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

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VA Mobile Branding

Alan Greilsamer, Connected Health Office, Veterans Health Administration
Mattie Winistorfer, VA Mobile Communications (Reingold)
VA Mobile Discussion Series:
VA Mobile Branding

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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 THEY 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
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

1. Request New App
2. Approve Request
3. Business Requirements Document (BRD)
4. Fund Effort
5. Assign/Contract Agile Team
6. Concept Paper Scope
7. Agile Development
   - Sprint 0
   - Sprint 1
   - Sprint 2
   - Sprint 3
8. Field Testing
9. Release
10. Product Support

Acronyms Legend
- IOC: Initial Operating Capability
- MAGB: Mobile App Governance Board
- MS: Milestone
- O&M: Operations and Maintenance
- OIT: VA Office of Information and Technology
- OAP: Operational Acceptance Plan
- ORR: Operational Readiness Review
- PM: Project Manager
- SQA: Systems Quality Assurance
- V&V: Verification & Validation
- WMS: Web-Mobile Solutions

Certification Processes
- Human Factors
- Enterprise Architecture
- Data & Terminology
- 508
- Clinical Assessment
- Patient Safety
- OAP/ Sustainment Plan
- SQA
- Enterprise Security
- Data Security
- Privacy
- Independent V&V
- VA Branding

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
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 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

- 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
Three “Connected” Apps
“Soft” Rollout Began November 17, 2014

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

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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