18,121
public.govdelivery.co...	referral	20,472	183
duckduckgo	organic	12,752	6,319
search.usa.gov	referral	8,568	66
search.aol.com	referral	4,460	1,403
mail.yahoo.com	referral	3,028	566

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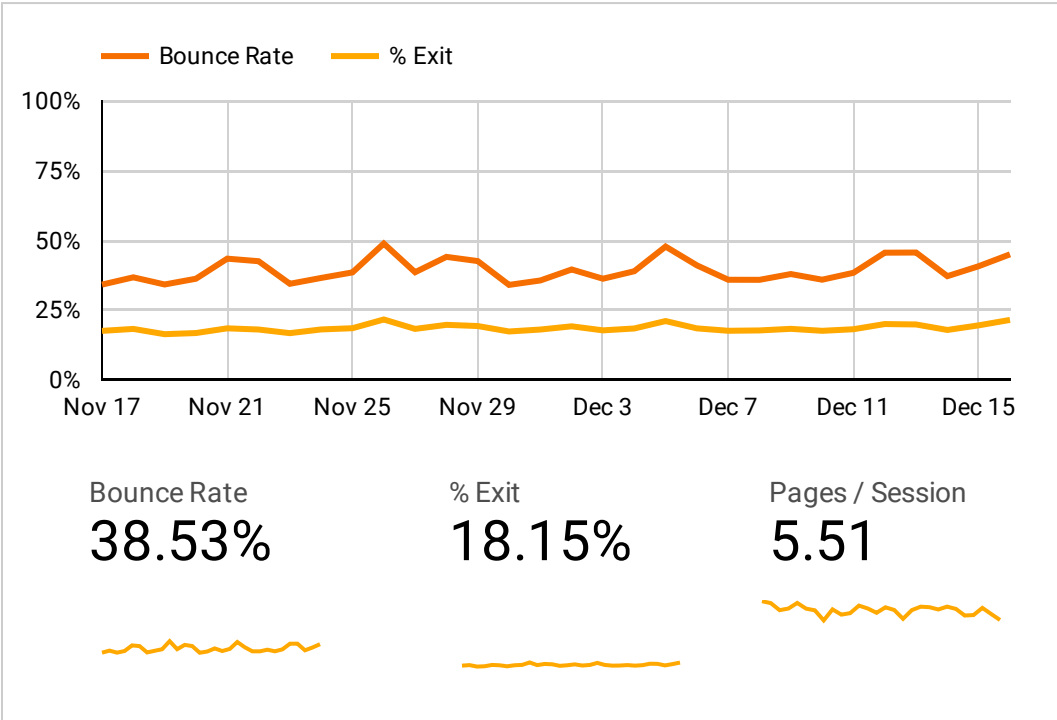
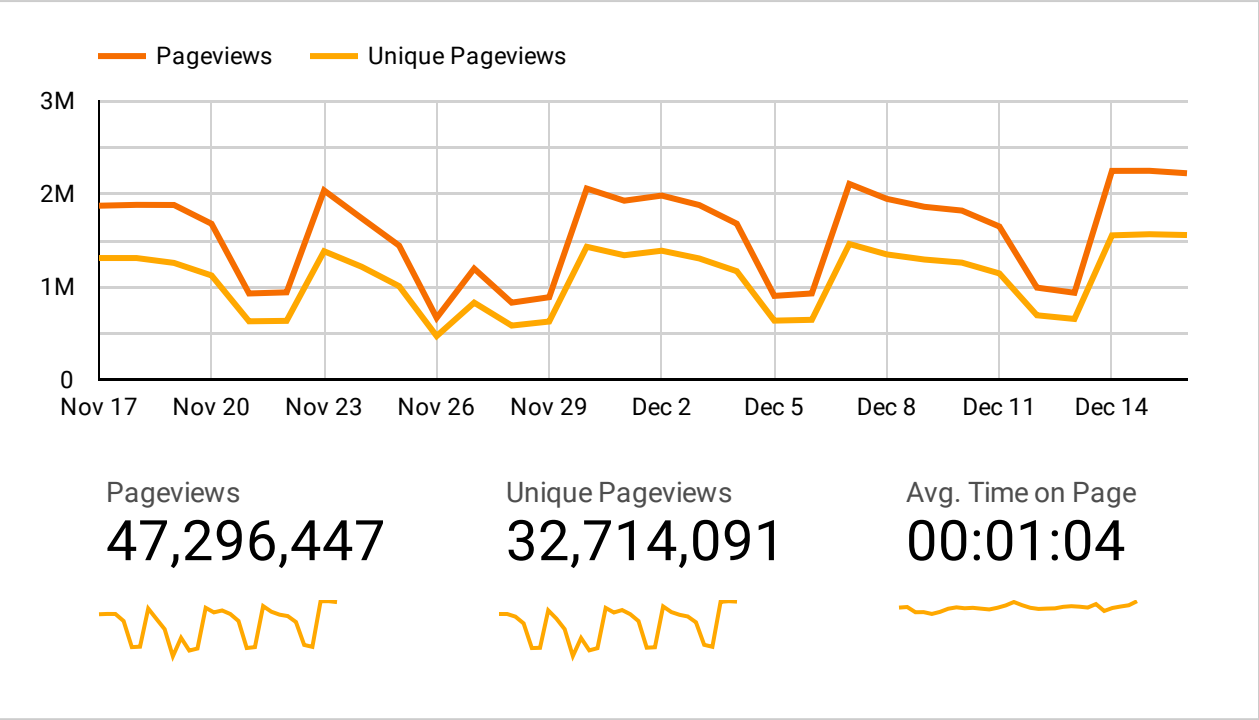
Region

