



Establishing DHA's Online Presence

Scope, Structure, and Designs for the Initial Launch of DHA.mil

July 8, 2024

Agenda

- Recent Activities and Current Project Status
- DHA.mil Subject Matter Expert (SME) Working Group
- Review of Proposed Scope, Structure and Design
- Project Timeline and Next Steps

Decision Points:

1. Approval on high level scope and content for initial website launch
2. Approval on website organization, and basic page structure (wireframes)
3. Selection of website design (design comps)



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Overview for Initial Launch of DHA.mil

- Goal:
 - Establish a DHA web presence, with a consistent brand, that provides timely and relevant information to the full range of DHA stakeholders.
- Objectives:
 - Educate stakeholders on DHA's vision, mission, and values.
 - Inform stakeholders about DHA strategic initiatives and modernization.
 - Promote brand awareness to expand DHA's visibility and recognition.
 - Establish brand authority with consistent messaging.
- Target Audience Groups for Initial Launch:
 - Beneficiaries, Vendors/Contractors, DHA Staff



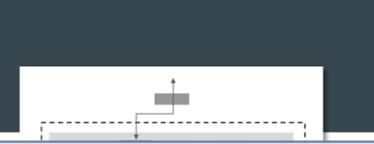
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Infrastructure

Hardware, Network and Security Requirements

- Provisioning of Hardware.** Multiple environments for testing, staging, and production. Multiple environments in each environment.
- Network Support Services and Hardware.** new DHA.mil domain, and additional support for communication, firewalls, load-balancing, security.
- Procurement of Software Licenses.** Operate database, content management platform.
- Information Assurance/Security.** Providing for new application, as well as authority and live.
- Operations and Maintenance.** Upkeep and servers and network equipment after go live.

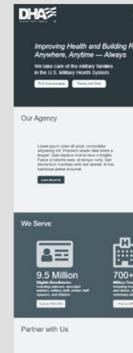


Conceptual Mockups

1. Tailored Experience



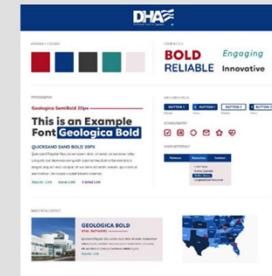
2. Brand Transition



3. Traditional Flow

Visual Concepts

1. Reliability



2. Credibility



3. Modernization



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Demographics

25 Years Old
Elementary School Teacher

Information Channels



Background

Mary pursued a career in education and worked as an elementary school teacher before becoming a military spouse. However, due to the frequent relocations associated with her spouse's military service, she put her career on hold to support her family's needs.

Mary Smith

Military Spouse

Goals

- To ensure the health and well-being of her family remains Mary's top priority, guiding her decisions and actions in every aspect of her life.
- To have healthcare resources for herself and her family members, including information on accessing care during deployments and relocations.

Needs

- Information on healthcare services available to military families, including care options during deployments and relocations.
- Comprehensive family support resources tailored to military life.
- Clear categorization and easy navigation to find specific information relevant to her family's healthcare needs.

Challenges/Frustrations

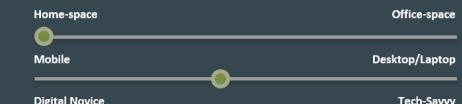
- Relocation poses significant challenges, often leading to feelings of isolation during deployments, presenting hurdles that require navigation and support.
- Challenges in accessing timely healthcare services, especially during relocations or deployments.
- May experience frustration with understanding her healthcare benefits.

"In the face of relocation and deployments, my family's well-being is priority, guiding me through every challenge with strength."

Keywords

#family-oriented #resourceful #practical

User Environment



Habits

- Attends military spouse support group meetings and participates in online forums and social media groups to share information and resources with military families.

Scenario

- Accompanies her spouse to a new duty station and needs to find a new primary care provider for herself and her children.
- She visits websites to search for healthcare providers in the area and reviews patient reviews and ratings to make an informed decision. Also, navigates to the family support section and discovers resources for medical care during deployments and relocations.



