Design review

Agenda

- Health Hub IA tree tests status
- 1095-B review
- Health Hub research next steps

IA tree test status

Timeline

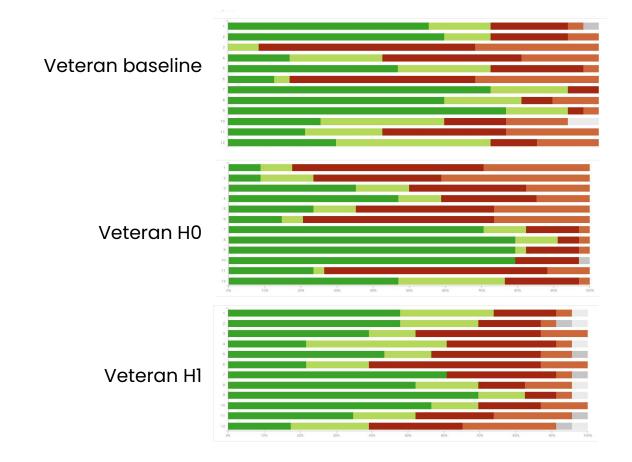
- June 6 Research plan submitted
- June 7 Perigean begins recruiting, tests open to participants
- June 13 Recruitment over, tests open to all participants
- June 28 Testing closes
- June 29 Research synthesis begins
- July 7 Design Review: Research synthesis presentation

Participant update

- H0 Veterans
 - 24 completed
 - 0 abandoned
- H1 Veterans
 - 16 completed
 - o 2 abandoned
- HB Veterans
 - o 21 completed
 - 1 abandoned

- H0 Caregivers
 - o 1 completed
 - 0 abandoned
- H1 Caregivers
 - 0 completed
 - 0 abandoned
- HB Caregivers
 - o 0 completed
 - 0 abandoned

Task statistics



Tree tasks

- 1. As a Veteran, you want to know if you can get VA health care
- 2. You're a Veteran who wants to enroll in VA health care.
- 3. As a Veteran, you want to know if you can get dental benefits through VA.
- 4. You want to know what types of services and support you can get for your mental health needs.
- 5. You want to find out the costs for VA health care services.
- 6. You just received your new disability rating. You want to find out how this could affect how much you would have to pay for VA health care.
- 7. As a Veteran with VA health care, you want to send your VA health records to a non-VA provider.
- 8. You want to check how much you owe for your last medical visit and pay your bill.
- 9. You need to request a refill for a prescription you get from VA by mail.
- 10. You have a question for your doctor and want to communicate with them online.
- 11. You want to know if VA will pay for you to get health care outside of VA.
- 12. You drove to your VA primary care appointment and want to get paid back for the cost of gas.

Initial thoughts on a first pass at analysis

- Eliminate outlier tasks that perform poorly across both hypotheses and baseline (but come back to them for insight later)
- Overall look at performance of tasks by hypothesis
- Are there common tasks that perform better than others?
- What commonalities do those tasks have that might be making them perform better than others?
- Does one hypothesis stand out?
- Do trees perform better based on demographic lines, for example education or gender?
- Then we go deeper...

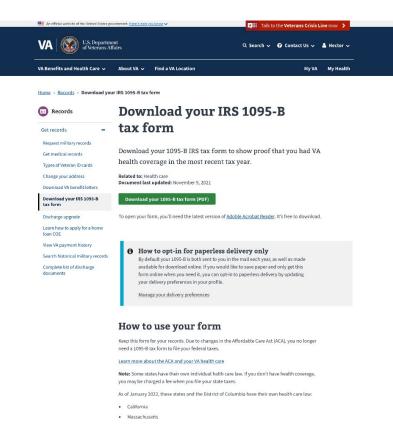
1095-B review

Design considerations for opt-ins

- 1. Content design Emphasis on clarity and simplicity, with the intent of providing instructions and a path to the profile settings
- 2. Potential for confusion given the the opt-in action only applies to 1095-B
- Component selection should present opt-in information and path without distracting from the primary intent of the page, which is to download the digital form.

Opt-in: Option 1

- Message: Content is intended to create awareness, provide instructions, and present a path to action.
- Component: The blue information box is intended for information content and actions. It highlights the opt-in information without being disruptive to the overall intent of the page.



Opt-in: Option 2

- Message: A more explicit description of the opt-in action in the sub-head is followed by a clear direction as to what opting-in does.
- Component: Presentation of the information is more subtle. The component employed here presents the opt-in action without distracting from the primary intent of the page.



Iterations on design to include paperless opt-in

• How to opt-in for paperless delivery only

By default your 1095-B is both sent to you in the mail each year, as well as made available for download online. If you would like to save paper and only get this form online when you need it, you can opt-in to paperless delivery by updating your delivery preferences in your profile.

Manage your delivery preferences

Option 1

Go Paperless: Opt-in to paperless delivery only

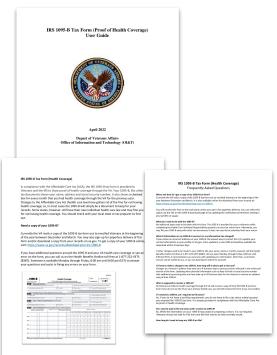
Choose how you want to receive this form. By default it is both mailed to you and available for online download. You can help reduce paper waste by opting in to paperless delivery.

