Thank you for joining, we will begin shortly. Please dial in using VANTS line 58203#

Tweet with us using #VAMobileHealth

VA Mobile Branding

Alan Greilsamer, Connected Health Office, Veterans Health Administration

Mattie Winistorfer, VA Mobile Communications (Reingold)

December 2014

VA HEALTH CARE | Defining EXCELLENCE in the 21st Century

VA Mobile Discussion Series:
VA Mobile Branding

Alan Greilsamer
Connected Health Office, Veterans Health Administration

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VA Mobile Communications (Reingold)

December 2014

Poll: What makes up a brand?

1) Logo
2) Identity
3) Product
4) All of the Above

What is a Brand?

What is a Brand?

Dispelling the Myths…

1) Not a logo

2) Not an identity

3) Not a product

What is a Brand?

- A brand is a person's gut feeling about a product, service or company.

What is a Brand?

It is not what YOU say it is…

It is what <u>THEY</u> say it is!

Pepsi-Coke Blind Taste Test

- Prior to the blind taste test, 64 percent of those sampled favored Coca-Cola over Pepsi

- After the blind-taste test, 38 percent favored Coca-Cola over Pepsi

Views on Brands

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well." — Jeff Bezos (Amazon.com)

"Always remember: A brand is the most valuable piece of real estate in the world; a corner of someone's mind." — John Hegarty

"Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything the company does..." — Howard Schultz (Starbucks)

Poll: What is the most popular brand in the world? (2013 Interbrand Survey)

1) Apple
2) Google
3) Coca-Cola
4) IBM

Why is branding so hot?

- People have too many choices and too little time
- Most offerings have similar quality and features
- We tend to base our buying choices on trust

Attention Spans are Decreasing

Attention Span Statistics

- Average attention span of a human in 2012: 8 seconds

- Average attention span of a human in 2000: 12 seconds
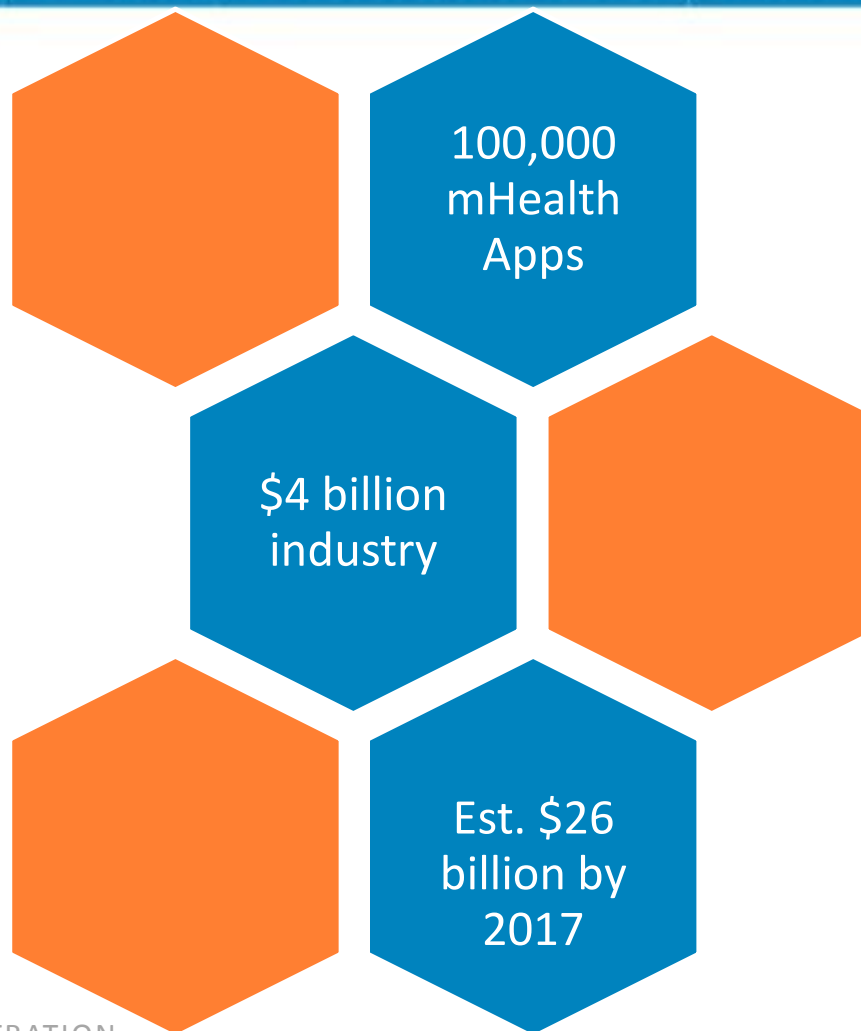
- **Average attention span of a goldfish: 9 seconds**

