

VA



U.S. Department
of Veterans Affairs

VA's Flagship Mobile App

Making it faster and easier for Veterans to get things done.

VISION

Deliver the digital services that Veterans expect and deserve.

VISION

*Veterans and beneficiaries, and their caregivers or other designated representatives, will be able to access digital services through a **single, integrated, and fully inclusive digital platform on VA.gov and a flagship VA mobile application** so that VA's customers don't have to use separate portals, websites, or mobile applications when managing their health care and benefits online.*

Customer Experience Executive Order

Strategy

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

Objective:
We provide Veterans
easy, personalized
access to the most
popular digital services
via the flagship native
mobile app

KR1: 1,000,000
monthly active
users

KR2: App store
rating at 4.8 stars

KR3: 20 most
common VA digital
services available
via the app



Health
Metrics

Accessibility
measure (need to
baseline)

App store rating at
or above 4.6 stars

99% Crash
Free