



# Veterans Health Administration Customer Value Survey

**The Paperwork Reduction Act of 1995:** This information is collected in accordance with section 3507 of the Paperwork Reduction Act of 1995. Accordingly, we may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a valid OMB number. We anticipate that the time expended by all individuals who complete this survey will average 25 minutes. This includes the time it will take to follow instructions, gather the necessary facts and respond to questions asked. Customer satisfaction is used to gauge customer perceptions of VA services as well as customer expectations and desires. The results of this online survey will lead to improvements in the quality of service delivery by VA. Participation in this survey is voluntary and failure to respond will have no impact on benefits to which you may be entitled.

# VHA Customer Value Survey

In an effort to continue to meet the needs and expectations of the Veteran population, the Veteran Health Administration (VHA) seeks to understand Veteran preferences regarding their care and the types of services they value most. Your responses to this online satisfaction survey will provide the VHA with information that will be used to develop programs that best meet these needs, expectations, consumer opinions concerning satisfaction, attitudes and information about financial products and services. Your responses will assist the survey sponsor in developing better services to provide financial information to consumers.

The survey takes about 25 minutes to complete. Your answers are anonymous and no personal identifying information will be released. If you have any questions about this survey, please contact Panel Relations at (xxx) xxx-xxxx.

The OMB Control Number for this study is 2900-0770. If you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please contact (INSERT OMB CONTACT INFORMATION)

Thank you in advance for your participation!

1. When did you serve on Active Duty in the US Armed Forces?
  - September 2001 or later
  - August 1990 to August 2001 (includes Persian Gulf War)
  - May 1975 to July 1990
  - August 1964 to April 1975 (Vietnam era)
  - July 1964 or earlier *[THANK AND TERMINATE SURVEY]*
  
2. Did you deploy in support of Operation Enduring Freedom (OEF) or Operation Iraqi Freedom (OIF)?
  - Yes
  - No
  
3. In what year did you first enter active duty? \_\_\_\_\_ (YYYY)
  
4. In what year were you last released from active duty \_\_\_\_\_ (YYYY)
  
5. Do you have a VA service-connected disability rating?
  - Yes
  - No

6. What is your current VA service-connected disability rating?

- 0 percent
- 10 or 20 percent
- 30 to 40 percent
- 50 to 60 percent
- 70 percent or higher
- Don't know

7. Are you currently receiving monthly disability payments from the VA?

- Yes
- No

The following question is about your use of the Internet.

8. What activities do you participate in online? Please select all that apply. *[MULTIPLE RESPONSE]*

- Banking (paying bills, checking balance, transferring money, etc.)
- Downloading/listening to music
- Downloading/watching videos
- Email
- Personal blog
- Personal web page
- Photo uploading/storing
- Professional networking (such as LinkedIn)
- Reading news
- Sharing and getting product information
- Shopping
- Social networking (such as Facebook or Twitter)
- Uploading video

For the remaining questions, we're going to ask you to make a series of choices about how you would prefer to use two different types of health services: health coaching and a Personal Health Record (PHR). These choices are similar to the choices you might make when deciding which new phone to buy based on the different features available. While this might seem complicated at first, you'll get the hang of it quickly. Please stick with this survey because your responses will help the VHA provide the best service to you.

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**Let's start with health service coaching. Here is some background:**

Health coaching is a model of patient care which emphasizes a partnership with each Veteran, collaboration within a truly inter-professional care team, and promotion of patient behavioral change in order to optimize the lifelong health of each Veteran.

**What will help you choose among health coaching features?**

Each health coaching profile will contain five attributes. Please review the following information carefully to become familiar with each of the different possible attribute options.

Who provides health coaching	<ul style="list-style-type: none"> <li>• Coaching by a clinician member of your VA care team</li> <li>• Coaching provided by a clinician outside of your VA Care Team</li> <li>• Coaching provided by a non-clinician (fellow Veteran?) outside of your VA care team</li> <li>• Coaching provided by someone in your community and not-affiliated with VA</li> </ul>
How coaching is provided	<ul style="list-style-type: none"> <li>• Individual coaching face-to-face or by telephone that a health coach initiates</li> <li>• Individual coaching face-to-face by telephone that you the patient initiates</li> <li>• Group coaching with peers through face-to-face or telephone sessions</li> <li>• "On demand" coaching through a telehealth device or MyHeatheVet website or smart phone</li> </ul>
Coaching duration	<ul style="list-style-type: none"> <li>• Quick reminders</li> <li>• Shorter informational or motivational coaching sessions</li> <li>• Longer duration coaching over time until a goal is met or a health issue is under control</li> </ul>
Coaching intensity	<ul style="list-style-type: none"> <li>• Coaching at the beginning to explain a procedure or disease-specific treatment plan</li> <li>• Coaching that monitors progress, motivates and helps keep you on track with your self-managed health or treatment plan</li> <li>• Coaching that is more tailored, intensive and integrated to help you with your life goals and/or longer term health issue (e.g., chronic diabetes)</li> </ul>
Motivators and incentives for participating	<ul style="list-style-type: none"> <li>• The intrinsic reward of reaching your own personal goal</li> <li>• Sharing in group recognition of achievements, such as an award presentation to a group, or news articles about individual accomplishments in a magazine read by Veterans</li> <li>• Perquisites/ rewards for participating in health coaching, such as discounted gym membership</li> </ul>

