



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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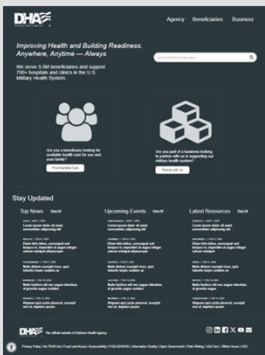
Infrastructure

Hardware, Network and Security Requirements

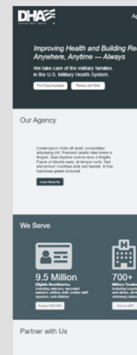
- **Provisioning of Hardware.** Multiple environments for testing, staging, and production. Multiple in each environment.
- **Network Support Services and Hardware.** New DHA.mil domain, and additional support communication, firewalls, load-balancing, etc.
- **Procurement of Software Licenses.** Operational 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



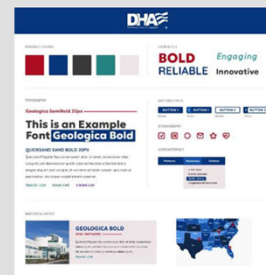
2. Brand Transition



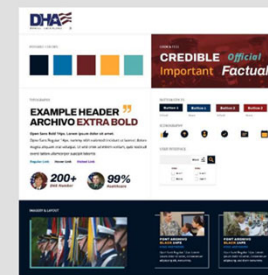
3. Traditional Flow

Visual Concepts

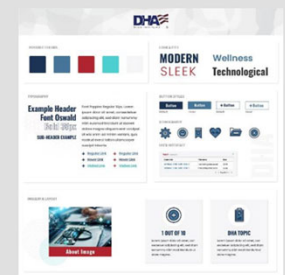
1. Reliability



2. Credibility



3. Modernization



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Website Personas



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 career on hold to support her family's needs.

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

- 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.

Keywords

#family-oriented #resourceful #practical

User Environment

Home-space Office-space

Mobile Desktop/Laptop

Digital Novice Tech-Savvy

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



OBJECTIVES:

Educating stakeholders on DHA's vision, mission, priorities, and values.

Connecting the public to DHA current affairs, upcoming events, forecast opportunities, and future advancements.

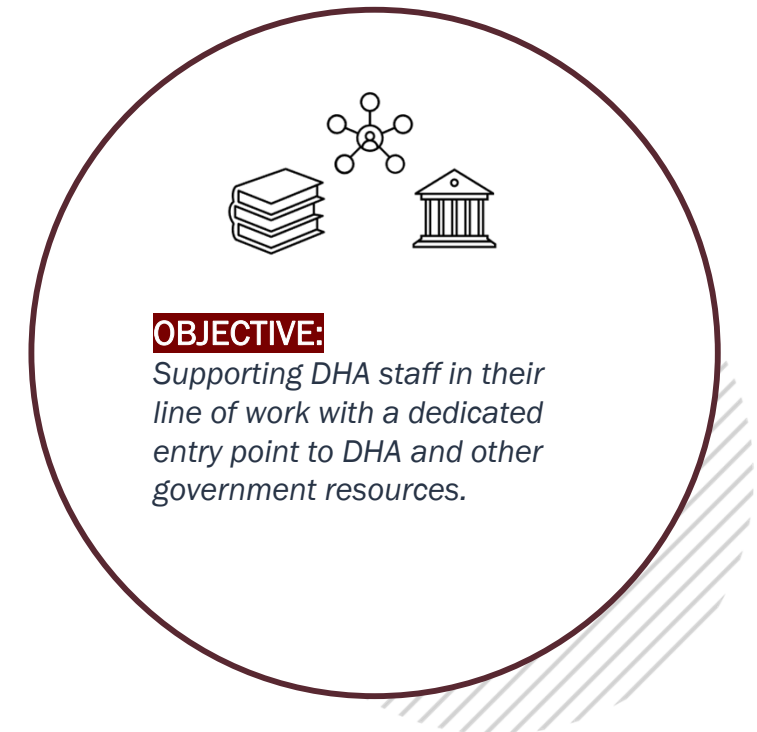


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Proposed Content: AGENCY Area (Cont.)