Channel

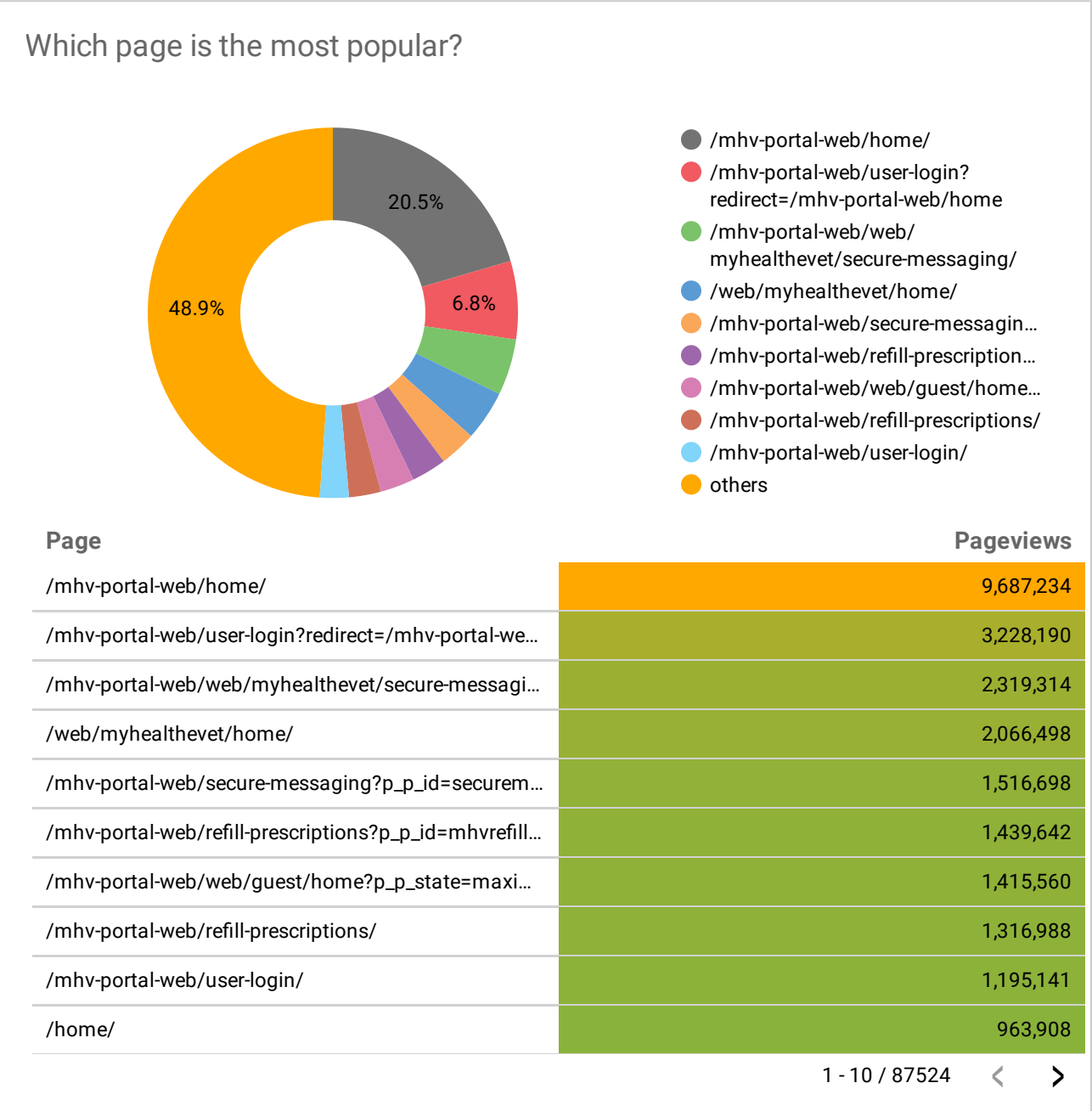
Device

Nov 17, 2020 - Dec 16, 2020

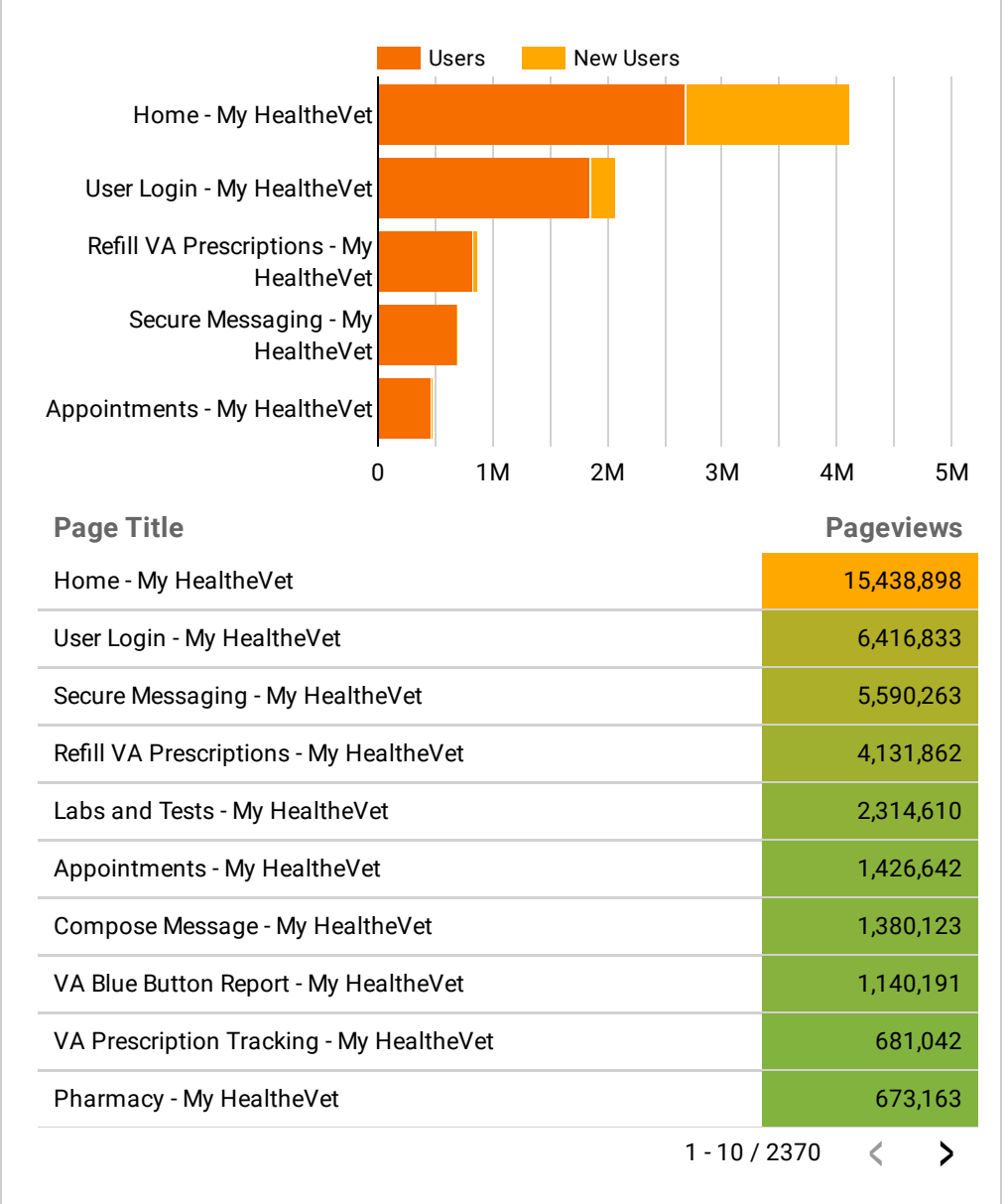
