



My HealtheVet *Update*: Subscriber Campaigns with Granicus

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April 2018



VA
HEALTH
CARE

Defining
EXCELLENCE
in the 21st Century



My HealtheVet Subscriber Campaign



Update | April 26, 2017

Don't Miss These Screenings and Immunizations



As you get older, you are at greater risk for certain illnesses and diseases. While you can't prevent aging, you can help detect and prevent these illnesses and diseases early on. Immunizations can help you fight off illnesses like the flu and whooping cough. Talking with your health care provider about what immunizations and screenings are right for you is important to your health. [Learn more.](#)

Schedule Your Appointments Online with Your Smartphone



Veterans at over 100 VA Medical Centers (VAMCs) across the country are now able to use the new Veteran Appointment Request (VAR) App to request or schedule certain appointments online. VAR is a web application that is also accessible via smartphones, tablets and desktops. [Learn more.](#)

High Cholesterol and What it Means for You



Have you been told that your cholesterol is too high? If so, you are at increased risk for a heart attack or stroke. Cholesterol is a type of fat (lipid) that the body needs for many important functions, such as producing new cells. High cholesterol is caused by eating a diet that is too high in cholesterol and saturated fat or by having an inherited condition that causes elevated cholesterol levels. A blood test can determine whether you have high cholesterol. [Learn more.](#)



My HealtheVet Patient Portal

VA | My HealtheVet

Q Search | About | Contact

[Home](#) | [Personal Information](#) | [Pharmacy](#) | [Research Health](#) | [Get Care](#) | [Track Health](#) | [MHV Community](#) | [Secure Messaging](#)

Welcome Test (Premium) [Log Out](#)

Last successful login: 26 Feb 2015 @ 12:31 ET

Pharmacy

[Refill VA Prescriptions](#)

[Track Delivery](#)

[Medications Lists](#)

Appointments

[View My VA Appointments](#)

[Schedule a VA Appointment](#)

[VA Facility Locator](#)

Messages

[Secure Messaging](#)

Health Records

[Blue Button Medical Reports](#)

[Labs and Tests](#)

[Track Health](#)

Resources

[Benefits](#)

[Mental Health](#)

[Veterans Health Library](#)

[Healthy Living](#)

[Community](#)

[HealtheLiving Assessment](#)

In the Spotlight

Five Steps to a Healthier Heart



Each year, about 800,000 people die from heart disease. You have the power to reduce your risk of developing heart problems. You can start by taking five basic steps to improve your heart health.

[View >](#)

Agent Orange, My HealtheVet and Online Help



During the Vietnam War, the military used Agent Orange. Years later, some Veterans experience health effects potentially related to Agent Orange.

Schedule a VA appointment



Veterans Crisis Line
1-800-273-8255 PRESS 1

Have you taken your



Starting a newsletter was not enough!

- We started a newsletter with Granicus in November 2015
- Hit plateau of 30,000 subscribers after Home Page promotions, internal campaign
- Problem: New CMS rollout & Redesign in the next 18 months, needed to connect with/engage our end users.
- Most Veterans visit about once every three weeks, posted articles were not effective in delivering timely info.
- We needed to reach a lot of Veterans, and soon.



My HealtheVet Subscriber Campaign

- Enlisted GovDelivery's Digital Engagement Service team to assist with subscription campaign
- Took requirements, developed content for internal reviews/approvals
- Managed distribution of subscription invitations to 2.8 million registrants who'd submitted (unused) emails
- Included A/B testing to ensure maximum impact
- Did it twice: July 2016 and May 2017



My HealtheVet Subscriber Invitation

July 2016

U.S. Department of Veterans Affairs

My health vet
www.myhealth.va.gov

GET THE UPDATES
YOU NEED
TO MANAGE
YOUR HEALTH CARE

Sign me up!

Dear Veteran,

We are reaching out to you as a registered user of My HealtheVet, VA's online personal health record. My HealtheVet will see a number of changes in the coming weeks and months. To let you know about these changes, we are inviting you to sign up for My HealtheVet's biweekly newsletter.