- **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.

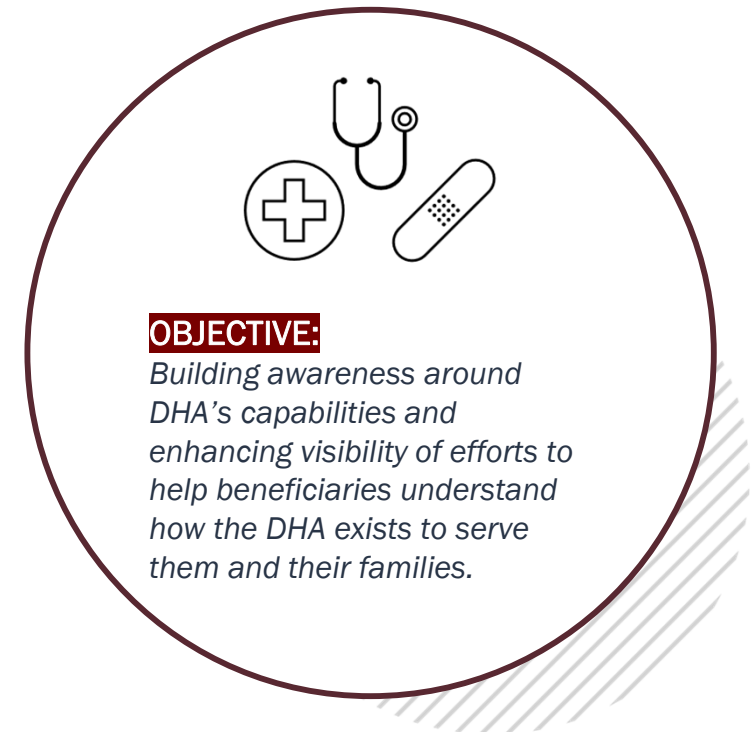


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Proposed Content: BENEFICIARIES Area

- **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

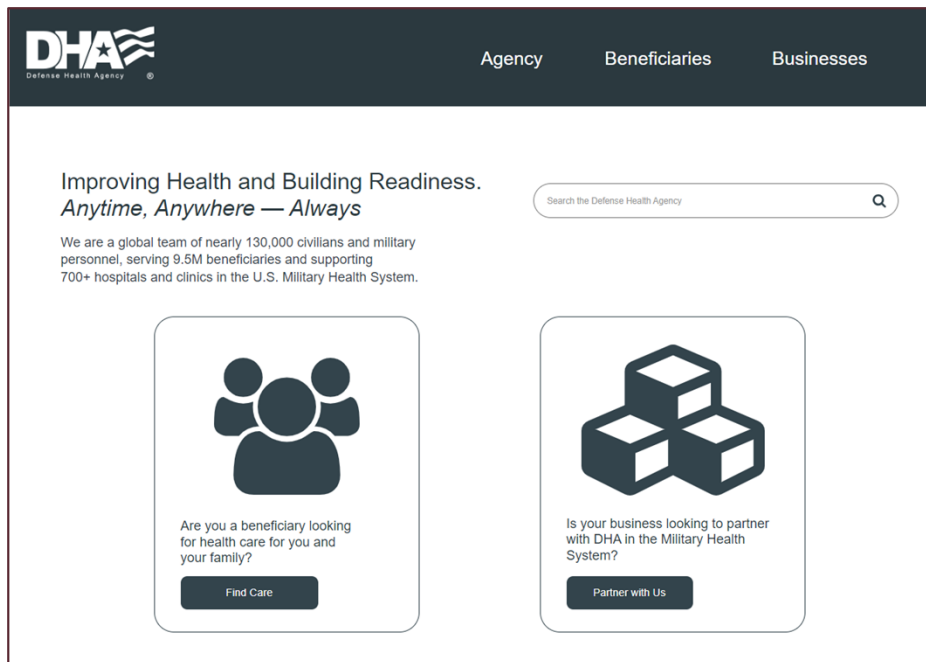
- **Doing Business with DHA:** Guidelines and procedures for doing business with DHA, and a checklist for success.
- **Component Acquisition Office:** Provide information about the office.
- **Small Business Office:** Highlight the Small Business Office and Program.
- **Vendor Information:** Provide 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.