Source: http://www.statisticbrain.com/attention-span-statistics/
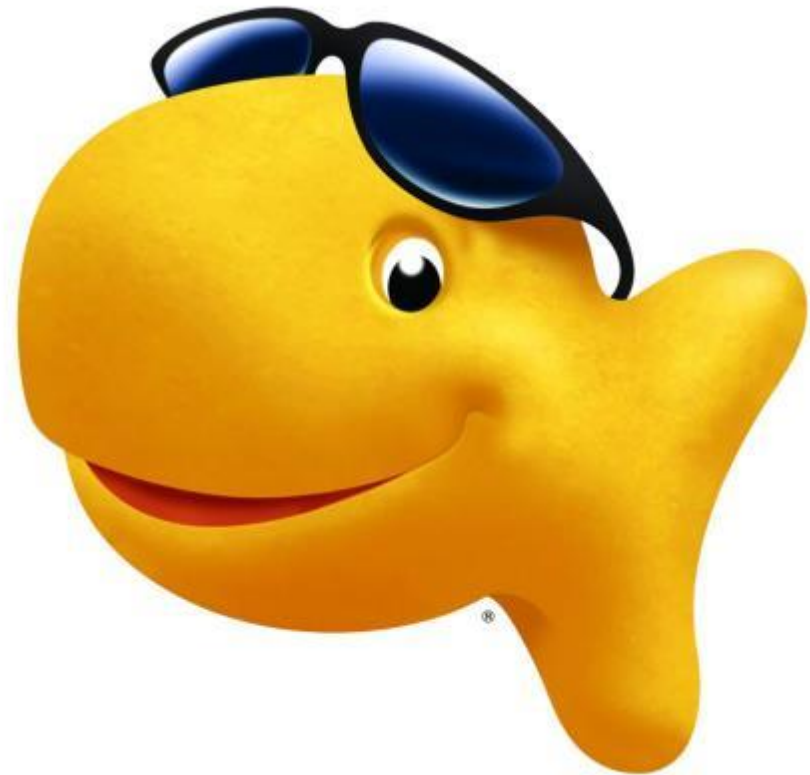
In 2014, Brand Management is Difficult

- Savvy customers

- Increased competition

- Decreased effectiveness of marketing tools and emergence of new marketing tools

- Complex brand and product portfolios

Apps, Apps, Apps…

In six years, the number of apps in Apple's iTunes store has skyrocketed from 500 to 1.3 million

