Women Veterans Health Care

Patricia Hayes, PhD
Chief Consultant
Women Veterans Health Strategic Health Care Group
Department of Veterans Affairs
July 16, 2011
Mission

- Ensure all women Veterans receive equitable, high-quality, and comprehensive health care services in a sensitive and safe environment at all VA facilities.
- Be a national leader in the provision of health care for women Veterans, thereby raising the standard of care for all women.
Accomplishments: 2008–Present

- Comprehensive primary care for women Veterans
- 144 full-time Women Veterans Program Managers nationwide
- Launched Women’s Health Evaluation Initiative
- Revised VHA Handbook on Health Care Services for Women Veterans
- Enhancing mental health, homeless services
- Women’s Health education for providers
- Ramped-up communications to and about women Veterans
Objectives

- Culture change: It’s our job to serve women Veterans
  - New employee orientation
  - Communications workgroup

- Outreach: Engage women, encourage them to rethink VA and bring them in
It’s everyone’s job to take care of women Veterans
Culture Change Through Communications

- Leading development of a VA-wide communication plan to enhance language, practice, and culture of VA to be more inclusive of women Veterans

- National Women Veterans Communications Workgroup
  - Broad representation across VA
  - Tasked with developing strategies to reach women Veterans and VA employees

SUMMIT 2011

7/16/2011
she earned these.

It’s our job to give her the best care anywhere.
Outreach

- Women’s Health identity and branding

**WOMEN VETERANS HEALTH CARE**

- Health conferences and forums
- Health campaigns and outreach kits
- Web info on enrollment, benefits and news
- New Channels: blogs, social media
- Flash drives, apps
- Women Veterans Call Center
- Enhancing relationships at the state level
Outreach Materials

- Health Care Awareness Toolkits
  - Outreach posters
  - Web messaging
- Brochures
- Videos
- Images
- New Web site

http://www.womenshealth.va.gov
Women Veterans Call Center

- Goal: Reach every woman Veteran, especially those who have never used VA care
- Aim: To increase knowledge of VA services and benefits and expand women Veterans’ enrollment and utilization
- Outgoing call center
  - 4,000 calls per quarter
  - 30-day follow-up to ensure needs are met
Understanding Women Veterans

- National Survey of Women Veterans 2008
  - National stratified random sample
  - 3,500+ participants thru telephone interviews
  - Findings: access, quality perception, barriers

- More to come
  - Women Vietnam Veterans Study
  - OEF/OIF Cohort Study
  - Next Scientific Survey of Women Veterans: 2012