

Marketing Plan: Rebranding the Veterans Health Administration

Executive Summary

The Veterans Health Administration (VHA) is a federally funded, national healthcare system that provides comprehensive health care services to veterans. Established in 1946, the VHA has grown steadily, alongside the DOD. The total expenditure for Veteran Medical Programs in 2013 was in the area of \$55 billion, compare this to about \$24 billion in 2000 and it is clear that the programs have expanded considerably. The VHA's includes 151 Medical Centers, 820 Community Based Outpatient Clinics, 103 Residential Rehabilitation Centers and 139 Integrated Disability Evaluation System sites. The VHA's mission is to provide health care to veterans, to include training, research, addressing the issue of homeless veterans in the United States. The goal of the VHA's marketing is to rebrand itself as the premier healthcare organization for veterans and to distance the VHA from recent scandals. Dr. Kizer's legacy of VHA market penetration strategy directs the targeting of non-enrolled veterans and the rebranding of VHA programs and awareness about improvements in quality, technological advancements, and particularly access to care. Beyond this, rebranding will occur for current enrollees, to include an updated VHA website with appointment information and transparency. Finally, the VHA will place advertisements in numerous media, publication, and social media outlets.