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Recent Activities

- Collaboration with J-6 to define infrastructure requirements and provision servers
- Refinement of requirements, personas, and designs
- Website content development for Agency, Beneficiaries, and Businesses sections
- Convening DHA Functional Area Subject Matter Expert (SME) Working Group



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DHA Functional Area SME Working Group

DHA Staff

- Office of the Chief of Staff
- J-1
 - Human Capital Division
 - Equal Opportunity & Diversity Management (EODM)
 - Publication Systems Branch (PBS)
- J-7

Beneficiaries

- AD-HCA
 - Pharmacy
 - Patient Experience Branch
 - Public Health
 - TRICARE Health Plan
 - Medical Affairs
- MHS Communications

Vendors

- AD-S
 - R&E
 - DACA
 - Acquisitions
- J-6
 - Research and Technology

Future Steps: Continue to engage with additional SMEs to identify priorities and future site capabilities.



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Proposed Content: AGENCY Area

- About the DHA
 - Mission and Vision
 - Strategic Plan
 - History
 - Leadership Biographies
 - Organizational Structure
 - Defense Health Networks
 - Career Opportunities
- Media and Resources
 - News
 - Events
 - Press Releases
 - Policy Documents
 - Congressional Testimonies

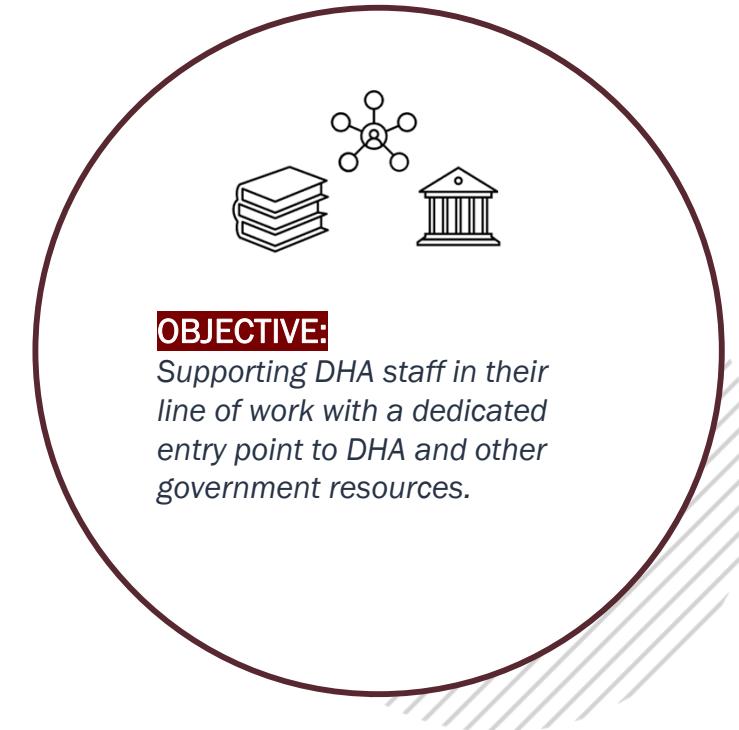


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Proposed Content: AGENCY Area (Cont.)

- DHA Employee Hub
 - **Reference Center:** Policy and process documents for DHA staff.
 - **Workforce Development:** Provide link to DHA Academy.
 - **Equal Opportunity and Diversity Management:** Equal Employment Opportunity program and information.
 - **Inspector General:** Provide a confidential avenue to report fraud, waste, abuse, and mismanagement.
 - **Helpful Government Resources:** Link employees to other sites that support federal employees.