Source: AboutTech.com, October 2014

mHealth Apps in 2014

100,000 mHealth Apps

$4 billion industry

Est. $26 billion by 2017
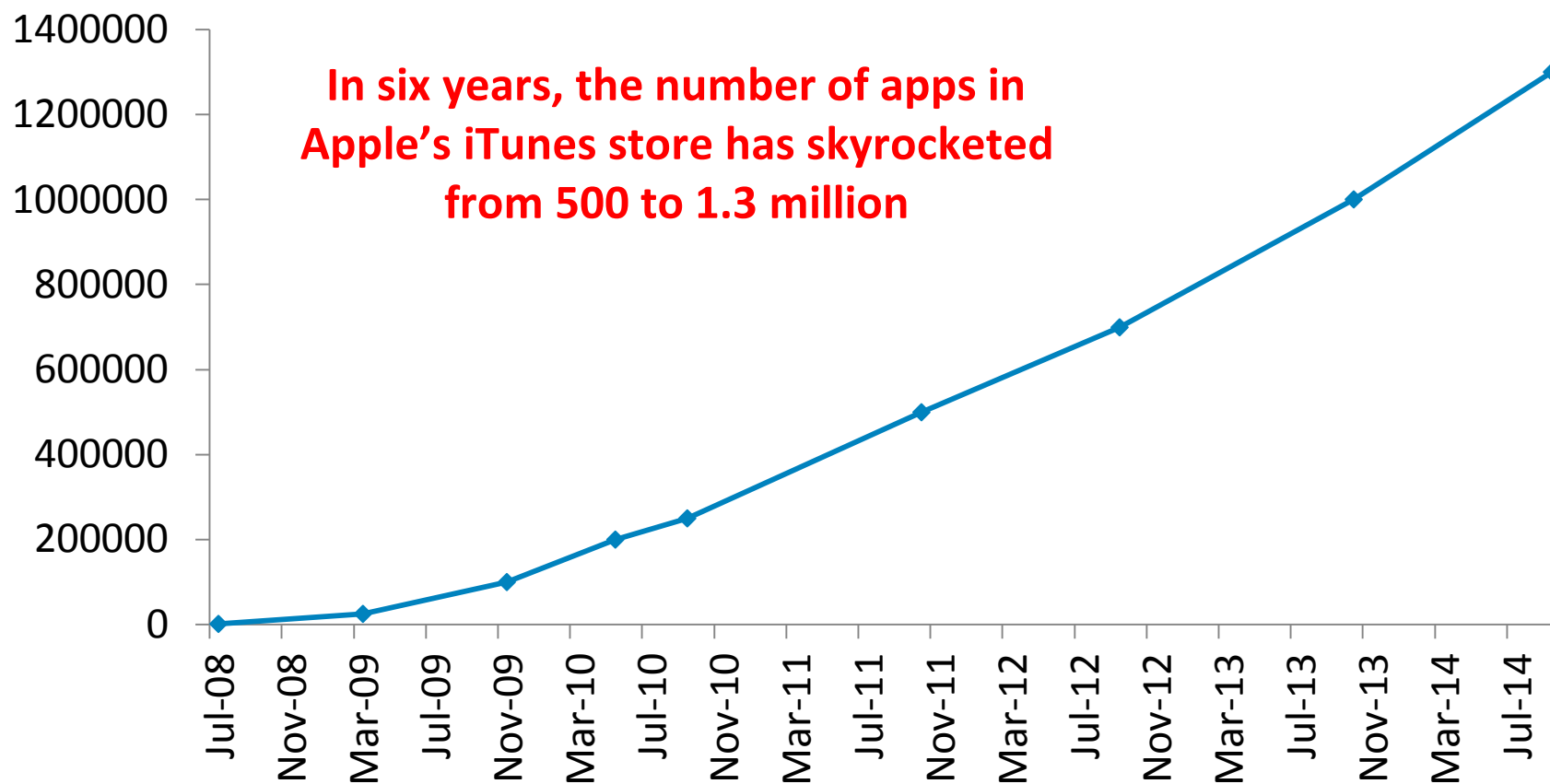
Journey to VA Apps

2011:
Initial Clinician Pilot

2011-2013:
Expanded to address the needs of Veterans, and created a new, streamlined process for App development at VA