You can expect to see:

- **Health Features:** Useful information about new and existing My HealtheVet features that will help you take care of your health and communicate with your VA health care team
- **Health Topics:** Important health topics that VA knows are important to Veterans like you
- **Redesign Updates:** Updates about an upcoming redesign that will make it even easier for you to use My HealtheVet.

Sign me up!

As we make these improvements, we will include regular updates in the newsletter so you know what to expect. You can make changes to your subscription or unsubscribe by accessing your Subscriber Preferences. If you have any questions, visit subscriberhelp.govdelivery.com for assistance.

Thank you,

The My HealtheVet Team

Keep updated & let us know how we're doing.

f t g+ B v w e

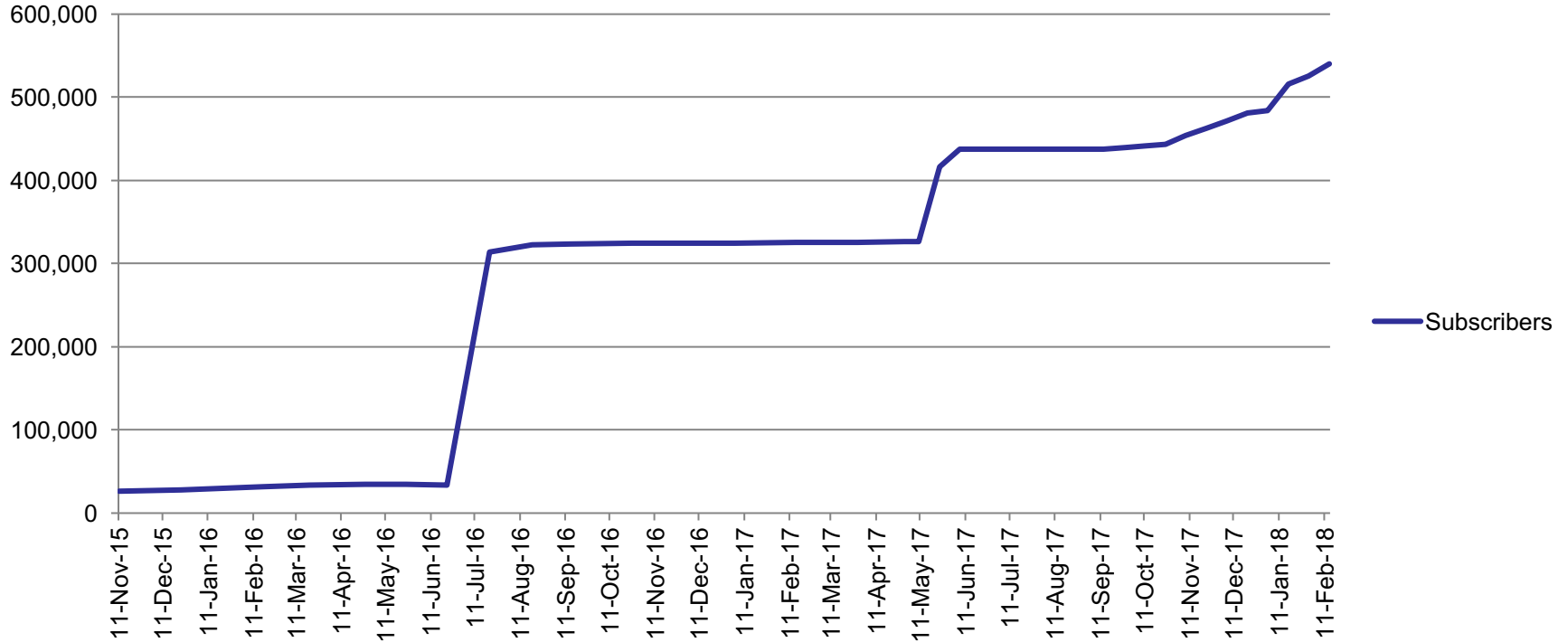
You have received this message because you are subscribed to Veterans Health. Access your **Subscriber Preferences** to make changes to your subscription or **Unsubscribe**. Get this as a forward? **Sign Up** to receive updates from Veterans Health. Having questions or problems? Please visit subscriberhelp.govdelivery.com for assistance.