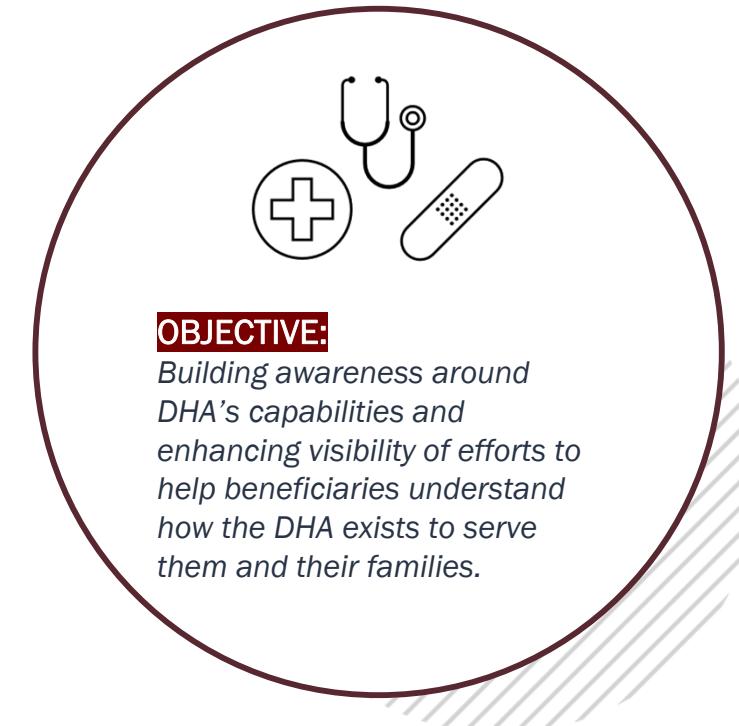


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Proposed Content: BENEFICIARIES Area

- **My Military Health:** Highlight the multiple pathways for patients to receive care.
- **MHS GENESIS:** Provide a direct link to MHS GENESIS patient portal.
- **TRICARE:** Provide direct links to TRICARE.mil.
- **Patient Stories/Testimonials:** Highlight real-life stories showcasing the impact of DHA services.
- **Quick Links:** Connect beneficiaries to the right place.
- **Help Lines:** Provide beneficiaries with numbers for critical support lines such as the Suicide and Crisis Lifeline and the Nurse Advice Line (or similar).



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Proposed Content: BUSINESSES Area

- **Doing Business with DHA:** Guidelines and procedures for doing business with DHA, and a checklist for success.
- **Component Acquisition Office:** Provide information about the office.
- **Small Business Office:** Highlight the Small Business Office and Program.
- **Vendor Information:** Provide capability for vendors to submit company information to DHA database.
- **Vendor Innovation Center:** Create a pathway to let vendors propose and submit innovative ideas.
- **Vendor Opportunities:** Encourage vendors to search current and upcoming procurement opportunities.



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Website Wireframes



Agency Beneficiaries Businesses

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We are a global team of nearly 130,000 civilians and military personnel, serving 9.5M beneficiaries and supporting 700+ hospitals and clinics in the U.S. Military Health System.

Search the Defense Health Agency 

Homepage



Defense Health Agency

Agency Beneficiaries Businesses

Search

About the Agency

As a joint, integrated Combat Support Agency, we are here to support the warfighter and provide a medically ready force and ready medical support.

[Learn About Our Mission](#) [Explore Our Strategy](#)



Our History

On Oct. 1, 2013, the Department of Defense (DOD) created the DHA to provide direct medical support to the operational forces, as well as direct to administer services like the TRICARE Health Plan.

[See Our Journey](#)



Our Organization

"The DHA's global workforce of nearly 130,000 civilians and military personnel is committed to medical excellence, patient safety, and ensuring military personnel are ready to support operations and humanitarian missions at home and abroad." —DHA Director

[Meet Our Leaders](#) [Explore Our Structure](#)



Working at DHA

We are doers and thinkers, we are on the cutting

Section Page



Agency Beneficiaries Businesses [Search](#) [Sign In](#)

Our Mission

The DHA is a joint, combat support agency that enables the Army, Navy, and Air Force medical services to provide a ready medical force and ready medical force to Combatant Commands in both peacetime and wartime. The DHA is the lead agency for the Defense Health System (DHS), which is the nation's largest military health system (MHS) by improving our system operations, driving innovative solutions, and fostering a culture of safety.

Mission

The DHA supports the Nation by improving health and building readiness – making extraordinary experiences ordinary and exceeding outcomes routine.

Vision

Unmeriting our presence of excellence as we care for our joint force and those we are privileged to serve. Anytime. Anywhere – Always.

What We Do

The DHA global workforce of almost 33,000 civilians and military personnel is committed to medical excellence, health care improvement and ensuring military personnel are ready to perform combat operations and humanitarian missions at home and abroad.

At-a-Glance the DHA:

- Manages military hospitals and clinics worldwide with an operating budget of approximately \$16.9 billion in FY23.
- 45 hospitalization facilities (32 in the U.S.)
- 2,000 medical clinics worldwide providing medical and dental health (MDs) to the MHS
- 117 dental clinics (94 in the U.S.)
- Provides medical services to the joint force
- Manages the majority of the Unified Federal Budget (UFB). The MHS for FY23 is \$55.3 billion, or approximately 7.2% of the overall Department of Defense (DoD) \$773 billion budget.
- Manages the Defense Health Program (DHP) budget of approximately \$16.8 billion
- Manages an \$11 billion/year medical supply chain that supplies close to 500,000 medical devices to the Joint Force.
- Delivers agile and scalable combat support capabilities to the Combatant Commands and Joint Force, while providing innovative solutions to the medical challenges of the future.
- Ten joint shared services, including the TRICARE health program; pharmacy operations; health information technology; medical logistics; family management; research and development; education and training; public health; budget; and resource management; and contracting.

