

# FLAGSHIP MOBILE STRATEGIC ROADMAP

## Phase 1:

### POC (2021)

Minimum viable product;  
view my information more  
easily and complete some  
simple transactions

- Biometric login
- Claims and appeals status
- View health appts
- Secure messaging
- Etc.

## Phase 2:

### Complete (2022)

Serve the needs of most VA  
Veterans, most of the time

- Appointment mgmt
- Auth improvements
- Rx refill
- Cerner integrations
- Payments
- Medical records
- Etc.

## Phase 3:

### Proactive (2023)

Use what we know about our  
customers to surface relevant,  
timely information; build  
innovative solutions to solve  
common pain points

- Appointment status change  
notifications
- Claims “shepherding”
- Notifications for debt  
accrual and payments
- Deepen personalization

## Phase 4:

### Expanded (?)

Expand our customer base to  
transitioning  
Servicemembers, Caregivers,  
and representative

- Tailored experience for  
Caregivers and  
representatives
- Enrollment in healthcare,  
disability comp

**VA**



U.S. Department  
of Veterans Affairs

## Q3 2022

### Launch (in production)

New sign-in to 50% of users

Appointment request and direct scheduling

Rx refill

Secure messaging push notifications

### Build (code complete)

New navigation

**Define (requirements/ designs complete)**  
Labs and tests

Rx renewal

Personalized home screen

**Discover (sprint zero complete, ready for handoff)**  
Debt

Check-in

Claims notifications

## Q4 2022

### Launch (in production)

New sign-in to 100% of users

Rx renewals

**Build (code complete)**  
New navigation Labs and tests

Personalized home screen

**Define (requirements/ designs complete)**  
Debt

Download health record

Checkin

Claims notifications

**Discover (sprint zero complete, ready for handoff)**  
Travel pay

Claims experience

## Q1 2023

### Launch (in production)

Labs and tests

Check-in

Personalized home screen

Claims notifications

**Build (code complete)**  
Download health record

Debt

**Define (requirements/ designs complete)**  
Claims enhancements

Travel pay

**Discover (sprint zero complete, ready for handoff)**  
File for claims increase

C&P exam data

Sharing healthcare information

## Q2 2023

### Launch (in production)

Debt

Download health record

**Build (code complete)**  
Travel pay

**Define (requirements/ designs complete)**

**Discover (sprint zero complete, ready for handoff)**

Make payments

Pre-visit agenda

Post-visit summary

## Backlog

Request claims review

Payment notifications

Health chat

Document storage

Urgent care

Telehealth

**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
<b>Outcomes</b>	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
<b>Features</b>	Claims status notifications Scan to upload expansion View disability rating letter	<b>Prescription refill</b> <b>Request appointments</b> View and share health records *Cerner integration Appt status notifications	Payment notifications	Upgrade auth engine <b>Personalized experience</b> <b>Updated navigation</b> Baseline accessibility	
<b>Nice to have</b>			Pay co-pay Co-pay reminders View and manage debt Request / manage travel pay		Document vault Add new letters and documents
<b>Results to measure</b>	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**