2013:
Family Caregiver Pilot

Fall 2014:
Launch of first Veteran-facing Apps that connect to the EHR

Winter 2014:
Large scale field test of provider-facing Apps begins

VA Mobile Development Life Cycle
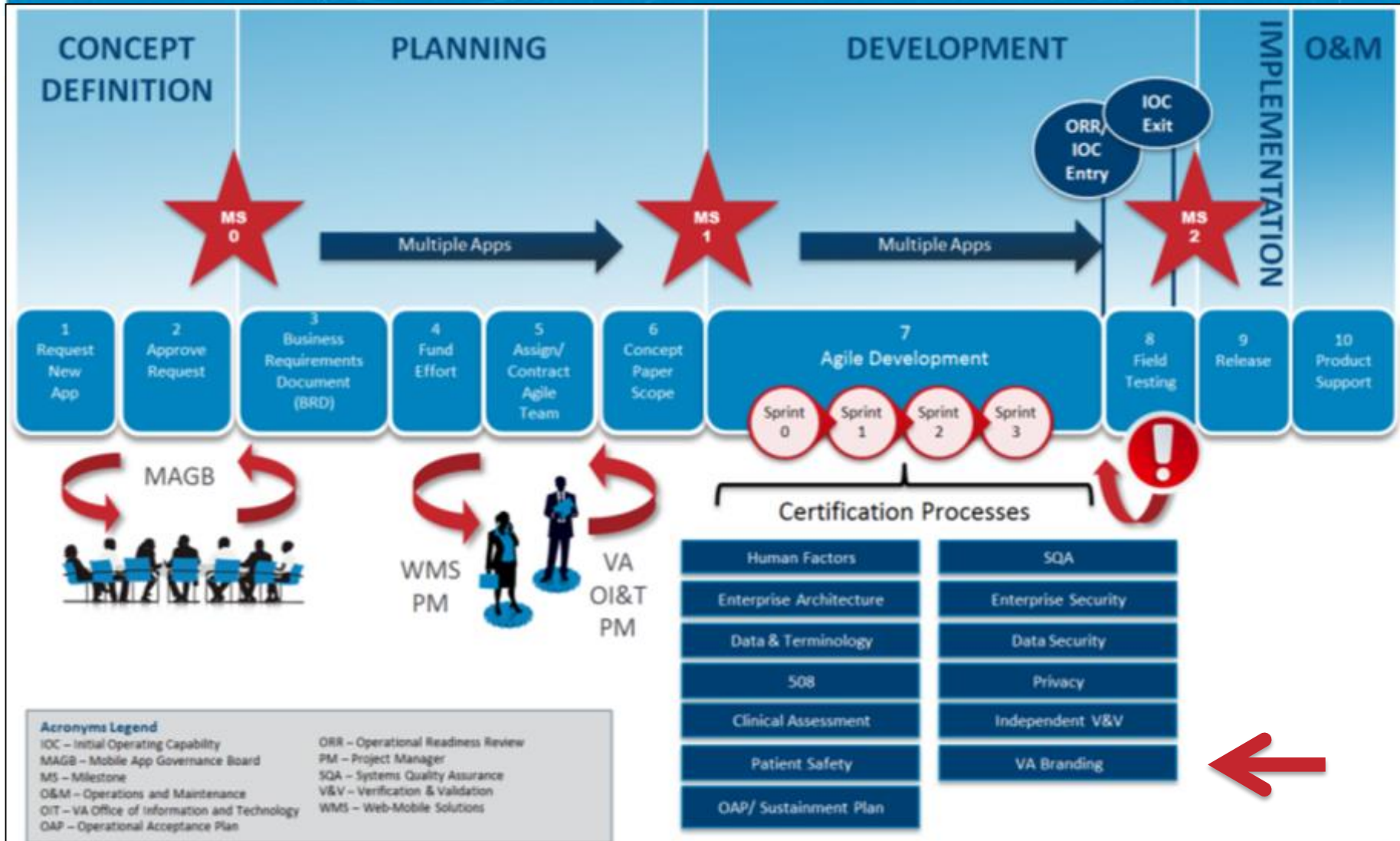
Structured mobile acquisition process from program initiation (concept definition) through deployment and sustainment.

VA Mobile Branding

Office of Public and Intergovernmental Affairs (OPIA)

Veterans Health Administration (VHA)

Veterans Benefits Administration (VBA)

Office of Informatics and Analytics (OIA)

Connected Health Office (CHO)