You Might Like This...

Content	View All
 Tech, ready, and available	View All
 Listen, learn, do, act, aim, consecutefor, and connectefor, and advising	View All
 Health, ready, and available	View All

Resources	View All
 Podcast, Listen, learn, do, act, aim, consecutefor, and connectefor, and advising	View All
 Document, Listen, learn, do, act, aim, consecutefor, and connectefor, and advising	View All
 Health, Listen, learn, do, act, aim, consecutefor, and connectefor, and advising	View All

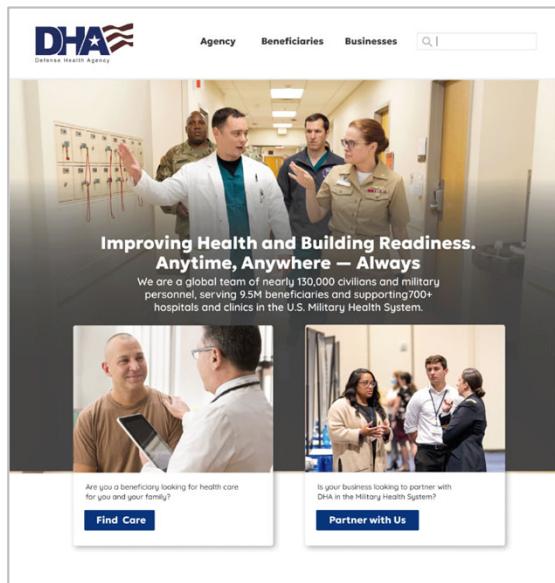
Basic Page



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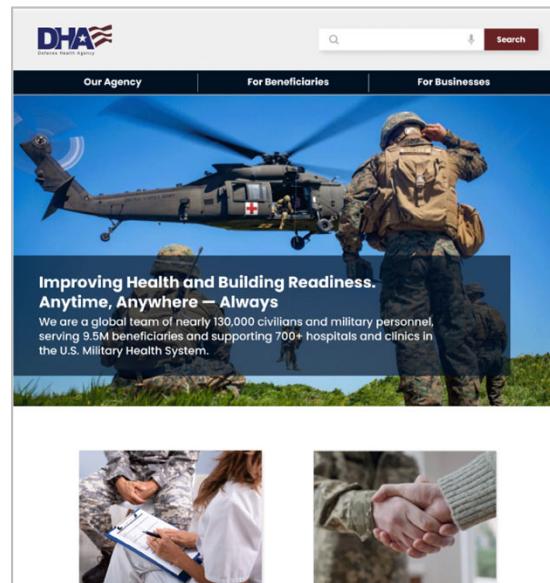


Website Design Options



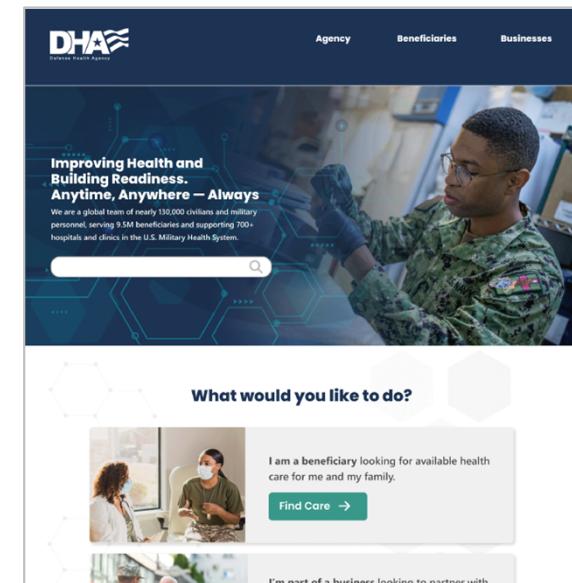
Concept 1=Reliability

Sharing the agency's story of commitment and support in healthcare and in partnerships that fosters innovation with a clean and simplistic look and feel.