**Now it's time to make some choices!**

These five questions look similar, but each presents slightly different details for two different program options, plus a "no program" option, so please pay attention! In each question, please provide your feedback **comparing the three boxes and choose the program you would most prefer to use** by marking an X in the box under that program.

9. Which services program would you **most** prefer to use?

**Program 1**

**Program 2**

<b>Health Coach</b>	Coaching by a non-clinician outside of your VA care team	Coaching delivered by a clinician member of your VA care team	<b>No program</b>
<b>Mode of Delivery</b>	Individual coaching delivered face-to-face or by telephone that a health coach initiates	Individual coaching delivered face-to-face or by telephone that you the patient initiate	
<b>Coaching Duration</b>	Shorter informational or motivational coaching sessions	Quick reminders	
<b>Coaching Purpose</b>	Coaching at the beginning to explain a procedure or disease	Coaching that monitors progress, motivates and helps keep you on track with your life goals	
<b>Incentives</b>	Rewards or recognition for meeting a personal health goal	Intrinsic reward of reaching your own goal	




10. Which services program would you **most** prefer to use?

**Program 1**

**Program 2**

<b>Health Coach</b>	Coaching by a clinician outside of your VA care team	Coaching delivered by a clinician member of your VA care team	<b>No program</b>
<b>Mode of Delivery</b>	Individual coaching delivered face-to-face or by telephone that a health coach initiates	Group coaching with peers	
<b>Coaching Duration</b>	Quick reminders	Quick reminders	
<b>Coaching Purpose</b>	Coaching that is more tailored	Coaching that monitors progress, motivates and helps keep you on track with your life goals	
<b>Incentives</b>	Rewards or recognition for meeting a personal health goal	Sharing in group recognition	

11. Which services program would you **most** prefer to use?

	<b>Program 1</b>	<b>Program 2</b>	
<b>Health Coach</b>	Coaching by a non-clinician outside of your VA care team	Coaching by a clinician outside of your VA care team	<b>No program</b>
<b>Mode of Delivery</b>	“On demand” through a telehealth device	Individual coaching delivered face-to-face or by telephone that you the patient initiate	
<b>Coaching Duration</b>	Shorter informational or motivational coaching sessions	Longer duration coaching over time	
<b>Coaching Purpose</b>	Coaching at the beginning to explain a procedure or disease	Coaching that is more tailored	
<b>Incentives</b>	Rewards or recognition for meeting a personal health goal	Intrinsic reward of reaching your own goal	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Which services program would you **most** prefer to use?

	<b>Program 1</b>	<b>Program 2</b>	
<b>Health Coach</b>	Coaching by someone in your community outside of your VA care team	Coaching delivered by a clinician member of your VA care team	<b>No program</b>
<b>Mode of Delivery</b>	Group coaching with peers	Group coaching with peers	
<b>Coaching Duration</b>	Longer duration coaching over time	Quick reminders	
<b>Coaching Purpose</b>	Coaching that is more tailored	Coaching that is more tailored	
<b>Incentives</b>	Sharing in group recognition	Intrinsic reward of reaching your own goal	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Which services program would you **most** prefer to use?

**Program 1**

**Program 2**

<b>Health Coach</b>	Coaching by a non-clinician outside of your VA care team	Coaching by someone in your community outside of your VA care team	<b>No program</b>
<b>Mode of Delivery</b>	Individual coaching delivered face-to-face or by telephone that a health coach initiates	“On demand” through a telehealth device	
<b>Coaching Duration</b>	Shorter informational or motivational coaching sessions	Shorter informational or motivational coaching sessions	
<b>Coaching Purpose</b>	Coaching that monitors progress, motivates and helps keep you on track with your life goals	Coaching at the beginning to explain a procedure or disease	
<b>Incentives</b>	Rewards or recognition for meeting a personal health goal	Intrinsic reward of reaching your own goal	

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**Now let's move on to a Personal Health Record (PHR) service. Here is some background:**

A PHR is a tool that you can use to collect, track and share past and current information about your health. It allows you to participate in the management of your health and share information with your health care providers.

**What will help you choose among the PHR features?**

Each PHR profile will contain four attributes. Please review the following information carefully to become familiar with each of the different possible attribute options.