Overview of your user behaviors



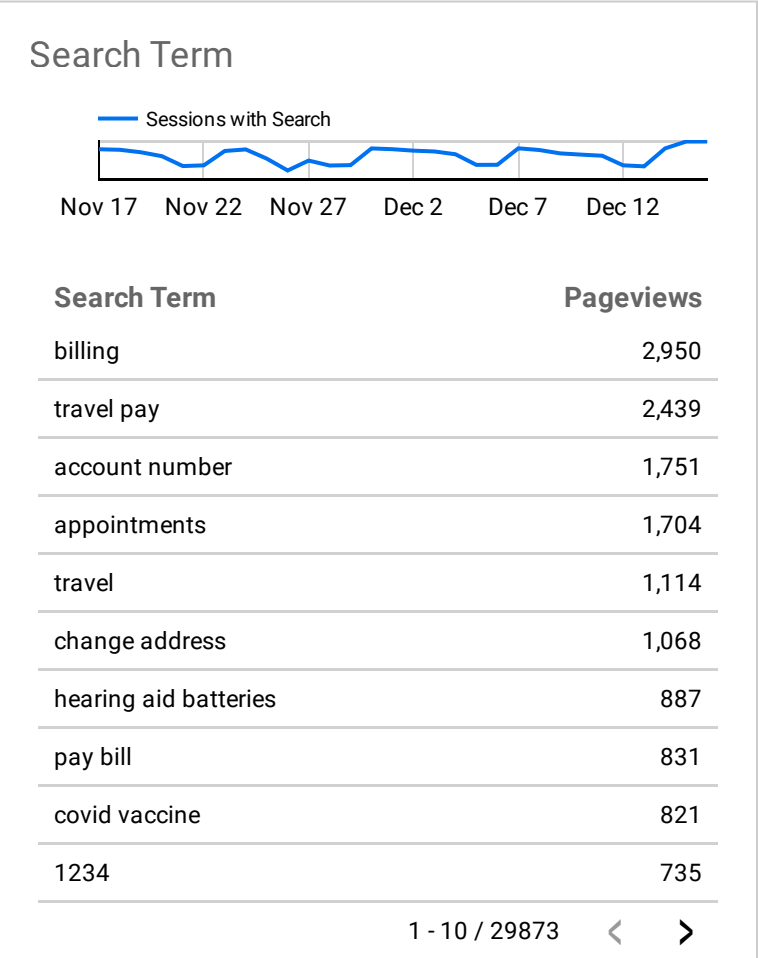
What do users see when they are in your website?



