Secure Messaging on VA.gov Phase 1 Data Summary
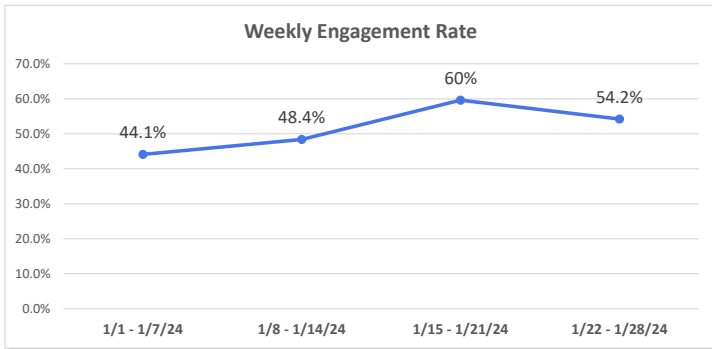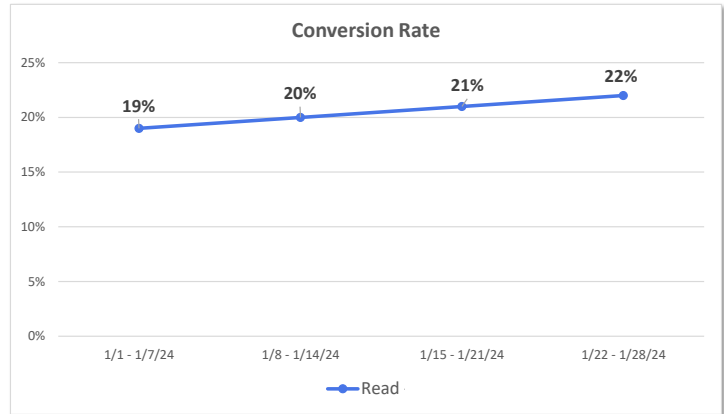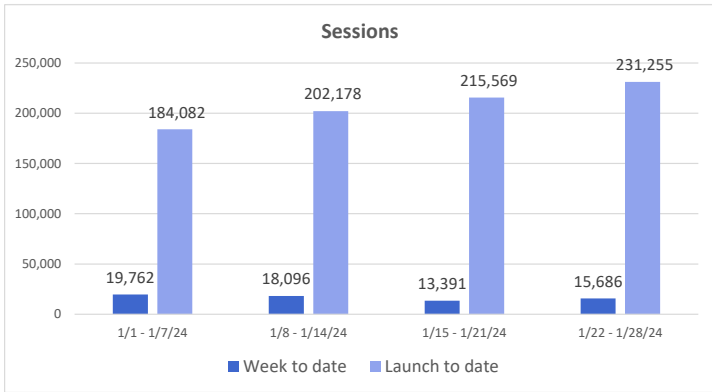
January 2024

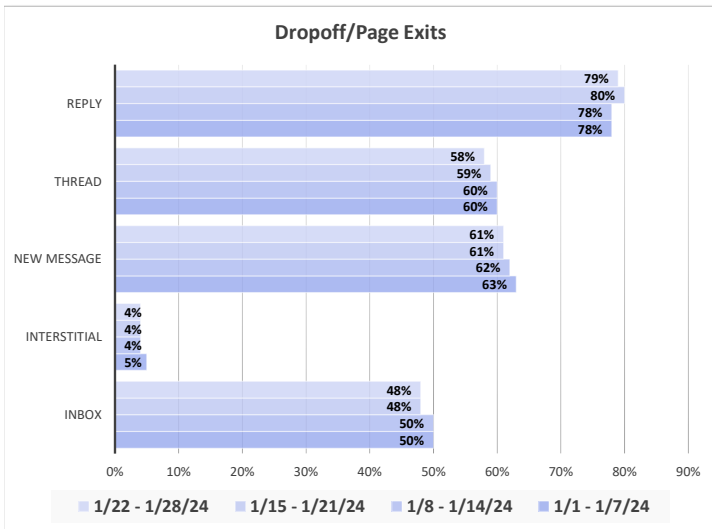### Weekly Engagement Rate

Engagement Rate: Sessions lasting longer than 10 seconds, has a conversion (click) event, or has at least 2 pageviews.

Sessions

Session: When a user views a page or screen. Totals include each time a user initiates a session.

Dropoff/Page Exits

Dropoff/Page Exits: Percentage of users who leave SM on VA.gov from the specific page.

Usability Issues

Usability Issues: Specific issues identified in Veteran feedback collected from Medallia Intercept and Feedback survey.