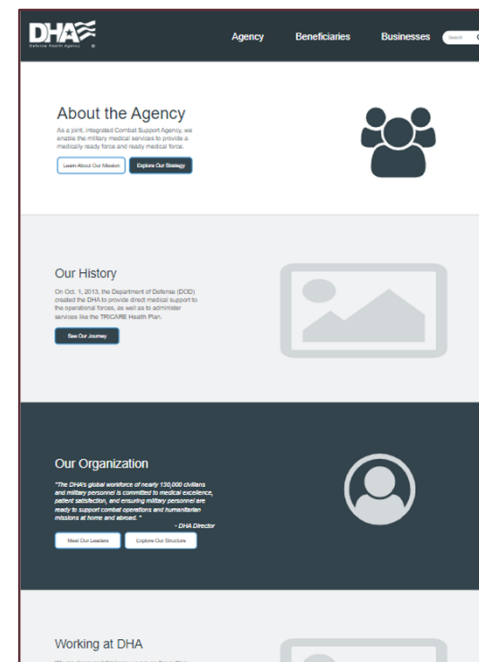
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Website Wireframes



Homepage



Section Page



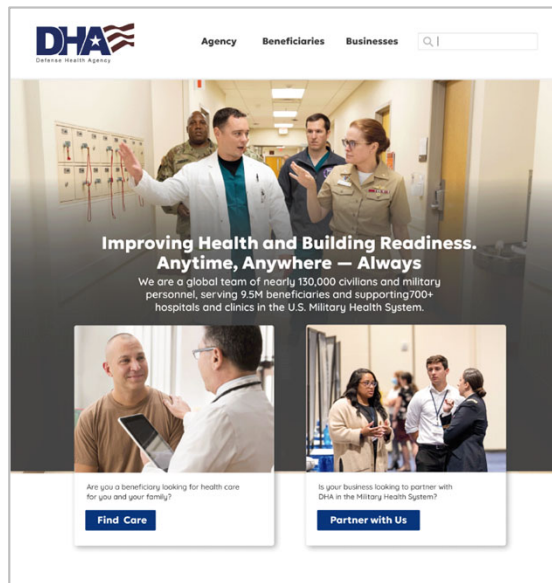
Basic Page



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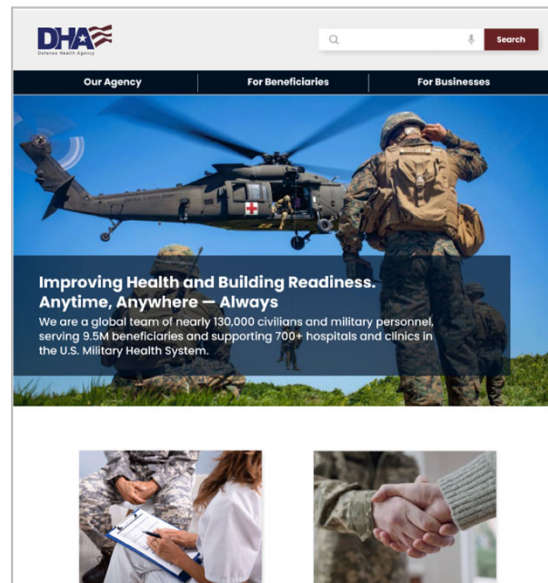