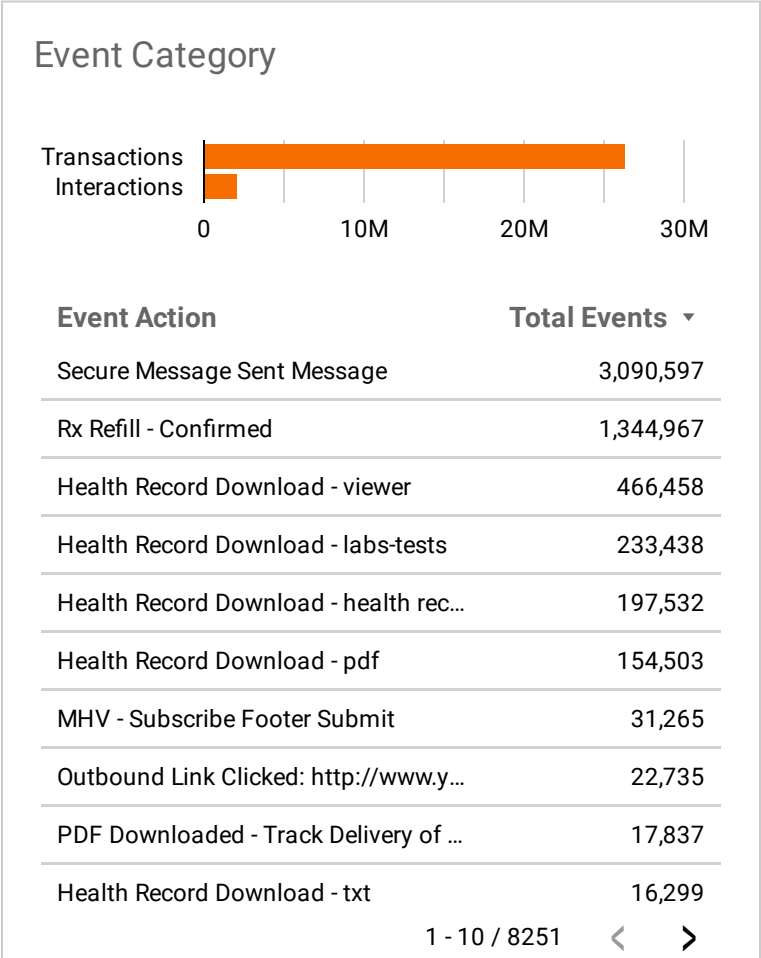
Most popular pages with title breakdown



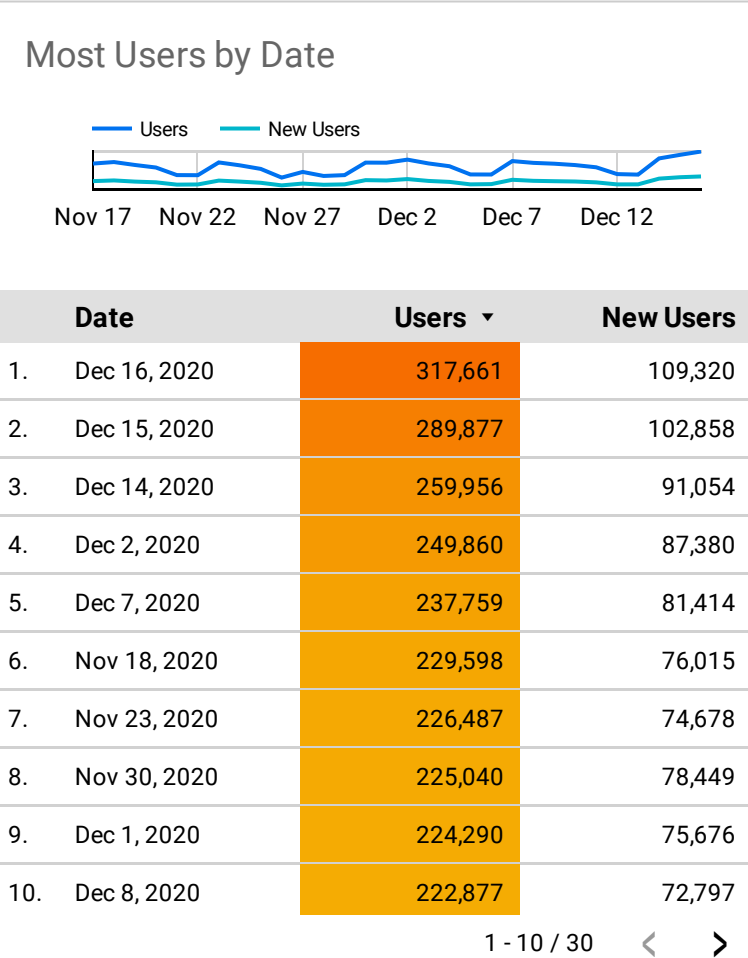
What do users search on the site?



