

# Our Mission

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## **VA's Mission\***

**To care for those who shall have  
borne the battle, and for their  
families**

\*Modified for inclusivity

## **OIT's Mission**


**Collaborate with our business partners to create the best experience for all Veterans**

## **Our Mission**

**Continuously deliver high-quality digital experiences for the benefit of all Veterans and their families**

# Our Mission


Digital products require ongoing improvement and maintenance



**Continuously deliver** high-quality digital experiences for the benefit of all Veterans and their families

# Our Mission

To deliver is not enough. Exceed users' expectations of 21<sup>st</sup> century government, moving away from slow analog processes



Continuously deliver **high-quality digital experiences** for the benefit of all Veterans and their families

# Our Mission

Our primary goal: deliver benefits to 18 million Veterans, and their survivors, dependents, and caregivers

Continuously deliver high-quality digital experiences for the **benefit of all Veterans and their families**

## Goals for 2021 (and beyond)

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

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

Veterans can manage their health services online

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

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

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

Veterans and their families can apply for all benefits online

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



## OUR GOALS & NUMBERS

# Numbers for 2021 (and beyond)

↑  
Increase

Usage of digital, self-service tools

Percent of applications submitted online (vs. paper)

Benefit use and enrollment, across all business lines

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

Completion rate of online transactions

Veteran satisfaction with VA.gov

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

↓  
Decrease

Call center volume, wait time, and time to resolution

Time from online benefit discovery to benefit delivery

Time to successful complete and submit online transactions

Time to process online applications (vs. paper)

# Digital Experience Crews & Teams

Digital Experience Front Office					
Platform	Global Website	Account Experience	Native Mobile	Health Tools	Benefits Tools
FE Tools	Facilities	Personalization	Mobile App 1	Applications for Health Care	Benefits 1
BE Tools	VAMC Upgrade	Login and Identity	Mobile App 2	Patient Questionnaire	Benefits 2
Operations	CMS Product Support	Contact Center		Dig Health Mod. Research	eBenefits Migration
Testing	Tools	Ask a Question / Chatbot		Patient Experience 1	Education
Product Support	Search & Discovery	Notifications Engine		Patient Experience 2	
Service Design	Sitewide Content	VEText Notifications		Online Scheduling	
Analytics & Insights	UX & Design System			COVID Response	
CMS Core Application	Translation				