VA U.S. Department of Veterans Affairs
Veterans Health Administration

May 2017



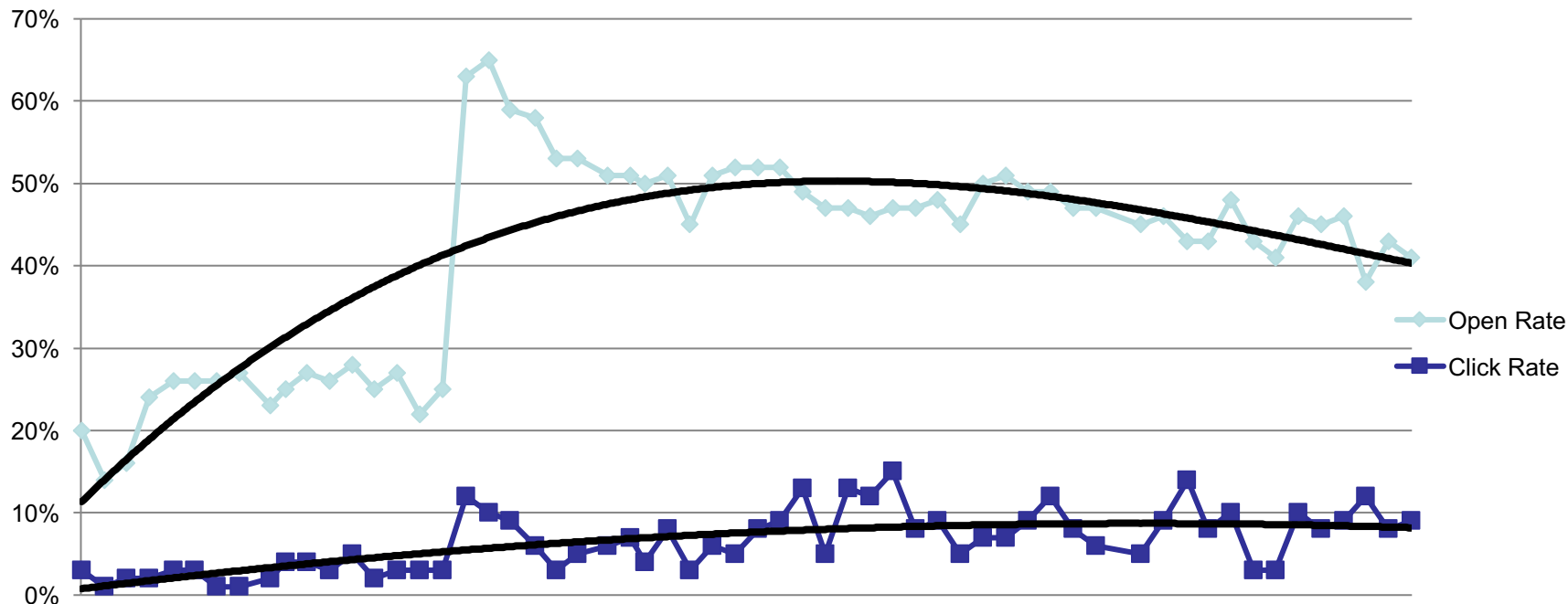
My HealtheVet Subscriber Growth





My HealtheVet Open and Click Rates

November 2015 – February 2018





Content: What is Relevant?

- Content that targets the audience
- Know audience demographics, attitudes
- Know what they like about you
- Balance with agency priorities:
 - Suicide Prevention
 - Access to VA Care
 - Diabetes/Obesity/PTSD (etc)
- Be consistent, hold off Public Affairs content



We Asked: What Interests You?

Questions VA - My HealtheVet V2

Do you have (or have you ever had) any of the following health conditions? (Please select all that apply)