Secure Messages Sent by Platform

MHV Classic Web: 1,365,201 — 77.4%
VA.gov Web: 377,135 — 21.4%
VAHB Mobile: 21,648 — 1.2%

Conversion Rate

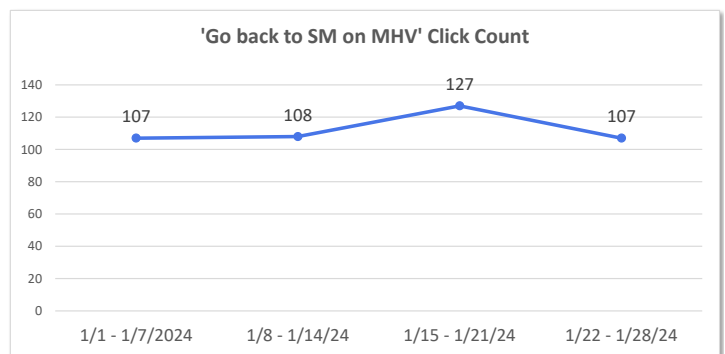*Conversion Rate: The percentage of users who came to the SM landing page who ultimately read a message in a conversation..*
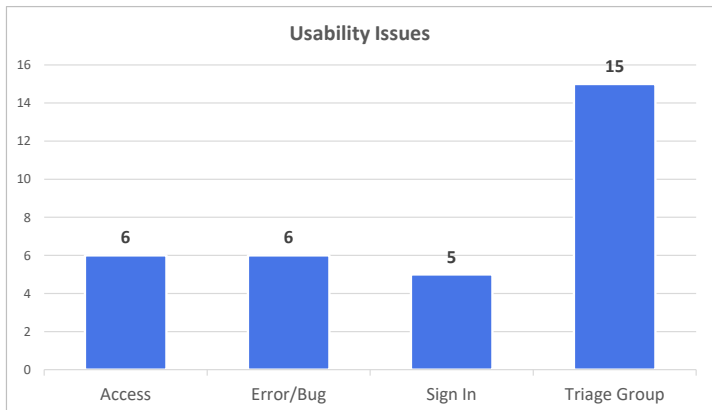
'Go back to SM on MHV' Click Count

Click Count: Number of clicks on the 'Go back to the previous version of secure messaging' link.
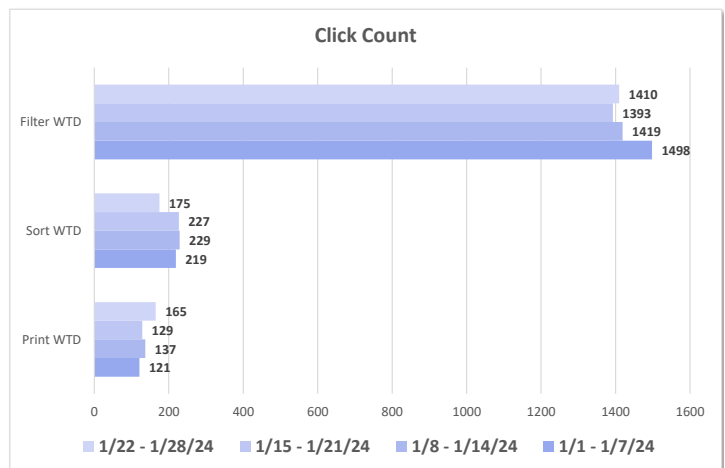
Click Count

Click Count: Number of clicks on the specific button.

Sample: Positive Feedback

Found what I needed easily

Really like the new Message page

It's much better than the old site.

Great healthcare option

Smooth, easy transition.

[Easy] to access and very informative

Positive Feedback: Veteran feedback collected from Medallia Intercept and Feedback survey.

Data Sources

- Secure Messages sent by platform - VistA database via Oracle SQL query
- Positive Feedback, Constructive Feedback, Usability Issues - Medallia Intercept and Feedback survey via VA DAT
- All others - Datadog

Sample: Constructive Feedback

Send a message to my health care team. Went to MyHealthyVet and my team was not listed as a recipient. Went to VA.gov, signed in through Id.Me and the screen said messaging was not available to me.

I should not have to go through two different verifications as to who I am to sign on to VA.gov. Once there the whole site is difficult to navigate.

I have in the past sent messages to my VA provider through MY Healthy Vet. I am unable to send a message and when I go to start a message it does not allow me to write to my health care provider.

Message my health care facility. I could not because my selection box regarding the recipient was completely empty [Triage Group]

Try out the new Secure Messaging service at VA.gov. The fonts the site uses are not clear. You need to change to a font that is larger and bolder.

Submit travel mileage. It's been a nightmare since you took away the kiosk in building locations. Will VA.gov eventually include submitting for travel pay?

Constructive Feedback: Veteran feedback collected from Medallia Intercept and Feedback survey.