

Thank you for joining, we will begin shortly.

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201-479-4595 Meeting ID: 292-58-062#



# **Veterans Relationship Management 311VET Mobile App Pilot**

Devin Fomberg, VRM  
Keith Carr, VRM

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# What is 311VET?



# VA Benefits

The VA Center for Innovation (VACI) and Veterans Relationship Management (VRM) teamed up to pilot/field test Veteran-facing mobile apps to evaluate potential for mobile technologies and provide Veterans with an additional access point to health and benefit information.

- ❖ 311VET is an interactive Q&A service that provides general information about VA Benefits
- ❖ If the question is in the 311VET database, an answer will be provided immediately
- ❖ If the question is not found in the database, a human guide will find an answer
- ❖ User experience is seamless and transparent
- ❖ Guide-provided answers are added to the automated database for use in the future
- ❖ 311VET provides answers via mobile app or by text/SMS



# What 311VET Can Answer

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## General questions about benefits, such as:

- ❖ How to apply
- ❖ What terminology means
- ❖ What types of benefits VA provides such as pension, education, medical, disability, loans, and other general information
- ❖ Locations of VA facilities and contact information



# What 311VET Can Not Answer

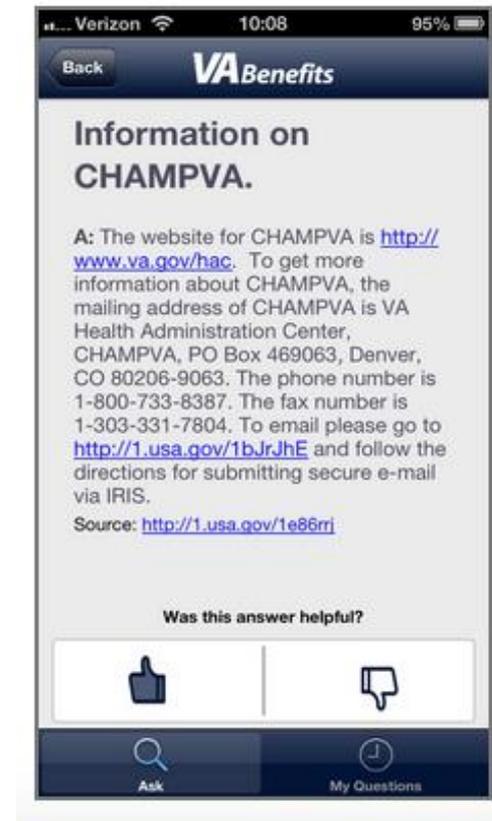
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- ❖ Questions about benefits which require Personally Identifying Information (PII) such as name, social security number, address, serial number, phone number, etc.
- ❖ 311VET cannot answer questions which are beyond the scope of VA benefits such as news, sports, weather, or any other general topics



# Using 311VET via the App

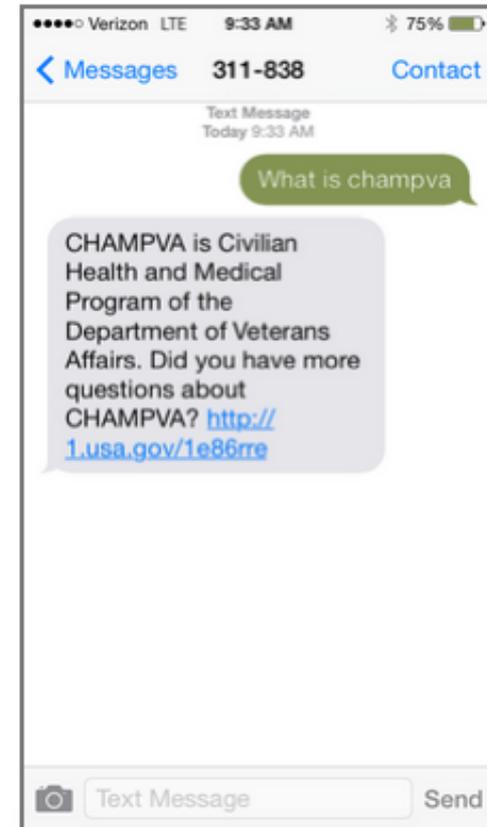
- ❖ 311VET available for iPhone or Android phones
- ❖ Leverages smartphone capabilities for better service, such as clickable phone numbers and links
- ❖ No need to wait for the response; the 311VET service will send a notification when the answer is ready





# Using 311VET via SMS

- ❖ As simple as sending a text.
- ❖ No need to have a smartphone or to install an app
- ❖ Text your question to **311VET (311838)** in plain language.
- ❖ Your question will be answered almost immediately
- ❖ Ask as many benefit-related questions as you need, including follow-up questions.
- ❖ The service is available 24/7/365





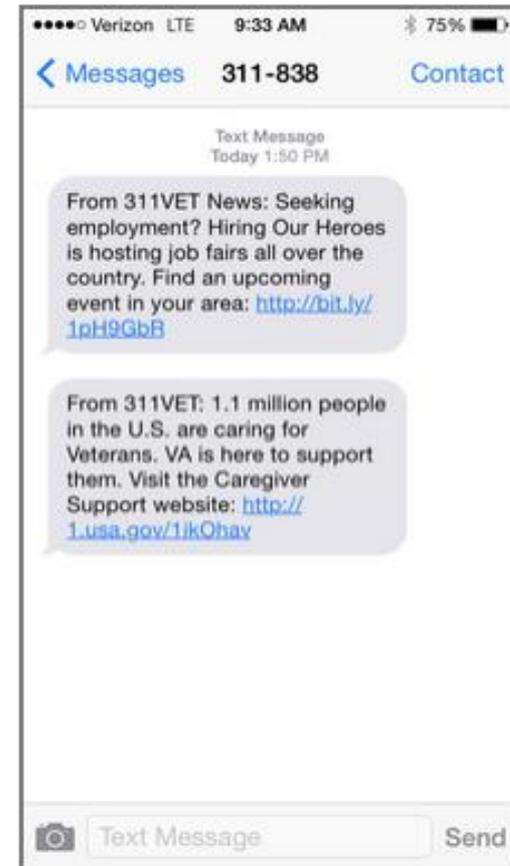
# 311VET Alerts

❖ 311VET also offers the ability to receive periodic text Alerts on topics of interest:

- News
- Benefits
- Career
- Health
- Events
- Tips

❖ To sign up: text **311VET (311838)** with the word **ALERT** and the topic name.

❖ Example: **ALERT HEALTH**





# 311VET App Pilot Status

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- ❖ App is available for download at iTunes App Store and Google Play App Store for free download
- ❖ Soft launch using Facebook, Twitter and Google Store to promote
  - 3 announcements so far via social media channels
- ❖ Incrementally increasing pool of more than **2100** users
- ❖ Over **1500** LIKES and **700** SHARES on FACEBOOK
- ❖ Over **100** FOLLOWERS on Twitter



# Future Direction

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## Improving the Veteran Experience – A Paradigm Shift

- ❖ As mobile devices become more ubiquitous, customers will want and need to access VA information and services anytime, anywhere. **Which will require us to....**
- ❖ Think differently about how Veterans, Servicemembers and their families access everything from health information to VA benefits information in the mobile world. **This shift will...**
- ❖ Require a new approach to developing Enterprise Platforms where Mobile and Desktop Applications are developed concurrently to **Best Serve our Veterans!**



# 311VET App Pilot

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**QUESTIONS?**



# Thank you!

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What future topics would you like to discuss?  
Let us know by providing feedback below:

<https://www.surveymonkey.com/r/637XGGX>