June 01, 2016 - June 30, 2016

Filter: No Filter

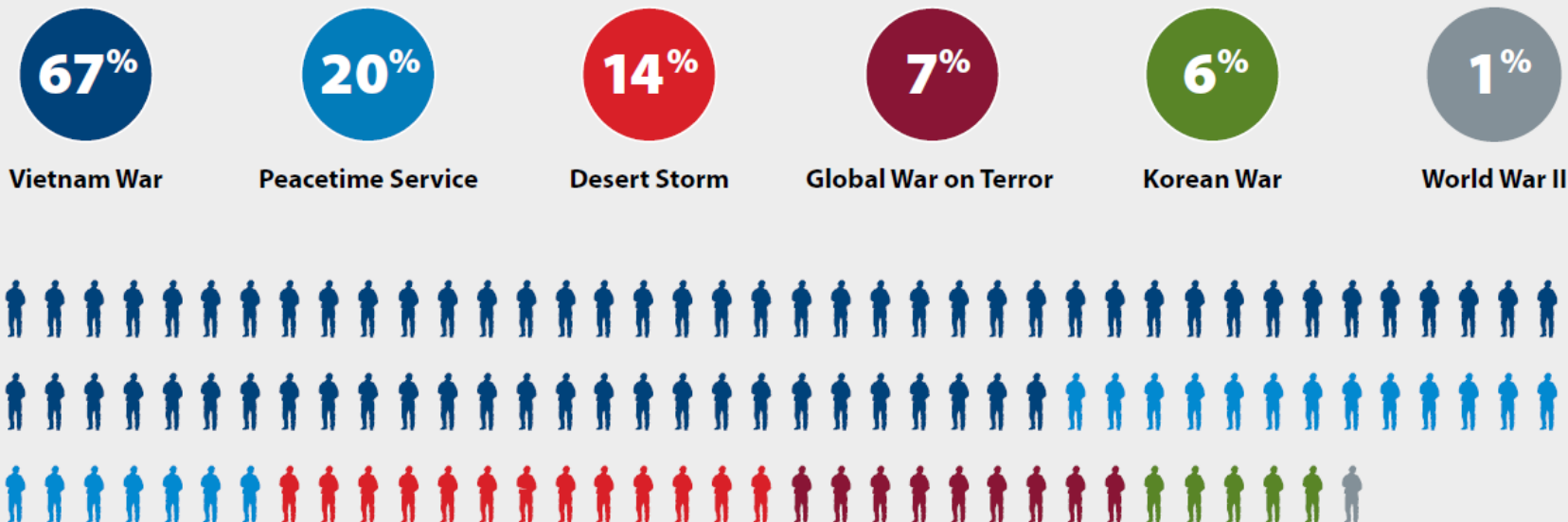
N: 9,492

<input checked="" type="checkbox"/>			Responses	Proportion
<input checked="" type="checkbox"/>	High blood pressure	<div></div>	6,115	64%
<input checked="" type="checkbox"/>	High cholesterol	<div></div>	5,514	58%
<input checked="" type="checkbox"/>	Arthritis of any kind (e.g., rheumatoid, osteoarthritis, degenerative arthritis)	<div></div>	5,355	56%
<input checked="" type="checkbox"/>	Chronic pain	<div></div>	4,562	48%
<input checked="" type="checkbox"/>	Diabetes	<div></div>	3,526	37%
<input checked="" type="checkbox"/>	Mental health/psychiatric condition (e.g., anxiety, depression, PTSD)	<div></div>	3,498	37%
<input checked="" type="checkbox"/>	Stomach/gastrointestinal problems	<div></div>	3,359	35%
<input checked="" type="checkbox"/>	Heart problems (e.g., heart attack, coronary artery disease, heart failure)	<div></div>	3,103	33%
<input checked="" type="checkbox"/>	Cancer of any kind	<div></div>	2,328	25%
<input checked="" type="checkbox"/>	Lung problems (including asthma)	<div></div>	2,308	24%
<input checked="" type="checkbox"/>	Neurological disorders (e.g., stroke, Parkinson's disease, traumatic brain injury)	<div></div>	1,167	12%
<input checked="" type="checkbox"/>	Other	<div></div>	1,023	11%
<input checked="" type="checkbox"/>	Prefer not to answer	<div></div>	351	4%
Total			42,209	



Know Your Audience: Demographics

Military period of service





Know Your Audience: Personas

Dan

Meghan

Byron Campbell

Post-9/11 Era Male Veteran



LOYAL CAUTIOUS

69 Years Old | Salem, VA

Dan was drafted into following training he to Vietnam, where he months, advancing to Sergeant. He initially VA when he put his Orange Registry but awarded a disability service connected knee issues. Since then to realize that the divorce 10 years ago unresolved issues PTSD he suffered since. He makes about \$50,000 construction foreman builder, a job he likes keep him cooped up requires him to use a carry a Smart phone, prefers to use a stand.