Web and Mobile Solutions (WMS)
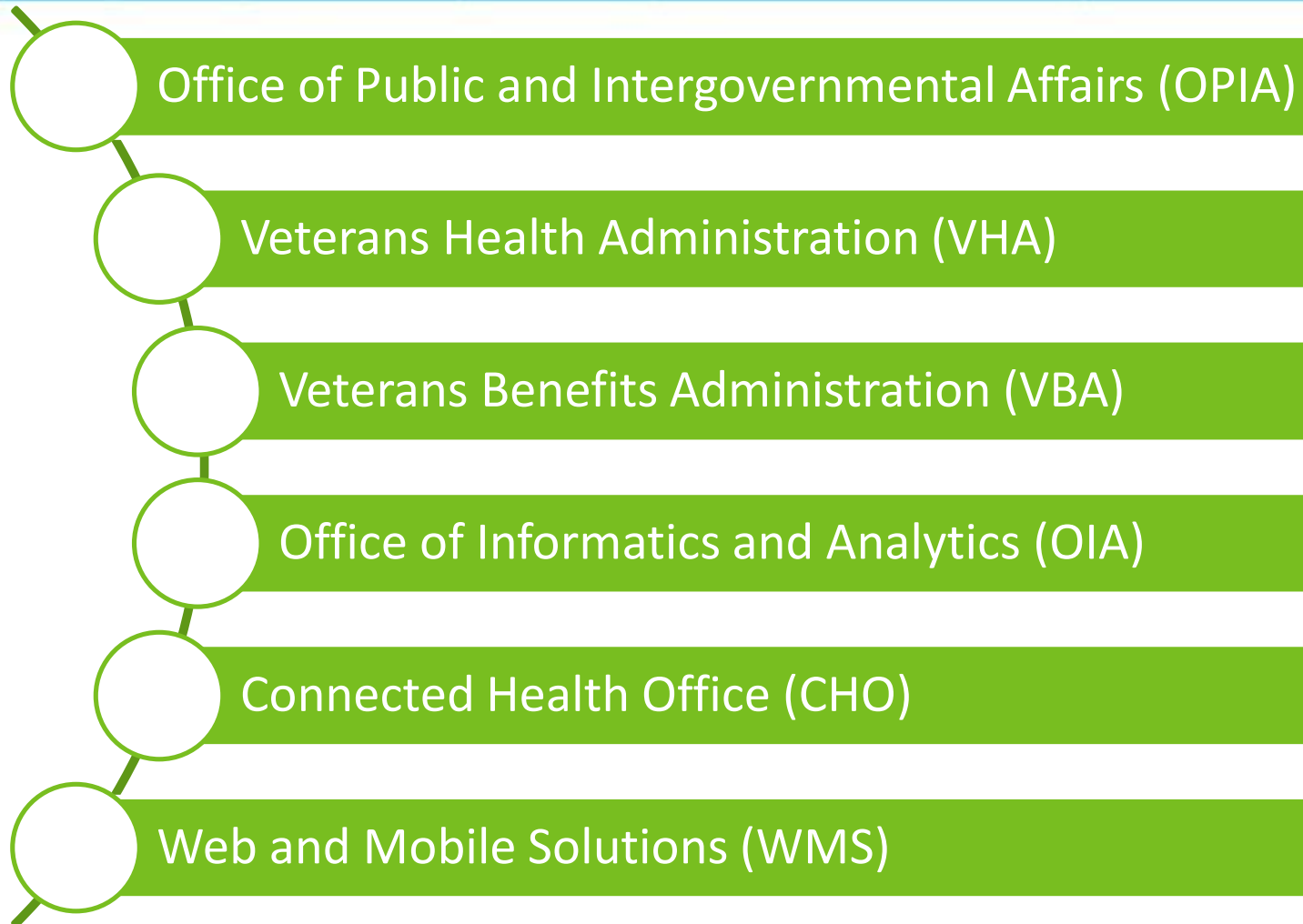
VA Mobile Branding Guide

U.S. Department
of Veterans Affairs

VA *Mobile*

Graphic Style Guide | *July 2014*

VA Mobile Branding

VA Mobile Branding

- VA Mobile is working to build a brand that is recognized within VA as well as the Veteran and health IT communities
  - Mobile App
  - VA App Store
  - Messaging Documents
  - Communications Campaigns
  - Training Materials

VA Mobile

VA Mobile Branding Checklist

- App chiclet should reflect the app
- App chiclet and related materials should adhere to VA Mobile branding and style guidelines
  - VA logos
  - Color palette
  - Typography
  - Naming conventions
  - Style and usage for written communications
  - 6102 and 508 Compliant

VA Mobile Branding Resources

- VA Mobile Branding Resources
  http://mobilehealth.va.gov/content/va-mobile-branding-requirements-resources

- VA Mobile Style Guide
  http://mobilehealth.va.gov/sites/default/files/files/VAMobileStyleGuide508compliant.pdf

- VA Graphic Standards Guide
  http://vaww.va.gov/6102/VA_Graphic_Standards.asp

- VHA Style Guide & Graphics
  https://vaww.portal2.va.gov/sites/VHACommunications/Graphics%20Library/Forms/AllItems.aspx

VA Mobile Branding Resources

- Resources available via VA Mobile Health website

  - VA Mobile logos
  - VA Mobile specific to Administrations
  - Chiclet templates
  - Communications templates

Recommendations

- Be creative

- Check the name and logo elements

  - USPTO Website

  - VA Office of General Counsel

  - OPIA, VHA Communications and Connected Health

- Don't be afraid to ask questions

- Check back often…VA Mobile is developing!