Concept 2=Credibility

Showcasing the agency's significant impact on the military health system through a bold and engaging look and feel, emphasized by dynamic visuals.



Concept 3=Modernization

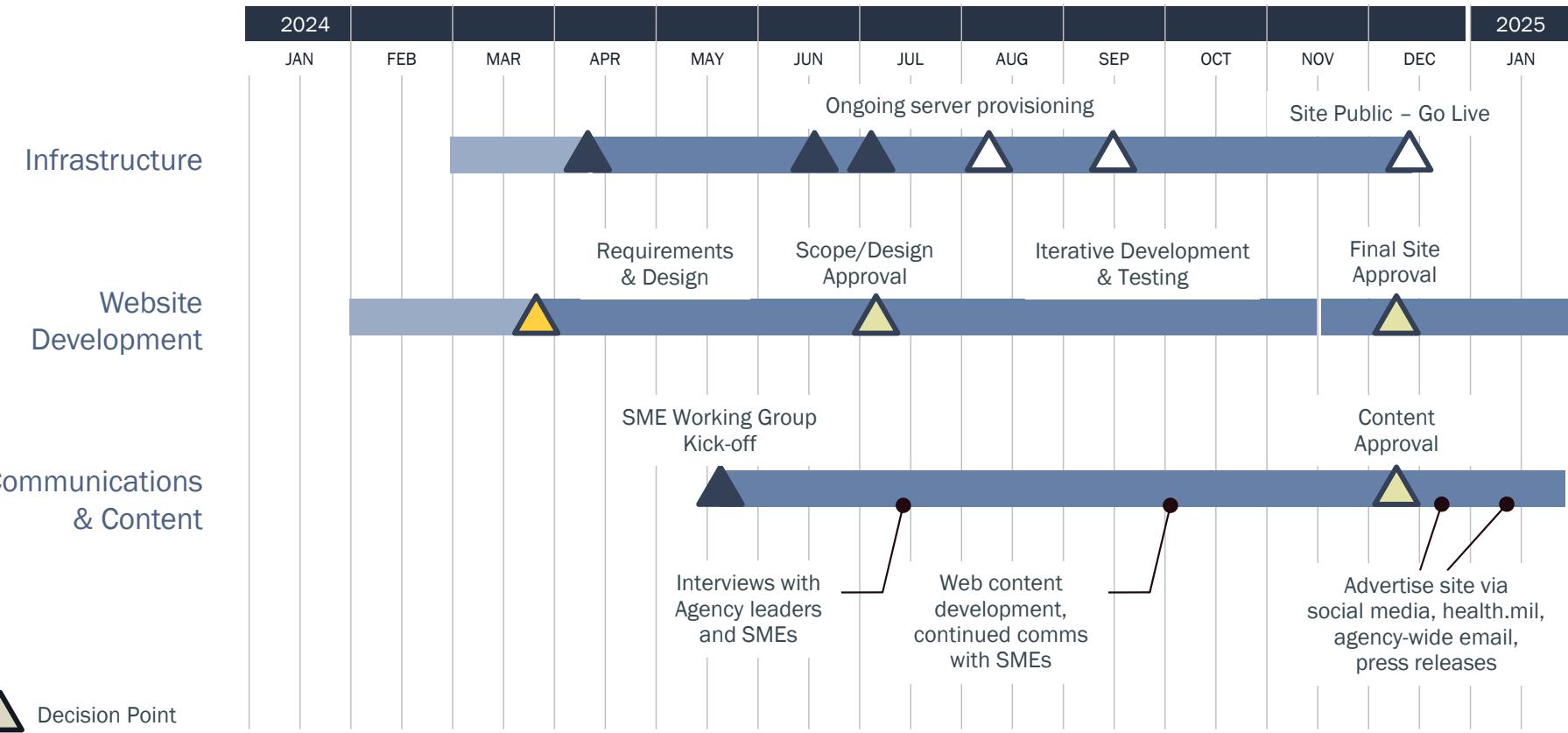
Highlighting the agency's advancements in technology and support in wellness through a modern and sleek aesthetic with light-hearted visuals.



