

VA WOMEN VETERANS PATIENT EXPERIENCE JOURNEY MAP



U.S. Department of Veterans Affairs
Veterans Health Administration

KEY

JOURNEY PHASE

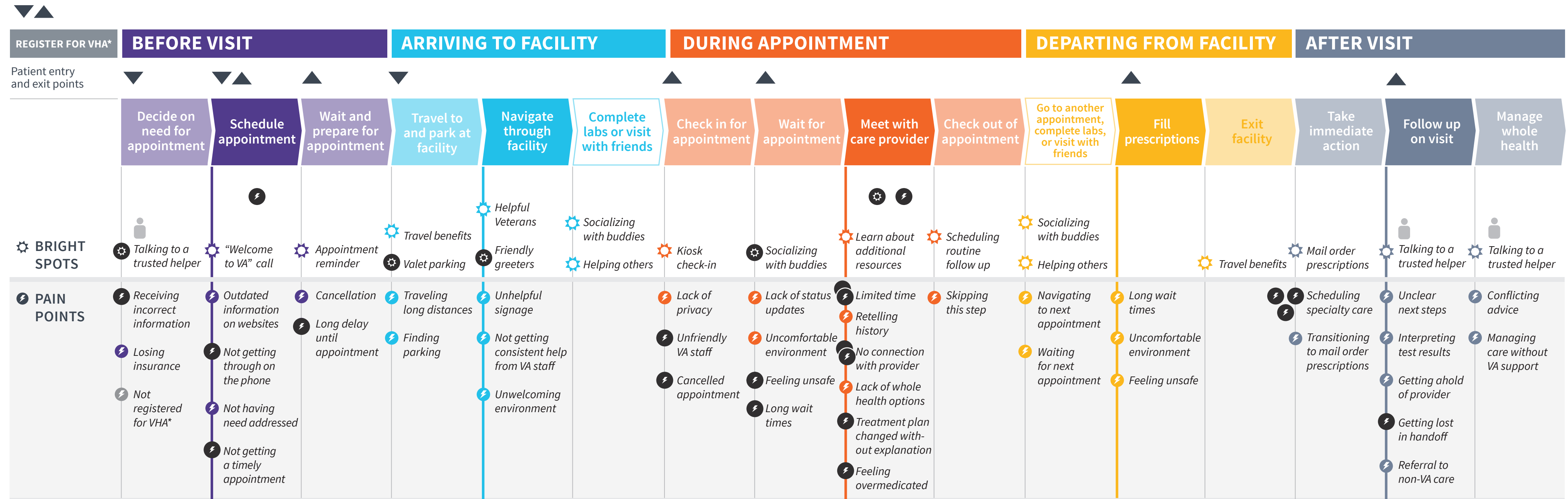
▼ Entry point to VHA system ▲ Exit point from VHA system

Moment that matters Journey moment Optional journey moment

Bright Spot
Pain Point

Moments That Matter Most to Women Veterans

Trusted Helper



This moment matters to me because

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I need guidance about how to care for myself.
I want to be proactive about my health.
This interaction sets the tone of my whole experience.

This moment matters to me because

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I don't want to start over at every visit.
I don't have enough time to go through my history.
My provider, appointment or treatment plan changes without notice causing me distress and wasting my time.
I don't trust you if you are not sensitive to my situation.
Connecting with women Veterans gives me support I need to feel well.

This moment matters to me because

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I can get timely specialty and women's health care near where I live.
When I am referred out of VA for care, I can trust VA to cover the costs.