VA Mobile Updates

Three "Connected" Apps
"Soft" Rollout Began November 17, 2014

VA Launchpad for Veterans

Three "Connected" Apps
"Soft" Rollout Began November 17, 2014

Mobile Blue Button
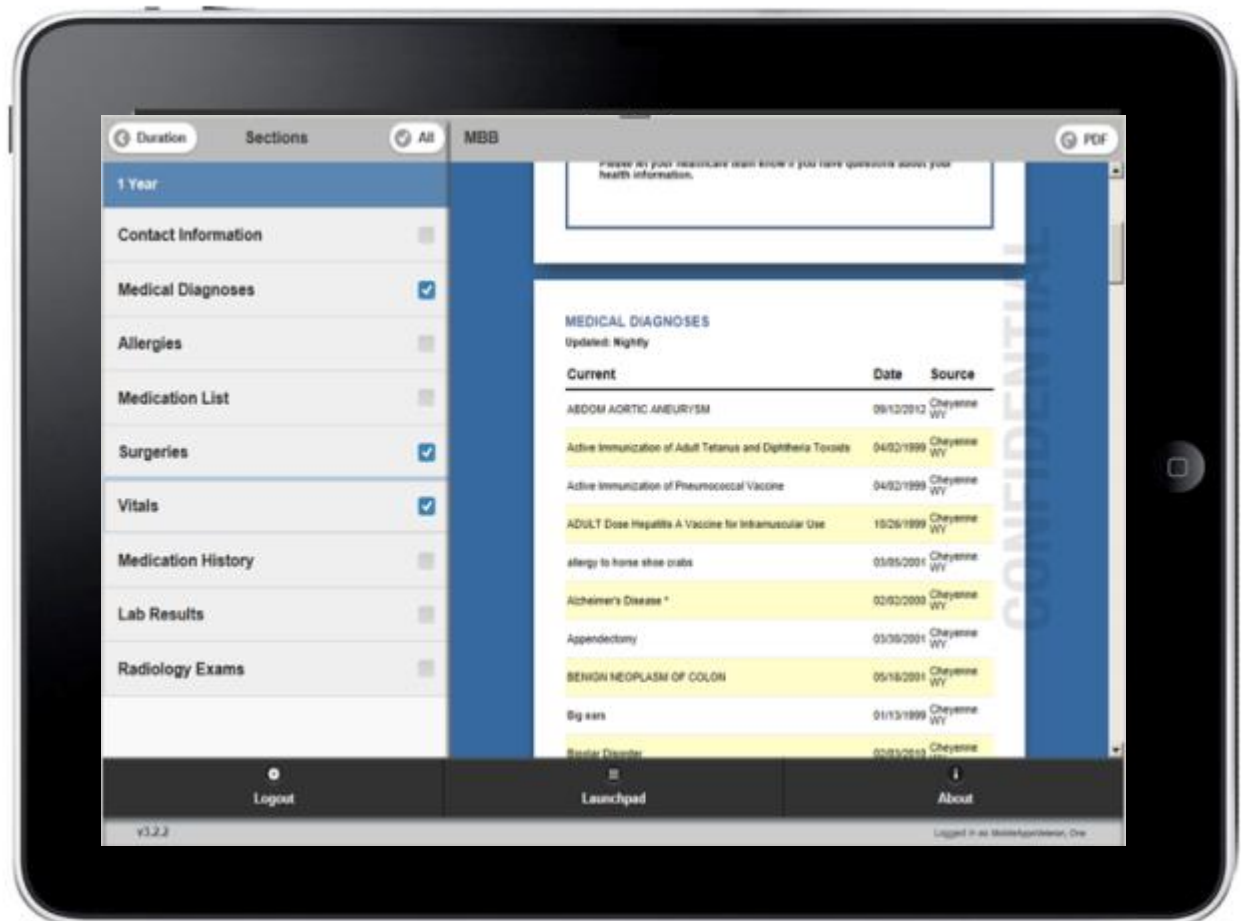
Three "Connected" Apps
"Soft" Rollout Began November 17, 2014