Event category breakdown



How does your website perform?



Gender / Users		
Age	male	female
65+	120,489	46,614
55-64	84,548	43,106
45-54	65,676	34,359
25-34	60,933	30,657
35-44	57,282	26,779
18-24	26,883	14,509

Gender / Users			
Device	Age	male	female
desktop	65+	93,270	31,983
	55-64	53,485	24,091
	45-54	34,033	18,404
	25-34	28,036	16,922
	35-44	22,592	12,499
	18-24	14,829	10,477
	Total	244,912	115,417
mobile	35-44	33,360	13,459
	25-34	31,745	13,160
	45-54	28,997	13,860
	55-64	25,407	14,957
	65+	18,544	8,881
	18-24	11,447	3,841
	Total	149,517	68,810
tablet	65+	8,427	5,610
	55-64	5,253	3,975
	45-54	3,329	1,974
	35-44	1,445	920
	25-34	1,006	664
	18-24	461	314
	Total	19,989	13,480

Age / Users							
Region	Gender	65+	55-64	45-54	25-34	35-44	18-24
Texas	male	9,441	7,413	6,753	6,059	6,034	2,644
	female	3,495	3,629	3,304	3,270	2,794	1,608
Florida	male	14,239	9,331	6,807	5,403	5,543	2,312
	female	5,113	4,533	3,581	2,824	2,531	1,362
California	male	8,709	6,088	4,934	4,869	4,503	2,261
	female	2,826	2,680	2,208	2,428	1,924	1,297
Illinois	male	3,844	2,770	2,142	1,843	1,784	727
	female	1,446	1,421	1,036	957	794	365
Massachusetts	male	3,645	3,144	3,284	3,461	3,429	1,241
	female	1,417	1,683	1,505	1,502	1,421	513
North Carolina	male	5,954	4,516	3,681	3,326	3,240	1,361
	female	2,733	2,490	2,137	1,820	1,601	787
Maryland	male	1,496	1,077	976	822	794	310
	female	583	571	542	456	442	234
District of Col...	male	457	528	516	530	527	148
	female	185	252	261	248	234	85
Georgia	male	4,753	3,661	3,487	2,659	2,864	1,144
	female	1,863	2,052	1,925	1,507	1,517	665
Virginia	male	3,225	2,587	2,180	2,068	1,928	839
	female	1,362	1,431	1,283	1,142	987	523
Ohio	male	4,948	3,345	2,298	1,959	1,959	825
	female	1,941	1,663	1,151	1,064	975	427
Pennsylvania	male	4,649	2,925	2,263	1,987	1,816	739
	female	1,732	1,548	1,129	1,031	867	377
Arizona	male	4,365	2,852	2,163	1,687	1,643	756
	female	1,730	1,437	1,036	779	762	379
Washington	male	2,793	1,836	1,408	1,503	1,226	644
	female	1,035	914	724	761	532	332
New York	male	3,910	2,493	2,055	1,905	1,756	708
	female	1,427	1,329	987	903	772	422
New Hampsh...	male	800	503	335	281	247	104
	female	308	244	172	145	119	55
Oregon	male	2,192	1,417	1,058	1,002	864	400
	female	843	776	513	482	372	211
Tennessee	male	3,078	2,262	1,943	1,622	1,661	654
	female	1,203	1,241	1,034	813	763	312
Colorado	male	2,084	1,602	1,438	1,449	1,163	605
	female	845	805	709	705	555	344
Michigan	male	3,105	2,055	1,516	1,270	1,188	497
	female	1,187	1,162	813	601	581	280
South Carolina	male	2,712	1,806	1,430	1,131	1,147	458
	female	1,161	957	808	632	611	288
Missouri	male	2,479	1,694	1,355	1,281	1,210	540
	female	981	915	776	659	583	283
Indiana	male	2,508	1,636	1,275	1,112	999	440
	female	926	885	652	521	459	233
Minnesota	male	2,553	1,681	1,155	976	933	359
	female	1,077	896	582	546	420	219
Wisconsin	male	2,401	1,581	1,069	972	988	418
	female	1,048	920	616	473	433	209
Alabama	male	1,781	1,409	1,149	885	989	361
	female	655	714	601	507	444	196
Nevada	male	1,750	1,238	994	889	836	367
	female	633	596	459	418	376	174
Kentucky	male	1,202	899	693	535	581	250
	female	507	451	338	264	281	113
West Virginia	male	744	516	366	306	314	132
	female	332	295	196	153	132	53
Kansas	male	991	690	535	440	503	178
	female	388	351	267	221	225	96
Oklahoma	male	1,458	1,171	933	730	777	274
	female	535	555	434	410	372	148
New Jersey	male	1,750	1,048	755	711	679	311
	female	613	522	404	333	307	179
Louisiana	male	1,291	877	811	649	665	289
	female	506	465	390	337	335	149
Iowa	male	1,494	935	635	557	570	253
	female	616	510	350	300	306	100