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Website Launch Timeline



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Next Steps

- Gain Director approval of scope and design for initial launch of DHA.mil.
- Continue working with J-6 to complete infrastructure build.
- Continue iterative development of website pages, content, and functionality.
- Continue engagement with SME Working Group to identify new requirements/priorities and validate content prior to launch.
- Initiate internal/external communications plan for site launch:
 - Social Media
 - Health.mil sustaining banner
 - Health.mil posts
 - DHA Director Email Messages
 - #AcrosstheMHS
 - Inside DHA
 - Press Release



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BACKUP



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DHA.mil

The official website of
The Defense Health Agency

Goal:

Establish a DHA web presence, with a consistent brand, that provides timely and relevant information to the full range of stakeholders who engage with DHA on a regular basis



Objectives

- The BUSINESS objectives are:
- EDUCATING stakeholders on DHA's vision, mission, priorities and values
- INFORMING vendors on how to conduct business with the agency to maximize innovation and optimize contractual pipelines, in support of building readiness and improving health
- DESCRIBING how DHA strategic initiatives and efforts are related to stabilization and modernization
- The MARKETING objectives are:
- PROMOTING brand awareness to expand DHA's visibility and recognition; and to increase loyalty, retention, and advocacy
- ESTABLISHING brand authority with a consistent messaging narrative and streamlined processes across channels to enhance the user experience and remain relevant



Audience

Audience	Representative Stakeholders	Group
Vendors/Contractors	Managed Care Support Contractors, Consulting Firms, Technology & Product Providers	Group 1
Beneficiaries	Service Members, Families, Retirees	Group 1
DHA Staff	DHQ, DHNs	Group 1
DoD medical organizations	OSD/Health Affairs, OTSG, BUMED, AF/SG, MTFs	Future
DoD non-medical organizations	SECDEF/DEPSECDEF, USD, Military Departments, Fourth Estate, Joint Staff	Future
Interagency/Other Federal Government	White House, OMB, Congressional Committees, VA, HHS, DHS, State Dept	Future
Professional Medical Associations	AMA, AHA, HIMSS, ACS, ACOG, AAP	Future
Non-profit and Advocacy Organizations	MSOs, VSOs	Future
Think Tanks / Academia	RAND Corp, Institute for Defense Analysis and more	Future
Health Care Industry	Private sector healthcare delivery systems (e.g., Mayo, Cleveland Clinic, Kaiser), biotechnology companies	Future
Media	Military Times, NY Times, WaPo, Regional/Local News Outlets, Industry News Outlets, Cable News	Future
DoD Governance Bodies	SMMAC, MHSER, DWC	Future
General Public	Non-government/non-healthcare organizations, Individuals	Future

DHA.mil SME Working Group

- Purpose: to introduce plans for DHA.mil, establish lines of communication, and to validate proposed site requirements with key DHA SMEs.
- Invitees included representatives from:
 - Office of the Deputy Director
 - Office of the Chief of Staff
 - HCA
 - AD-S
 - R&PI
 - J-3/5/7
 - J-6
 - J-1
 - TRICARE
 - Small Business Program
- Following initial working group session, meetings were scheduled with smaller SME groups, based on subject area.

Cara Muller
Combat Medic Sergeant

"Access to reliable information is important in my role, as it impacts the effectiveness of our medical interventions and the safety of our unit."

Goals

- To provide high-quality medical support to her unit and ensure the health and safety of her fellow service members.
- To stay updated on advancements in medical technology and treatment protocols to ensure cutting-edge care for her unit members.

Needs

- Access to comprehensive healthcare information tailored to her unit's needs.

Keywords
Medical, Patient, Research

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Web browser

Mary Smith
Military Spouse

"In the face of relocation and deployments, my family's well-being is priority, guiding me through every challenge with strength."

Goals

- To ensure the health and well-being of her family remains Mary's top priority, guiding her decisions and actions in every aspect of her life.
- To have healthcare resources for herself and her family members, including information on accessing care during deployments and relocations.

Needs

Keywords
Family-oriented, Financial, Practical

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Web browser

Connor Pratt
Congressional Staffer

"I'm committed to crafting legislation that ensures every American has access to quality healthcare and the support they need to thrive."

Goals

- Proprietary goal to advance healthcare policies that improve access and quality of care for all Americans, including service members, veterans, and their families.
- To advocate for legislation that enhance health support and resources for service members, veterans, and families.

Needs

- Comprehensive information on DHA programs, initiatives, and policies.

Keywords
Policy, Public service, Policy

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Digital Device, Web browser

Joanne Duhart
Journalist

"As a journalist focused on military affairs, my mission is to shed light on the stories that matter most to service members."