Paperless settings

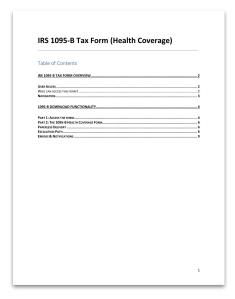
Option 2

Updated documentation

HEC Documents



<u>Product Guide:</u> <u>Call Center Review</u>



Cover Letter

VA Sopurtner of Viteran Affairs Viteran North Advantages	
<date printed=""></date>	
OFFID: OFFID Names - Adddle Name or Middle Initials - <last -="" -<,="" 1="" address="" names="" suffice=""> - Address 2> - Address 3> - Address 3 CutyCallers, -<cid< td=""><td></td></cid<></last>	
<first name=""> <last name="">,</last></first>	
Please keep this letter and the enclosed tax form for your <tax year=""> tax records.</tax>	
The Affordable Care Act (ACA) requires the Department of Veterans Affairs (VA) to notify enrolled Veterans of their period of health care coverage during the previous calendar year. The law also requires VA to provide this notification to the internal Revenue Service (RIS).	
Enclosed you will find your IRS 1095-8 tax form, which documents your VA health care period of coverage during ctax year. No additional steps need to be taken with this document. The fedral tax penalty for to thangin health coverage has been removed, but some states that have specific filing requirements. Follow your local state IRS instructions, as applicable, for completing the Health Care Individual Repossibility information on your tax return form.	
Download this Form Online Get a digital copy of your 1995-8 at www.va_gov/records/download-your-irs-1995-b. If you would like to save paper, you can also opt-in for digital only delivery for this form.	
Get Help and More Information If you need to change the address on your 1095-8, you can do so by logging into your VA gov profile and updating your contact information; a new form will be available for download within 4 business days.	
If you need additional help or have questions, call us toll-free at 1-877-222-VETS (8387) Monday through Friday, 800 am until 800 pm (EST). You may also find additional information regarding the ACA on VX webbile at www.scape/whealth-care/bout-affordable-care-act. For more information regarding the ACA's tax implications, visit www.lss.gov/Affordable-Care-Act/ individuals—and-families.	
Thank you for your service to our Nation.	
Sincerely,	
Director, Health Eligibility Center 702 990A VHA Member Services 4pr 2022	

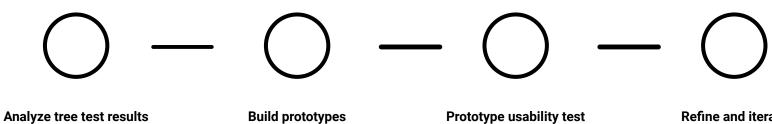
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Next Steps

- Submit sitewide ticket before opt-in legal approval?
- Send copy and designs to Tarsha for review (if needed)

Health Hub research next steps

Research next steps



Workshops to analyze together and share out synthesis

Develop lo-fidelity prototypes informed by tree test synthesis that address placement

Test prototypes with **Veterans and Caregivers** Refine and iterate

Research goal and question

Goal: Use prototypes to test placement of and navigation to 'My Health' on VA.gov with Veterans and caregivers.

Questions:

- Can Veterans find where to complete 'manage' and 'get' tasks starting from VA.gov?
- 2. Can Veterans navigate to the information or task they need when they land on a page from search (or a link they have)?

Next steps

- June 14 Sprint Demo
- June 24 Next Design Review:
 - Present preliminary conclusions from IA Tree Test findings
 - Update on Research Plan 2

Outline of Research Plan 2

Research goals

- How might we 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?

We want to observe Veterans completing tasks related to health care benefits on VA.gov to evaluate navigation and wayfinding on the prototype based on the results from the previous IA tree test. We also want to learn the drivers, motivations, pain points of getting and managing health care benefits.

Outline of Research Plan 2

Research Questions

- Does the placement and navigation of health care benefits allow Veterans to find the information and complete tasks that they need to do?
- What influence does page navigation and wayfinding have in how a Veteran interacts with their health care benefits?

Hypothesis

 Appropriate cross-linking and wayfinding will refine the information architecture allowing Veterans to find the information they need and where to complete health-related tasks without frustration or delay.

Outcome

To understand (and build consensus) how to best organize the UX for 'get benefits' and 'manage benefits,' specifically for health care, on VA.gov. We'll use the UX insights from this research to build and test high-fidelity wireframes of the Health Hub.

Outline of Research Plan 2

Method

- Moderated usability testing, 45 minutes
- Warm up questions related to health benefits
- Prototype usability testing

Recruitment

Recruit 15 participants accounting for ~5 no shows with 10 participants completing

Timeline

- Sprint 6 Review preliminary research synthesis and submit finalized research plan 2
- Sprint 7 Recruitment and testing and synthesis

Prototypes