Summary of Care
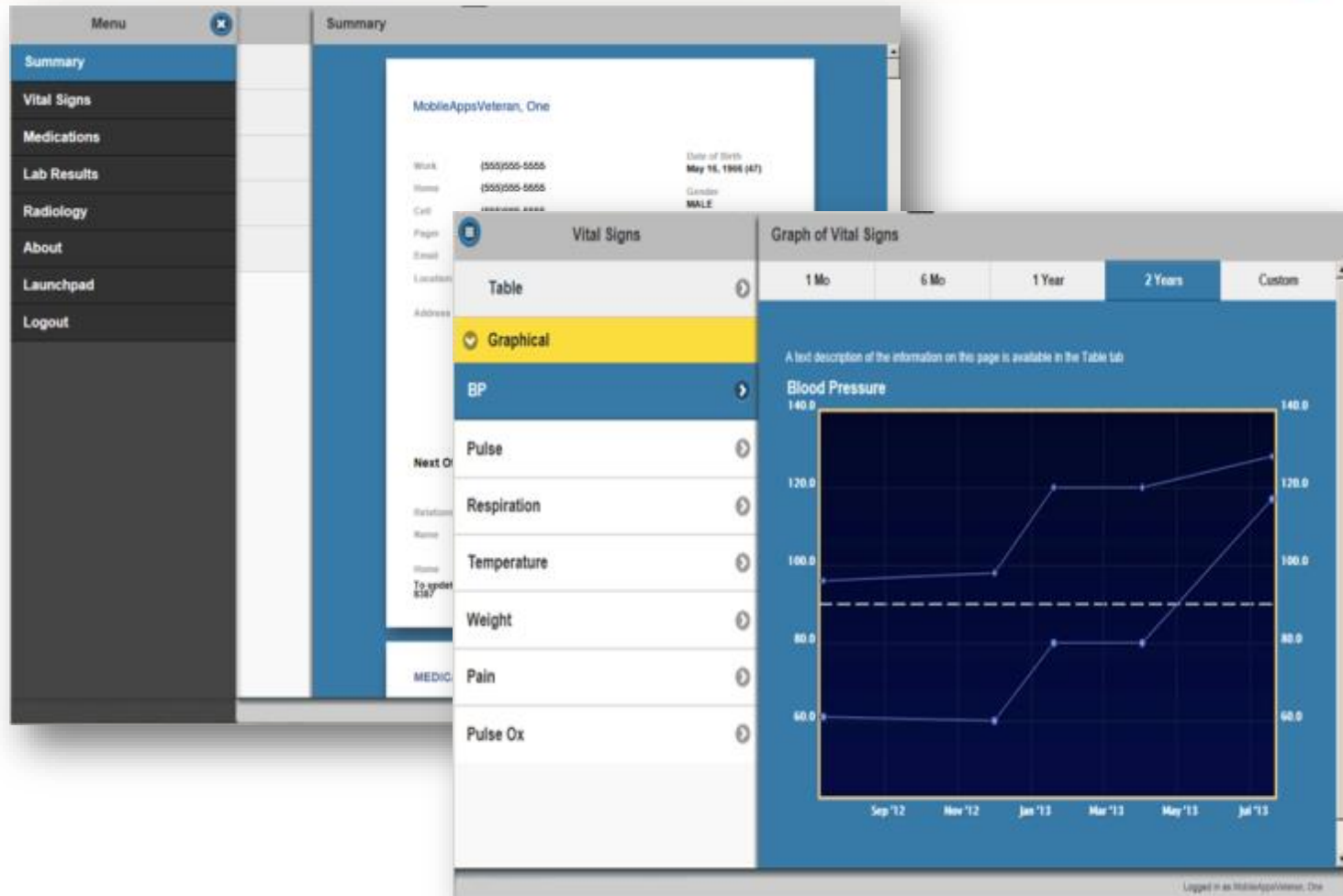
VA App Store (mobilehealth.va.gov/appstore)

Contact Information

Alan Greilsamer

Communications Lead

Connected Health Office

Office of Informatics and Analytics

Department of Veterans Affairs

Alan.Greilsamer@va.gov

http://mobilehealth.va.gov

VA Mobile Discussion Series

- Friday, January 23 at 2 p.m. ET
  - Topic: Building 508-Compliant Apps
  - Presenter: Shawn Hardenbrook

Questions?

What future topics would you like to discuss?
Let us know by answering our survey below:

https://www.surveymonkey.com/r/X5ZTJ8V

VA Mobile
mobilehealth.va.gov