Age / Pageviews						
Page Title	65+	55-64	45-54	25-34	35-44	18-24
Home - My HealtheVet	1,164,551	813,666	588,866	473,755	459,091	189,040
User Login - My HealtheVet	517,695	372,031	273,583	220,288	220,056	84,862
Secure Messaging - My HealtheVet	425,228	307,984	232,242	189,940	183,078	68,424
Refill VA Prescriptions - My Healthe...	408,608	261,946	169,016	115,928	120,061	42,850
Labs and Tests - My HealtheVet	211,579	138,640	95,988	76,800	69,056	33,802
Appointments - My HealtheVet	124,461	85,474	59,834	44,070	43,981	16,770
Compose Message - My HealtheVet	110,383	78,875	58,104	44,657	42,927	17,165
VA Blue Button Report - My Healthe...	68,487	54,623	42,634	39,158	37,662	14,854
Pharmacy - My HealtheVet	36,050	40,211	38,973	31,654	35,196	8,482
VA Prescription Tracking - My Healt...	69,976	42,669	28,325	19,904	18,677	7,544
Download My Data - My HealtheVet	40,254	32,980	27,533	24,765	23,577	9,414
VA Prescription History - My Healthe...	42,101	31,761	24,816	20,704	20,811	6,889
Forgot My HealtheVet Password - M...	35,540	27,667	23,443	20,659	20,149	9,415
VA Chemistry / Hematology - My He...	42,708	29,067	21,981	18,448	17,082	7,499
Inbox - My HealtheVet	35,960	26,894	18,879	14,271	14,808	4,556
User Registration - My HealtheVet	27,179	22,690	19,318	17,606	16,464	8,368
Forgot User ID - My HealtheVet	23,930	19,867	17,527	17,044	16,015	7,989
My Medications List - My HealtheVet	26,227	16,169	10,831	8,601	7,662	3,600
VA Health Summary - My HealtheVet	16,056	13,253	11,564	10,783	9,954	3,921
Managing Your Prescription Refills ...	20,992	13,230	8,626	6,501	6,333	2,461
VA Medical Images and Reports - M...	15,205	12,054	9,620	8,553	7,551	3,412
My Profile - My HealtheVet	15,259	10,489	8,490	7,688	6,481	3,324
Manage Your VA Appointments - My...	15,697	11,063	8,088	6,469	6,480	2,721
Schedule or Cancel an VA Appointm...	13,847	10,023	7,848	6,872	6,251	2,981
Upgrading Your My HealtheVet Acc...	9,837	7,415	6,228	5,475	5,280	2,669
Not Found - My HealtheVet	13,630	7,693	4,808	3,230	3,170	1,420
VA Medications Summary - My Heal...	12,538	7,772	4,814	3,488	3,466	1,469
Search Results - Search - My Healthe...	11,783	7,698	4,807	3,427	3,154	1,568
Health History - My HealtheVet	9,120	6,357	4,830	4,009	3,672	2,186
Personal Information and Identificat...	8,935	5,884	4,615	4,196	3,323	1,922
Account Management - My Healthe...	9,640	6,119	4,289	3,731	3,229	1,613
Get Your COVID-19 Test Results Onli...	3,310	3,141	3,334	6,156	4,293	4,379
My HealtheVet Offers Three Account...	5,879	4,531	4,130	3,901	3,416	1,862
Vitals - My HealtheVet	8,664	6,075	3,623	1,982	2,242	670
Manage Your Health Records - My H...	6,821	4,487	3,380	3,032	2,691	1,389
Status - My HealtheVet	5,638	4,496	3,525	2,722	2,533	940
Health Information Card - My Health...	5,269	3,889	3,351	3,041	2,401	1,420
(not set)	4,799	3,637	3,496	3,013	2,849	1,316
Contact My HealtheVet - My Healthe...	6,828	4,015	2,602	2,383	1,855	785
Blue Button Availability - My Healthe...	3,041	3,414	3,286	2,756	3,177	701
In Case of Emergency - My HealtheV...	4,365	3,226	2,972	2,252	2,103	1,083
Pharmacy - Rx Refill - My HealtheVet	7,091	4,150	1,742	1,287	1,097	446
Preferences - My HealtheVet	5,074	3,343	2,337	1,767	1,682	772
COVID-19 Test Basics - My HealtheVet	5,529	3,179	2,168	1,289	1,551	539
Track Health - My HealtheVet	4,160	2,881	2,259	2,148	1,703	1,010
My Coverage - health insurance self...	3,550	2,516	2,162	1,850	1,560	1,018
Heart Rate - My HealtheVet	4,912	2,897	1,124	543	648	165
Care Givers - My HealtheVet	3,058	2,046	1,637	1,419	1,167	654
View Blood Pressure Information - M...	4,854	2,413	1,235	587	484	303
Electronic Record Sharing Options - ...	3,003	2,004	1,538	1,347	1,135	623
Manage Folders - My HealtheVet	3,337	2,352	1,576	866	1,101	388
VA Mobile Apps - My HealtheVet	2,000	1,881	1,853	1,324	1,768	414
Treatment Facilities - My HealtheVet	2,787	1,964	1,468	1,084	947	615
Get Care - My HealtheVet	2,407	1,488	1,292	1,224	959	537
Account Activity History - My Health...	2,875	1,820	1,149	831	824	328
Health Calendar - My HealtheVet	2,183	1,420	1,072	699	690	341
How to Spot Deep Vein Thrombosis ...	2,584	1,609	823	491	656	160
Blood Sugar - My HealtheVet	3,476	1,436	494	370	317	129
View Medical Event Information - My...	2,203	1,221	948	727	678	413
View Body Weight Information - My ...	2,714	1,890	627	455	327	146
View Self-Entered Medications, OTCs...	2,094	1,369	879	536	557	275
https://www.myhealth.va.gov/mhv-...	1,945	1,345	853	623	613	296
My Account Type - My HealtheVet	1,781	1,134	786	741	601	327
Personal Health Summary - My Heal...	1,634	1,076	881	714	569	432
Veterans: Call Before Visiting Your V...	1,369	1,120	832	709	744	293
Mental Health - My HealtheVet	1,047	969	924	889	744	414
COVID-19: What Veterans Need to K...	2,052	1,124	649	362	420	193