INDEPENDENT DETERMINED

33 Years Old | Virginia Beach
Virginia Beach CB0C

Meghan joined the Navy after high school in the summer of 9/11. She deployed to Afghanistan individual augmentee with the Forces Command Afghanistan. there that she narrowly avoided killed when the truck in front of convoy was struck by an RPG. Her best friend was not as lucky in the attack. Meghan advanced rank of Yeoman First Class before the service; she and her first husband divorced near the end of her enlistment.

After a couple of years, she married Senior Chief who is stationed at Naval Air Station. They live in Virginia Beach, Virginia where she works secretary. Still haunted by seeing friend killed, she sees a Mental Health Counselor at the Virginia Beach VA Medical Center.



UNSATISFIED TOUGH LOYAL

36 Years Old | Stone Mountain, GA
Atlanta VAMC | AmVets Member

Byron was commissioned in the Marine Corps in 1999 after college. He had just been assigned to duty on an Aircraft Carrier in its Marine Corps Detachment when 9/11 happened. He transferred to an Assault Amphibian Battalion at the end of 2002 and was part of the first wave in Operation Iraqi Freedom. During the push to Baghdad his leg was wounded in an IED attack. For his injury he received the Purple Heart. He deployed to Iraq twice more over the next few years. The strain of deployments was taking its toll on his marriage, so he decided to get out at the end of his last deployment.

Captain Campbell's Purple Heart and his leg injury along with service-connected PTSD and anxiety qualified him for VA health services. AmVets assisted him in

"I saw things in Iraq that haunt me. What's important to me now is my family and providing security for them."

Byron is in recovery. He spends each day strengthening his health so that he can rekindle his marriage and help other vets.

My Use of VA Services

- My HealthVet: Secure Messaging, Blue Button, Rx Refill
- PTSD Apps
- VA mental health counseling services
- Veteran Crisis Line (text messaging)

Technology Pain Points

- VA websites are not optimized for mobile use
- WiFi is not always available at VHA facilities

My Health Issues

- Depression, anxiety & PTSD
- Substance abuse management (alcoholism)

My Needs

- Let me see all of my health records
- Help me care for myself
- Make sure someone responds to me
- Help me connect with other Veterans with the same health issues

My Technology Devices*

Laptop/Desktop

Computer Software

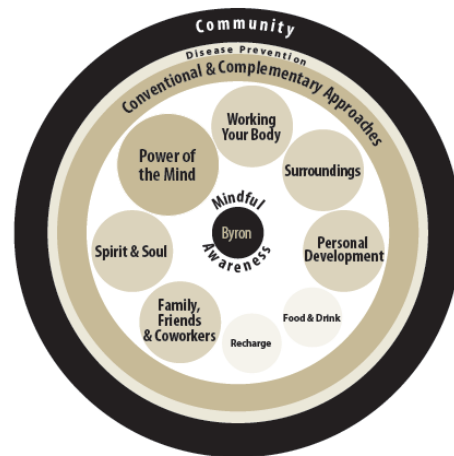
Mobile (Phones & Tablets)

Internet/Social Media



My Devices

HP Envy -15 Touch with Windows 8 (PC Laptop), xBox (gaming system)
Samsung Galaxy Note 4 (smart phone), iPad Air 2 (Tablet)



My Relationships





Content: Their Specific Interests

- Veterans also appreciate content on:
 - Better use of features in portal
 - Better understanding of managing Rx's, medical records, appointments
 - Use of Mobile (tablet/smartphone) features
 - Reading about other Veterans' positive experiences with My HealtheVet



Next: “Welcome New Subscribers”

- October 2017: Change in subscriber type:
 - Less engaged, new subscribers are not “Premium” users
 - Open rate in gradual decline
- Goal: Motivate to upgrade to use Rx Refill, Secure Messaging



Conclusions

- Learn what readers want; tell your leadership
- Long-range editorial content plans
- Show timeliness
 - springtime allergies, winter blues, summertime skin protection, 'watching olympics together'
- 10 Minutes is not enough time!



Comments/Questions

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