

# SDI

SUSAN DAVIS  
INTERNATIONAL



## Defense Health Agency (DHA)

### Challenge

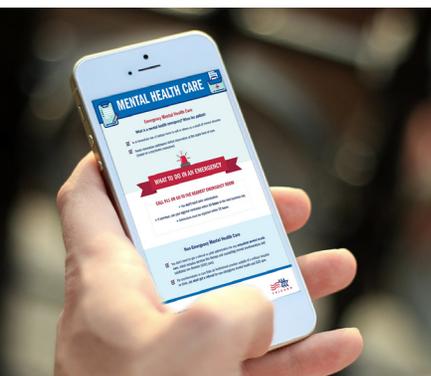
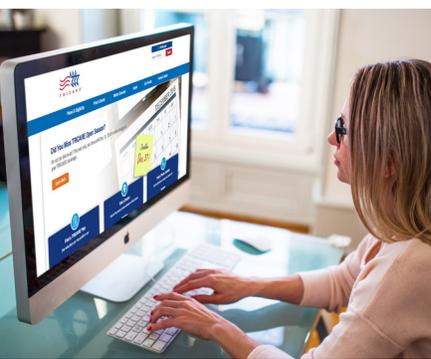
The Department of Defense's Defense Health Agency (DHA) was established in 2013 to support the delivery of healthcare to 9.4 million beneficiaries. As a new agency, DHA faced a challenge to communicate with internal and external audiences while establishing new processes and improving user satisfaction with a complex health care benefit (TRICARE).

### Solution

SDI, in collaboration with its business partner Deloitte, developed a strategy to manage multiple elements of TRICARE communications, and in effect, the TRICARE brand. The strategy included the intersection of several topic-specific communications plans with worldwide marketing campaigns, to create a two-way user experience. Stakeholder groups included internal audiences (e.g., DHA staff), partners (e.g., Congress and non-profit organizations), customers (e.g., current or former military families), and the general public. The team built personas and conducted research to understand where audiences were most densely concentrated, and how they consumed information, and targeted communications and leveraged market influencers to disseminate important health care messages based on findings. Every layer of communications content and distribution was supported, from newsletters and town halls to customer service blogs to social media infographics and website management.

### Results

The team transformed internal and external communications at the DHA, and encouraged audiences to take a more proactive role in managing their health care. The approach to communications combined industry best practice with innovative communications solutions to improve user experience, reaches, and brand reputation. Results included (1) the implementation of a new mobile technology optimization and surveys, which improved site performance by more than 100 percent, in addition to improved Foresee user satisfaction scores, (2) the launch of a refreshed TRICARE brand strategy under the Take Command campaign, which improved customer engagement, and (3) an optimized website navigation based on user usage trends, which increased traffic to key areas, totaling 55 million page views in 2017.



Susan Davis International | 1100 K Street N.W., Washington D.C. 20005  
Phone: (202)-408-0808 | Email: [KNaumann@SusanDavis.com](mailto:KNaumann@SusanDavis.com) | [www.susandavis.com](http://www.susandavis.com)

Women Owned Small Business | GSA Schedule #GS23F0055M | IPREX Partner Agency  
NAICS: 541611,541613,541690,541720, 541810, 541820, 541830, 541850, 541910, 541990, 561920 | CAGE code 3HGK2