



What is Concierge for Care (C4C)?

Concierge for Care is an initiative led by VHA Member Services to transform VA’s health care enrollment model from passive to proactive. C4C empowers and educates **Transitioning Servicemembers (TSMs)**, while simplifying health care application and enrollment processes. Personal telephone calls are being made to Veterans shortly after their separation from military service. C4C agents can answer questions, process the VA health care enrollment application over the phone, and even assist Veterans with setting up their first VA medical appointment.

C4C Goals and Timeline

Goals:

- Make contact attempt within 27 days after separation for Veterans who have not already applied for VA health care (Goal: 95% or higher)
- Work with VA and DoD partners to increase the accuracy and availability of valid phone numbers (Goal: 90% or higher)

Timeline:

- Concept Initiated by VHA Member Services — April 2016
- C4C Presentation to the Health Executive Committee — October 2016
- C4C Presentation to the Benefits Executive Committee — December 2016
- Focus Groups—February 2017
- Telephone Pilot — March 2017
- Enterprise-wide Rollout — October 2017

Impact on Access to Care

The latest *National Survey of Veterans* (2010) indicated 42 percent of Veterans were not aware of VA health care benefits, while 26 percent reported that they did not know how to apply.

The table below highlights that several Veterans are not taking advantage of the health benefits they’ve earned. All Combat Veterans are eligible for 5 years following their separation, while roughly 42 percent of non-Combat Veterans are eligible for VA health benefits (based on current policies). **Source: VA Enrollment and Forecasting*

When Do Transitioning Servicemembers Enroll in VA's Health Care System?			
Timeframe After Military Separation*	Cumulative Total All Veterans	Cumulative Total Combat Veterans	Cumulative Total Non-Combat Veterans
Within 30 days of separation	10.9%	14.9%	6.3%
Within 60 days of separation	15.9%	21.7%	9.2%
Within 90 days of separation	19.7%	27.0%	11.3%
Within 180 days of separation	28.4%	38.6%	16.6%
Within 365 days of separation	36.2%	48.4%	21.4%

* As-of December 2016, based on 22 months of all military separations - Combat Veterans accounted for 53% of separations in this period

Contributing Partners

While VHA Member Services initiated C4C, it is truly a collective effort among several federal entities including:

DOD:

- Army War College Fellowship Program
- DMDC/Enterprise Business Operations Entitlements & Benefits
- Defense Health Agency (DHA)
- Fort Campbell 1st SQDN 32nd CAV

GSA:

- Office of Evaluation Sciences (OES)

VHA:

- Office of VA/DoD Health Affairs
- VA Enrollment and Forecasting
- Office of General Counsel
- National Data Systems
- VA Liaison Program Office
- Transition & Care Management
- My HealtheVet Program Office
- St. Louis VA Medical Center
- Indianapolis VA Medical Center

VA OI&T:

- Information Security Office
- Customer Relationship Management
- Service Delivery Enterprise
- Business Integration Management
- Digital Services Program Office

VBA/Interagency:

- Office of Enterprise Integration, Integrated Disability and Evaluation System (IDES)
- Benefits Assistance Services (BAS)
- Veterans Group Life Insurance (VGLI) Program Office
- Product Development Office, VA/DoD Identity Repository (VADIR)

Early Results

Compared to historical averages (see table to the left), enrollment activity is showing an increase since C4C was launched.

Combat Veterans are now 16% more likely to enroll within 60 days after their military separation (25.2% compared to 21.7%).

Non-Combat Veterans are now 62% more likely to enroll within 60 days after their military separation (14.9% compared to 9.2%).