Google Analytics COVID-19 Overview

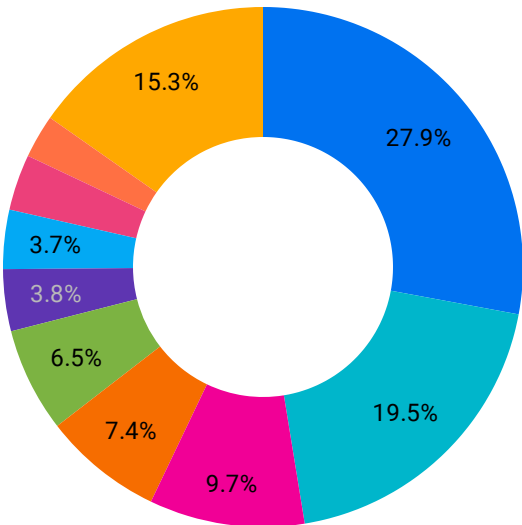
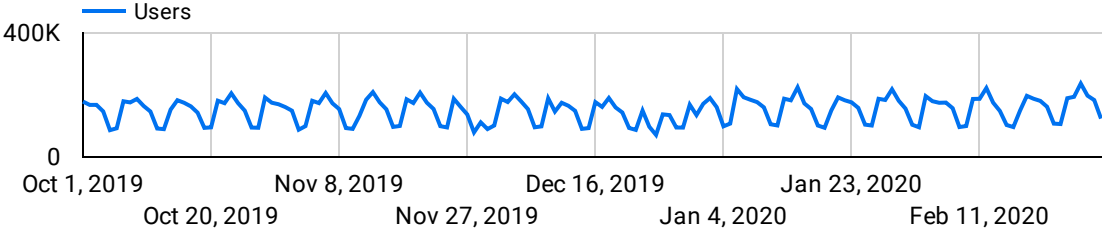
Continent

Region

Channel

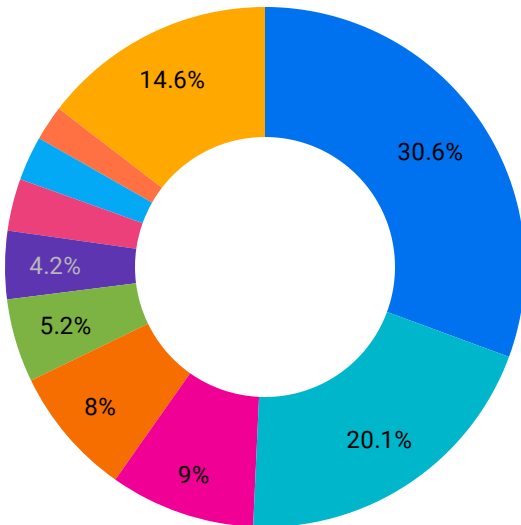
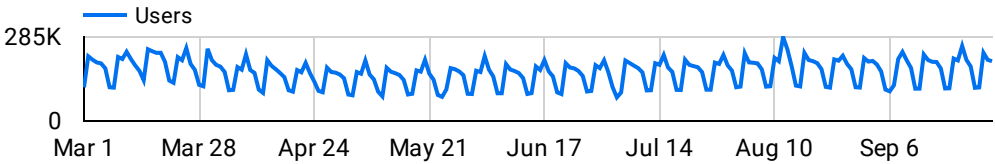
Device

October 1, 2019 - February 29, 2020



- Home - My HealtheVet
- User Login - My HealtheVet
- Refill VA Prescriptions - My HealtheVet
- Secure Messaging - My HealtheVet
- Appointments - My HealtheVet
- Compose Message - My HealtheVet
- Download My Data - My HealtheVet
- Pharmacy - My HealtheVet
- Labs and Tests - My HealtheVet
- others

