The VA Patient Experience Journey Map represents a common set of moments that Veterans experience before, during, and after an outpatient appointment. While this map does not represent what happens to every single Veteran during every appointment, it does identify those moments when many Veterans experience bright spots or pain points in accessing care. Veterans also identified five moments that matter during which VA can build trust with Veterans or lose that trust entirely. These moments that matter are highlighted in the large colored boxes. They provide a guide for where VA can focus its time and resources towards the goal of maximizing Veterans’ trust in VA.

A similar map that represents the experiences of VA employees who provide outpatient care is forthcoming.

**RegistereR for VHA**

<table>
<thead>
<tr>
<th>BEFORE VISIT</th>
<th>ARRIVING TO FACILITY</th>
<th>DURING APPOINTMENT</th>
<th>DEPARTING FROM FACILITY</th>
<th>AFTER VISIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient entry and exit points</td>
<td></td>
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</tbody>
</table>

**SPOTLIGHTS**

- Talking to a trusted helper
- Appointment reminder
- Helpful Veterans
- Risk check-in
- Learn about additional resources
- Scheduling routine follow-up
- Socializing with buddies
- Travel benefits
- Mail order prescriptions
- Talking to a trusted helper
- Long wait times
- Uncomfortable environment
- Feeding unsafe
- Managing whole health

**PAIN POINTS**

- Receiving incorrect information
- Losing insurance
- Not registered for VHA
- Outdated information on websites
- Not getting through on the phone
- Not having need addressed
- Not getting a timely appointment
- Getting lost on way to facility
- Finding parking
- Too long in line
- Unhelpful signage
- Not getting consistent help from VA staff
- Unwelcoming environment
- Lack of privacy
- Unfriendly VA staff
- Cancelled appointment
- Long wait times
- Skipping this step
- Navigating to next appointment
- Long wait times
- Uncomfortable environment
- Feeding unsafe
- Travel benefits
- Scheduling specialty care
- Transitioning to mail order prescriptions
- Getting lost in hospital
- Getting lost in VA care

**EMOTION**

- “I got the appointment when I needed it.”
- “It was easy for me to find help in locating my appointment site.”
- “I felt heard and cared for.”
- “It was easy to get my prescriptions filled.”
- “I understood what I needed to do next to manage my whole health.”

**WHAT SHOULD WE MEASURE?**

- MEASURING EFFECTIVENESS
  - “I got the appointment when I needed it.”
- MEASURING EASE & EMOTION
  - “It was easy for me to find help in locating my appointment site.”
- MEASURING EMOTION
  - “I felt heard and cared for.”
- MEASURING EASE
  - “It was easy to get my prescriptions filled.”
- MEASURING EMOTION
  - “I understood what I needed to do next to manage my whole health.”

*The process for registering for VHA includes the following steps:*
- Deciding to register for VA Health Care
- Understanding and applying for eligibility
- Getting a service connected disability rating