



VA Innovation Initiative (VAi2)
Industry Competition

Mobile Technology & Applications for Veteran Benefits

Veterans Relationship Management (VRM)

Leo Phelan, SES/VRM Executive Director
Denise Kitts, OI&T VRM Director

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Mobile Revolution



Over **5 billion** total subscribers¹

- 1 billion subscribers on 3G/4G networks¹

Smartphones reached **101.3 million** in January 2012¹

- 58% of owners are 25-34 years old
- Annual downloads of apps are expected to increase by 117% in 2011

83% of adults in the U.S. own cell phones²

- 56% of those are aged 65+³
- 35% of those own smartphones³

Fastest growing platform in history

Mobile devices have become a powerful hub for education, tools, and content and staying connected "on-the-go"...

1. <http://www.theverge.com/2012/3/8/2853961/100-million-us-smartphone-subscribers-android-half>
2. Research2Guidance, 2010.
3. "2011 Smartphone Report," Aaron Smith, Pew Internet and American Life Project, July 2011



What Veterans expect from VA

- 1 Access to Information** → *they want to view and share their data across all systems and platforms, regardless of time and location*
- 2 Consistency of Information** → *they want to view consistent data across all systems and platforms, regardless of time, location or provider*
- 3 Technology** → *they want innovative, creative solutions that provide them with the tools they need to communicate and stay connected with VA, regardless of time and location*
- 4 What they were promised** → *they want their benefits and services provided to them immediately upon discharge, no questions asked*



*From Kandahar to Washington D.C., military personnel and Veterans want to be connected to VA. **Convergence is finally happening.***

VBA Transformation





VBA Transformation Goals



VA is transforming into a 21st Century organization across all VBA lines of business

What Have We Done So Far?

VA Self-Service

Veterans Relationship Management (VRM) enhances web and telephony communication channels to provide Veterans and other VA clients with secure, on-demand access to comprehensive VA services and benefits.

Current VA self-service portals

- ✓ **eBenefits**
 - 41 Self-Service features available
 - eBenefits mobile site
- ✓ **MyHealthVet**
- ✓ **VetSuccess**
- ✓ **1010ez/VOA/ChampVA**

Free, online, 24/7 access to resources to help manage claims, educational benefits, healthcare & career development

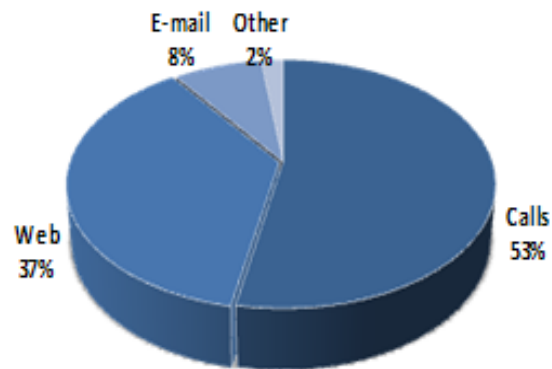




- ❖ Over 20 million calls were made to VA National Call Centers (NCCs) in FY11
- ❖ Approximately 46.3% of all calls made to VA Call Centers are 'Status of Claim' calls

Current Challenge

VA current customer contacts by channel



Best-in-class thinking

Self service can:

- Improve customer satisfaction by increasing their access and empowerment
- Streamline operations by reducing workload and cost to serve

Why this matters to the VA?

- ★ Studies show 73% of Veteran's would potentially move to a self-serve model
- Additional access portals (e.g., stakeholders portal) could enable increased migration to self serve and better communication between VBA and its partners

Top Calls to VA Call Centers

The following list breaks down the types of calls the VA NCCs have received FYTD*, by percentage.

1. Status of Claim (46.3%)
2. Education Calls (35%)**
 - Change of Address or Direct Deposit
3. Change of Information (12.3%)
 - Change of Address or Direct Deposit
4. Payment Questions (9.4%)
5. Correspondence Needs (8.0%)
 - Letters or copies of ratings
6. Status of Appeals (6.1%)



*An innovative mobile solution can **empower** Veterans to **connect** with VA at their own convenience, and reduce the call volume to VA Call Centers.*

*FYTD- Fiscal Year To Date (October 2011 until today, April 6, 2012)

**Education Calls are its own call center (not an NCC). Fiscal Year to Date (FYTD), Education Calls are 35% of all VA NCCs calls (~1.5 million calls have been answered about Education FYTD).