March 1, 2020 - September 30, 2020

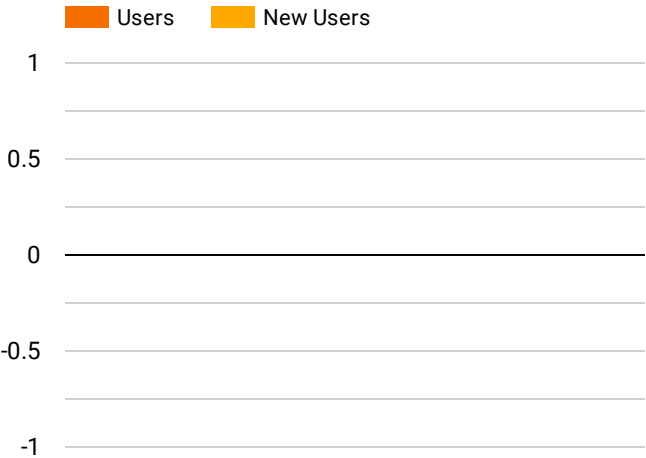


- Home - My HealtheVet
- User Login - My HealtheVet
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- Compose Message - My HealtheVet
- Pharmacy - My HealtheVet
- Download My Data - My H...
- VA Prescription History - ...
- others

	Page Title	Users
1.	Home - My HealtheVet	8,415,096
2.	User Login - My HealtheVet	5,882,654
3.	Refill VA Prescriptions - My HealtheVet	2,910,965
4.	Secure Messaging - My HealtheVet	2,243,097
5.	Appointments - My HealtheVet	1,956,089
6.	Compose Message - My HealtheVet	1,159,690
7.	Download My Data - My HealtheVet	1,107,585
8.	Pharmacy - My HealtheVet	1,050,292
9.	Labs and Tests - My HealtheVet	814,017
10.	VA Blue Button Report - My HealtheVet	736,949
11.	VA Prescription History - My HealtheVet	712,056
12.	Keeping Up with Your VA Appointments - My HealtheVet	653,905
13.	VA Prescription Tracking - My HealtheVet	618,320
14.	My Medications List - My HealtheVet	529,420
15.	User Registration - My HealtheVet	504,723
16.	Schedule or Cancel an VA Appointment Online - My HealtheVet	441,939
17.	VA Medical Images and Reports - My HealtheVet	419,704
18.	Managing Your Prescription Refills Online - My HealtheVet	418,413
19.	Inbox - My HealtheVet	412,719
20.	My Profile - My HealtheVet	409,509

	Page Title	Users
1.	Home - My HealtheVet	12,620,354
2.	User Login - My HealtheVet	8,289,755
3.	Refill VA Prescriptions - My HealtheVet	3,724,375
4.	Secure Messaging - My HealtheVet	3,317,186
5.	Appointments - My HealtheVet	2,140,811
6.	Compose Message - My HealtheVet	1,745,620
7.	Pharmacy - My HealtheVet	1,334,754
8.	Download My Data - My HealtheVet	1,139,400
9.	VA Prescription History - My HealtheVet	900,430
10.	Labs and Tests - My HealtheVet	828,858
11.	User Registration - My HealtheVet	786,363
12.	VA Prescription Tracking - My HealtheVet	783,150
13.	VA Blue Button Report - My HealtheVet	755,293
14.	Managing Your Prescription Refills Online - My HealtheVet	685,533
15.	My Medications List - My HealtheVet	623,851
16.	Inbox - My HealtheVet	611,156
17.	Schedule or Cancel an VA Appointment Online - My HealtheVet	570,236
18.	Keeping Up with Your VA Appointments - My HealtheVet	524,591
19.	My Profile - My HealtheVet	513,235
20.	Forgot My HealtheVet Password - My HealtheVet	495,402

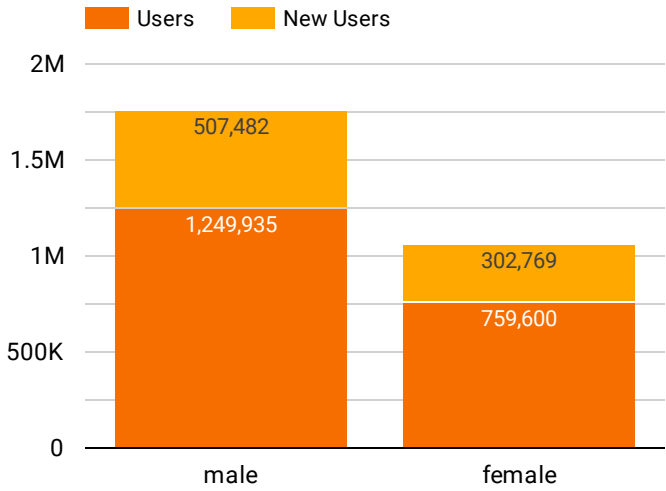
Gender



Age

Age	Users	New Users
No data		

Gender



Age

Age	Users	New Users
65+	573,779	193,423
55-64	471,942	158,806
45-54	363,094	124,762
25-34	337,176	123,894
35-44	310,650	110,025
18-24	177,140	64,663