Objective: Easy, personalized, equitable access to the most popular VA transactions via a native mobile app so it's faster and easier for Veterans to do what they need to do

	Claims and appeals	Health care	Payments and debt	App experience/login	Letters and documents
Outcomes	Reduce the time and friction in submitting and receiving claims- and appeals-related information	Complete core healthcare tasks without leaving the app	Receive timely information easily about your financial situation at VA	Log in reliably and quickly, access what's most important	Fast and easy to view and share important letters and documents
Features	Claims status notifications Scan to upload expansion View disability rating letter	Prescription refill Request appointments View and share health records *Cerner integration Appt status notifications	Payment notifications	Upgrade auth engine Personalized experience Updated navigation Baseline accessibility	
Nice to have			Pay co-pay Co-pay reminders View and manage debt Request / manage travel pay		Document vault Add new letters and documents
Results to measure	Opt in rate, usage, mail received	Usage, time to complete transaction	Usage, timeliness of payments, accrual of debt, time to receive travel pay	Time to login, completion rate, session time	Usage, completion rate

Key results: Acquisition, app rating 4.8+, top 20 features available in app Health metrics: 99.9% crash-free, 4.6+ star rating, accessibility