Building Trust with Women Veterans

Insights and Findings

Veterans Experience Office
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All had a visit to a VA facility in the last 60 days

50.6 Average age

15% Saw providers in the primary care clinics

85% Saw providers in the women’s health clinic

38% Served in combat

10.2 Average years served

Diversity
Race/ethnicities represented: African American, Multi-Racial, Caucasian, Asian-American/Pacific Islander

Geography
Many served in North Carolina, Alabama, Virginia, Pennsylvania, New Jersey, Ohio, Texas, Germany, Korea, Iraq, and Afghanistan

Occupations
Military Occupational Specialty (MOS) include range from finance, personnel, logistics, communications, healthcare medic, dental tech, interrogator, drill sergeant, military police, geospatial intel analyst, aviation operations, chemical operations, clerical, machine maintenance

Enlisted & Officers Represented
Video – Here’s What We Heard

https://www.youtube.com/watch?feature=youtu.be&v=LEL_PLHhDi0&app=desktop
Mindset: In good hands from the start

- Many women arrive without knowing what to expect
- The thought of the unknown can be challenging
- Women Veterans need VA staff to empathize and respond to their vulnerability
Insights

Key Themes

**Theme 1:** Women need empathy, compassion, respect and responsive customer service at every step of the journey.

**Theme 2:** Women need to have a connection with their provider, healthcare team and other women Veterans.

**Theme 3:** Women experience unequal care by facility, gender and VA employment status.

**Theme 4:** Women have specialty care needs that are not easily addressed in the current VA structure.

**Theme 5:** Women Veterans are eager to be involved in the design of patient experience improvements at VA.
Future Design Opportunities

Top 3

How might we facilitate more positive relationships between providers and women patients?

How might we set expectations with women Veterans so they understand what services VA can offer them?

How might we create a culture where women feel equally appreciated as patients?
The way we treat Veterans today is the reason they will choose VA tomorrow.