Major eBenefits capabilities that can be leveraged via mobile technology include, but are not limited to...

- ✓ Benefits Explorer
- ✓ Message Center
- ✓ VA Payment History
- ✓ Private Messaging
- ✓ eBenefits Profile
- ✓ Home Loans
- ✓ Health Eligibility Check



The eBenefits mobile site is another way for Veterans to access their benefits information via a mobile browser. Some capabilities include:

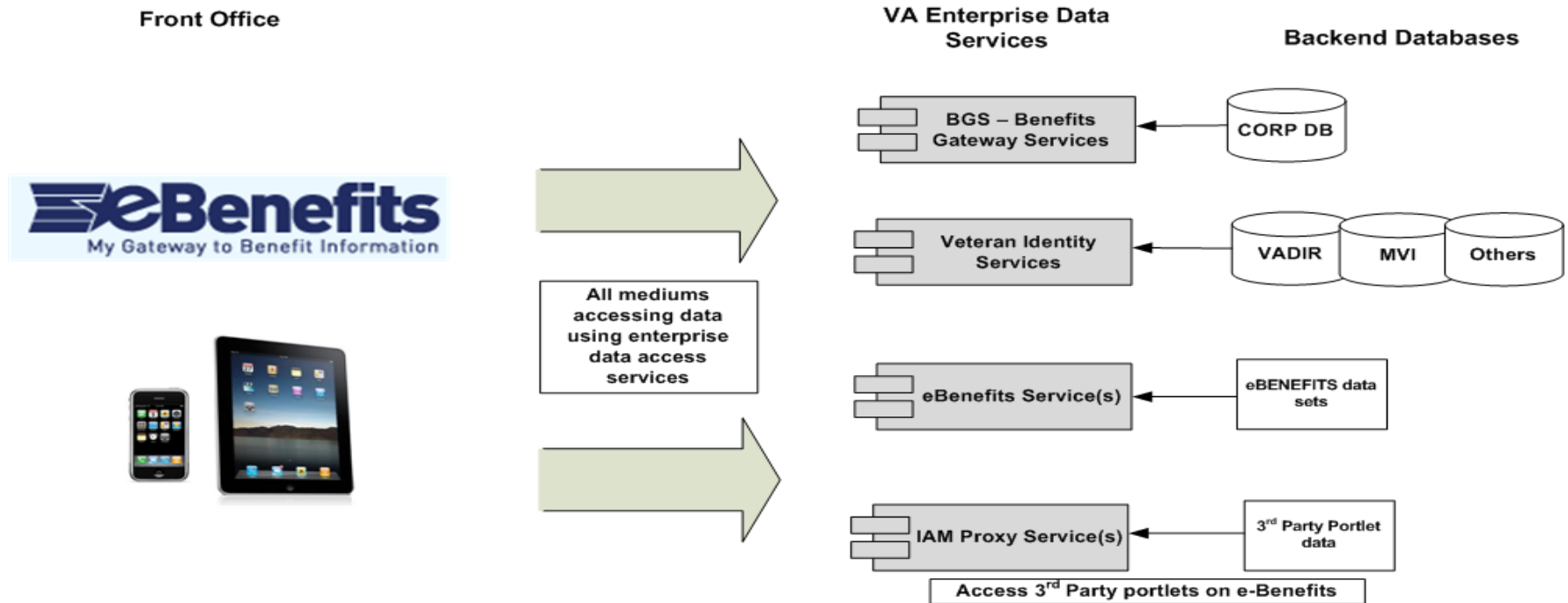
- ✓ C&P Claims Status
- ✓ Facility Finder
- ✓ Personal Dashboard
- ✓ Links to Forms





As-Is eBenefits Back-end System

VA back-end systems and databases work in conjunction with VA front-end access points.



What Can You Do?

VA is seeking innovative and creative solutions that leverage the full capability of current mobile devices to empower Veterans with personalized tools that provide timely and conveniently access to information, benefits and services they have earned, regardless of time and location.

The VRM initiative strives to...

- Reduce NCC call volumes*
- Increase customer satisfaction*
- Decrease call wait time*
- Create a stronger, sustainable relationship with customers*
- Establish seamless data transactions between VA and Veterans*

Think “outside the box!”