Website Design Options



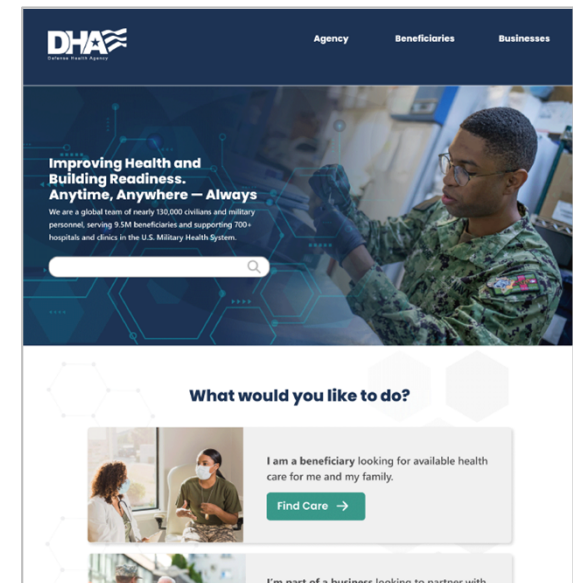
Concept 1 ~~#~~Reliability

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

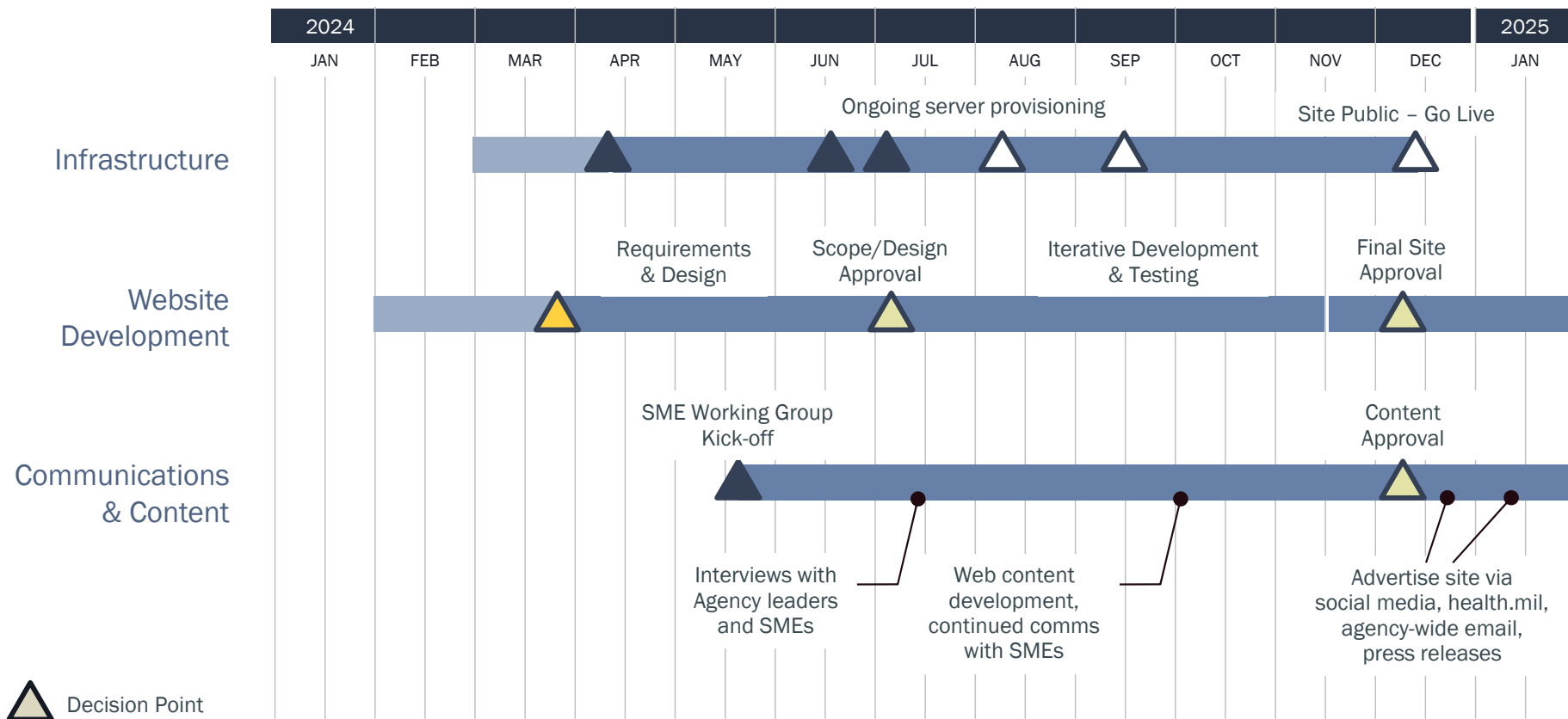
Highlighting the agency's advancements in technology and support in wellness through a modern and sleek aesthetic with light-hearted visuals.



