EFMP Ethnographic Research: Listening to Families

SOCIAL DATA POOL: 5.7 billion accounts | DATA ANALYZED FOR THE STUDY: 24,000+ EFMP discussions

The 2019 EFMP hearings sent a clear message for Pentagon stakeholders to listen directly to the families enrolled in the EFMP program. With this edict in mind, the CareStarter EFMP pilot at Travis AFB began with the largest social listening dataset ever built focused on all EFMP stakeholders. Feedback's specialized ethnographic research team analyzed over 24,000 EFMP discussions, illuminating the pain points of the EFMP program in their own words. What follows are key insights that provide a clear picture into the frustration, hardship, and ultimate dismay communicated by these critical stakeholders and its effect on readiness. Resilience will not improve until value is delivered directly to EFMP families.

Access to Care — KEY INSIGHT #1

"You have to be your own case manager."

Retention — KEY INSIGHT #2

"I have dealt with a lot of soldiers being turned down for what they considered 'dream' assignments because they had an EFMP family member."

Stress — KEY INSIGHT #3

"Your kids are EFMP. You are not… Do not have handicapped kids while on active duty, or else."

Effect on Spouse & Family — KEY INSIGHT #4

"EFMP only protects the dependent… It's something to brace yourself for."

Cost & Impact on Mission — KEY INSIGHT #5

"Has anyone ever been given orders to a base that does not have appropriate services and disapproved for a base that seems to have adequate services?"

State of the Military Case Manager — KEY INSIGHT #6

"…you have two clients: the service member and the military as an organization and when push comes to shove the military's own interest will preside."

Channel Spotlight | City-Data.com

1.5 million members

3,800+ discussions on military life and issues

A single EFMP post was read **1.2 million times over 10 years**

Before & After | EFMP Family Quotes

BEFORE Travis AFB EFMP Pilot:

"When we moved here two years ago no one knew that we were coming, and I had no idea where to even start looking."

AFTER Travis AFB EFMP Pilot:

"My wife and I are excited to see that you guys have already provided us a plethora of information for our daughter. Thank you."

To see full insights on the largest EFMP social listening data set ever built and the outcomes of the Travis Air Force Base CareStarter pilot, contact us to request the full case study.