Goals

- To provide accurate and impactful journalism on military healthcare policies, military affairs, and national security.
- To generate innovative healthcare programs and initiatives implemented by the DHA that have the potential to improve healthcare access, quality, and outcomes.

Needs

- Access to information on military healthcare policies and initiatives, opportunities for interviews with military leaders.
- Timely responses to media inquiries and access to accurate information on news reporting.
- Transparent communication, data and evidence on DHA activities and policies.
- Efficient communication channels and a dedicated media section on the website.

Challenges/Frustrations

- Navigating complex military bureaucracy, obtaining timely responses from DHA officials.
- Ensuring timely responses to media inquiries and finding relevant press releases or statements on the website, requiring efficient communication channels and an easily accessible media section.
- Meeting tight deadlines.
- Challenging to locate relevant information or resources.

Keywords
Analytic, Problem-oriented, Professional

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Digital Device, Web browser

Roles

Journalist, news sources, social media, and government press releases for updates on military healthcare policy and national security issues.

Scenarios

- The investigation allegation of substandard care at military hospitals and needs to interview healthcare providers and patients to determine the truth.
- She uses the "Press Release" section and finds information on recent initiatives to improve healthcare quality at military hospitals. She contacts the DHA press office to request interviews with key officials and access to relevant data for her investigation.

Don Rossi
DHA Program Analyst

"I'm dedicated to leveraging my expertise to make a meaningful impact and improving within the Defense Health Agency."

Goals

- To contribute to the improvement of healthcare outcomes for service members, veterans, and their families.
- To develop justifiable recommendations for improving program effectiveness, streamlining efficiency, and enhancing healthcare outcomes for those the DHA serves.

Needs

- Information on DHA structure, policies, and procedures, access to

Keywords
Analytic, Outcome-oriented, Professional

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Digital Device, Web browser

Melinda Quinn
Medical Supply Co. Manager

"I am dedicated to providing solutions and uncovering support to meet the unique needs of our military healthcare providers and their patients."

Goals

- To maintain and strengthen her company's relationship with the DHA and Military Treatment Facilities (MTFs) across the country.
- Aims to provide high-quality medical products and excellent customer service to meet the unique needs of military healthcare providers.

Needs

Keywords
Strategic, Anticipatory, Proactive

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Digital Device, Web browser

Martin Lopez
MTF Medical Officer

"As a military physician, my duty is to serve those who serve, delivering compassionate care and unwavering support to our nation's heroes."

Goals

- To continue delivering high-quality healthcare to military personnel, veterans, and their families at the military treatment facility (MTF).
- To provide compassionate care and stay updated on medical advancements to improve patient outcomes.

Needs

- Timely updates on DHA policies and initiatives relevant to healthcare

Keywords
Leadership, Respect, Honesty

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Digital Device, Web browser

Sam Klein
Small Business Owner

"I need a site that simplifies the procurement and contracting process, allowing me to locate and understand the necessary information."

Goals

- Aim to grow his IT firm by securing contracts with government agencies, seek opportunities to showcase his innovative solutions, and establish credibility in the government contracting space.
- To understand DHA's procurement processes and identify contracting opportunities for his small business.

Needs

- Clear guidance on DHA procurement and understanding contracting opportunities to be the best for small businesses.
- Access to key resources, including government contracting documents, contracts, meetings, procurement notices and resources to understand potential business opportunities.
- Resources tailored to small businesses, such as webinars and workshops.

Challenges/Frustrations

- Lack of familiarity with federal procurement regulations.
- Scattered resources for parsing government contracts.
- Competitive bidding process with established relationships.
- High learning curve for navigating the DHA website.
- Highly specialized websites difficult to navigate, especially if they lack user-friendly features or if important information is buried within the site's structure.

Keywords
Strategic, Anticipatory, Proactive

User Environment
Home-space, Office-space
Mobile, Desktop/Laptop, Digital Device, Web browser

Habits

- Attends industry conferences, networking events, and government contracting seminars to stay informed about market trends and opportunities.

Scenarios

- Reviews the DHA's official DHA Request for proposal (RFP) from the DHA for subcontracting opportunities.
- Visits the DHA website to review the RFP details, submission requirements, and deadlines. Navigates to the small business resources section and finds step-by-step guides on how to participate in government contracting programs and information about upcoming procurement opportunities, specifically tailored to small business.

3