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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	DHHQ, 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 well-being 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 military medical needs.

Keywords

Medical, Patient, Resurgence

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

34 Years Old
Military Medical

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

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

Keywords

Family-related, Healthcare, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

25 Years Old
Elementary School Teacher

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

- His primary goal is 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 enhances health support and resources for service members, veterans, and families.

Needs

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

Keywords

Policy, Public Service, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

42 Years Old
Political Science Degree

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 policy, military affairs, and national security.
- To promote 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 for news reporting.
- Ready-to-use press releases, data and content on DHA initiatives and policies.
- Efficient communication channels and a dedicated media section on the website.

Keywords

Family, Healthcare, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

47 Years Old
Journalism Master

Information Channels

Website, Social Media, Email, Newsletters

Background

She has years of experience working as a journalist, with a focus on covering healthcare policy, military affairs, and national security. Known for her ability to distill complex issues into clear and engaging stories for a broad audience.

Challenges/Obstacles

- Navigating complex military bureaucracy, obtaining timely responses from DHA officials.
- Accessing 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.
- Tight deadlines.
- Challenging to locate relevant information or resources.

Risks

- Missing out on critical updates, social media, and government press releases for updates on military healthcare policy and national security issues.

Scenario

- The investigative allegations of substandard care at military hospitals and needs to interview healthcare providers and patients to gather firsthand accounts for her report.
- Access to the "Press Release" section and find 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 actionable recommendations for improving program effectiveness, increasing efficiency, and enhancing healthcare outcomes for those the DHA serves.

Needs

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

Keywords

Family, Healthcare, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

28 Years Old
Public Health Bachelor

Melinda Quinn
Medical Supply Co. Manager

"I am dedicated to providing solutions and unwavering 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 (MTF) across the country.
- To provide high-quality medical products and excellent customer service to meet the unique needs of military healthcare providers.

Needs

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

Keywords

Family, Healthcare, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

44 Years Old
Business Graduate Degree

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

Family, Healthcare, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

36 Years Old
Board-Certified Physician

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 B2B firm by securing contracts with government agencies, needs opportunities to showcase his innovative solutions and establish credibility in the government contracting space.
- To understand DHA's procurement process and identify contracting opportunities for his small business.

Needs

- Clear guidance on DHA procurement and understanding contracting opportunities with the DHA for small businesses.
- Information on how to participate in government contracting activities, events, meetings, procurement notices and resources to identify potential business opportunities.
- Resources tailored to small businesses, such as webinars and workshops.

Keywords

Family, Healthcare, Resilience

User Environment

Mobile, Desktop/Laptop, Tablet

Demographics

49 Years Old
Entrepreneur/Owner

Information Channels

Website, Social Media, Email, Newsletters

Background

Has been focused on providing innovative solutions to address the unique needs of government agencies, including the Department of Defense (DoD) and its components such as the Defense Health Agency (DHA).

Challenges/Obstacles

- Lack of familiarity with federal government regulations.
- Complex processes for pursuing government contracts.
- Competition from larger firms with established relationships in government contracting.
- Needs more supportive resources or if important information is buried within the site's structure.

Risks

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

Scenario

- Receives notification of a new request for proposal (RFP) from the DHA for cybersecurity solutions.
- 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 businesses.