Convenience / access	<ul style="list-style-type: none"> <li>• Share information through a VA caregiver, either in-person or by telephone</li> <li>• Share information through a VA caregiver as well as through MyHealthVet website</li> <li>• Share information through all channels (VA caregiver, MyHealthVet website and smartphone app)</li> </ul>
Type of health information shared	<ul style="list-style-type: none"> <li>• Medical information (VA health history, caregiver notes, medications, lab results)</li> <li>• Medical information plus personal information about you (marital status, dependents, employment, housing)</li> <li>• Medical information, personal information about you, as well as information you provide about your preferences, values, priorities and motivators</li> </ul>
Confidentiality	<ul style="list-style-type: none"> <li>• Share information only with your VA care team</li> <li>• With your consent, share your entire health record with VA care team and other healthcare providers or caregivers</li> <li>• Share only the parts of your health record that you select with other healthcare providers or caregivers</li> </ul>
Other health resources / tools	<ul style="list-style-type: none"> <li>• Access tailored educational/informational resources through your PHR</li> <li>• Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age</li> <li>• Access all of the above, plus home monitoring tools and smart phone apps that you connect/upload to your PHR</li> </ul>

**Now it's time to make some choices!**

Again, these five questions may look similar, but each presents slightly different details for two different program options, plus a “no program” option, so please pay attention! In each question, please **compare the three boxes and choose the service program you would most prefer to use** by marking an X in the box under that program.



14. Which services program would you **most** prefer to use?

	<b>Program 1</b>	<b>Program 2</b>	
<b>Convenience/ Access</b>	Share information through a VA care giver	Share information through a VA care giver as through MyHealthVet	<b>No program</b>
<b>Health Information Shared</b>	Medical information	Medical information, personal information about you, as well as information you provide about your preferences, values, priorities, and motivators	
<b>Confidentiality</b>	Share information only with your VA care team	Share only the parts of your health record that you select with other healthcare providers or caregivers	
<b>Health Resources/ Tools</b>	Access tailored educational/informational resources through your PHR	Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age	




15. Which services program would you **most** prefer to use?

	<b>Program 1</b>	<b>Program 2</b>	
<b>Convenience/ Access</b>	Share information through all channels (VA care giver, MyHealthVet website and smartphone app)	Share information through a VA care giver	<b>No program</b>
<b>Health Information Shared</b>	Medical information plus personal information about you	Medical information, personal information about you, as well as information you provide about your preferences, values, priorities, and motivators	
<b>Confidentiality</b>	With your consent, share your entire health record with VA care team and other providers	With your consent, share your entire health record with VA care team and other providers	

<b>Health Resources/ Tools</b>	Access tailored educational/informational resources through your PHR	Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age, plus home monitoring tools and smartphone app	
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16. Which program would you **most** prefer to use?

**Program 1**

**Program 2**

<b>Convenience/ Access</b>	Share information through a VA care giver as through MyHealthVet	Share information through all channels (VA care giver, MyHealthVet website and smartphone app)	<b>No program</b>
<b>Health Information Shared</b>	Medical information	Medical information, personal information about you, as well as information you provide about your preferences, values, priorities, and motivators	
<b>Confidentiality</b>	Share only the parts of your health record that you select with other healthcare providers or caregivers	Share information only with your VA care team	
<b>Health Resources/ Tools</b>	Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age, plus home monitoring tools and smartphone app	Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age	



17. Which services program would you **most** prefer to use?

**Program 1**

**Program 2**

<b>Convenience/ Access</b>	Share information through a VA care giver	Share information through a VA care giver	<b>No program</b>
<b>Health Information Shared</b>	Medical information, personal information about you, as well as information you provide about your preferences, values, priorities, and motivators	Medical information plus personal information about you	
<b>Confidentiality</b>	Share information only with your VA care team	With your consent, share your entire health record with VA care team and other providers	
<b>Health Resources/ Tools</b>	Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age	Access tailored educational/informational resources through your PHR	



18. Which services program would you **most** prefer to use?

**Program 1**

**Program 2**

<b>Convenience/ Access</b>	Share information through all channels (VA care giver, MyHealthVet website and smartphone app)	Share information through a VA care giver as through MyHealthVet	<b>No program</b>
<b>Health Information Shared</b>	Medical information	Medical information plus personal information about you	
<b>Confidentiality</b>	Share information only with your VA care team	Share information only with your VA care team	
<b>Health Resources/ Tools</b>	Access tailored educational/informational resources, as well as health risk assessment tools that provide feedback about your health age, plus home monitoring tools and	Access tailored educational/informational resources through your PHR	

	smartphone app		
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19. Do you have any final comments or suggestions?

**You have completed the survey. Thank you so much for your time!**

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## **Demographics—NO Questions**

*Information provided from panel (not needed to ask):*

- *Age*
- *Household size*
- *Education level*
- *Race/ethnicity*
- *Gender*
- *Employment*
- *Income range*
- *Region of US (9 regions)*
- *Metro vs. non-metro area*
- *Ownership status of living quarters*
- *Marital status*