



Opportunity to Change and Improve



MyVA Initiative

We are transforming the Department of Veterans Affairs (VA) through the *MyVA* initiative, a Veteran-centric process that is both top-down and bottom-up driven. We are moving quickly to fulfill our mission and demonstrate our VA Values by putting Veterans in control of *how*, *when*, and *where* they want to be served, by measuring success through Veterans' outcomes, and by optimizing our productivity and efficiency. *MyVA* is *100 percent* focused on best serving our Nation's Veterans. That is what we are about, and that's why we exist.

On December 17, 2014, VA announced the establishment of an Advisory Committee under the Federal Advisory Committee Act. This newly established committee, once formed, will advise the Secretary and the *MyVA* Task Force Executive Director on enacting the Department's reorganization and culture change. The committee members will be formally appointed by the Secretary in 2015, and will bring outside change-management expertise to the process.

The *MyVA* Task Force led by Executive Director Bob Snyder, currently the Principal Deputy Assistant Secretary of VA's Office of Policy and Planning, and Scott Blackburn, who recently came to VA with a rich background in organizational change management, will oversee our initiative until the organizational changes are completely integrated into daily operations.

The *MyVA* Task Force will evolve and grow—that is what all exceptional, dynamic organizations do. Initially the functions of The Task Force will work within four broad work streams to:

- Design and implement a Center for Veteran Engagement (CVE). The CVE will set and monitor the performance standards for customer service; provide training and resources for VA employees who interact with Veterans; establish processes to assist Veterans with needs that require special handling or attention; establish authoritative data sources so that we can more effectively engage Veterans; and lead continuous efforts to listen to the Voice of the Veteran.
- Improve our internal support functions to ensure that our processes support VA employees serving Veterans and that we effectively balance exceptional Veteran-centric service with operational efficiency.
- Launch Performance Improvement Teams that will help VA facilities increase performance, determine metrics for measuring success, solve problems, and share ideas across VA that demonstrate excellence in serving Veterans.
- Explore opportunities to enhance Strategic Partnerships that ensure the best and most effective organizations—public, private, non-profits, and volunteer—work with VA to best serve Veterans.





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(Continued)



The active support of our Congressional stakeholders as we move forward is essential. We value your feedback, your ideas, and your perspectives. We recognize you will have questions as we go through this dynamic process and we will update you as we progress.

Change is always hard. But productive change is necessary in every great customer service operation, and this change will allow us to utilize all our resources in the most efficient and effective manner to best serve Veterans.

To keep up with all of the changes taking place at the Department please check-out the following News Releases and VA publications:

2014 Year End News of Interest:

- [VA to Pilot IBM Computer Technology to Assist Physicians in Caring for Patients](#)
- [VA's Top Doctor Named Among Top 20 Most Influential People in Healthcare](#)
- [VA Expands Eligibility for VA Health Care Related to Military Sexual Trauma](#)
- [VA to Accept Proposals for New Scheduling System](#)
- [Veterans Affairs Secretary McDonald Updates Employees on MyVA Reorganization Plans](#)
- [Veterans Day Progress Report: Veterans Access, Choice, and Accountability Act 2014](#)
- [Road to Veterans Day Action Review - November 6, 2014](#)
- [An Open Letter to America's Veterans from Secretary Bob McDonald ~ November 5, 2014](#)

VA Publications:

- [VAanguard - VA's Employee Magazine](#)
- [VHA Office of Research & Development Newsletter](#)
- [Speeches of Secretary Robert A. McDonald](#)
- [Whistleblower Rights and Protections](#)
- [Federal Benefits for Veterans Dependents and Survivors Booklet - 2014 PDF Edition](#)
- [Celebrating America's Freedoms - a collection of stories about some of America's most beloved customs and national symbols](#)
- [Department of Veterans Affairs YouTube Channel](#)
- [VAntage Point - Official Blog of the U.S. Department of Veterans Affairs](#)

