

# pietentialPRO

**MEASURING WHAT MATTERS.**



## **Pietential for Veterans Organizations**

***Pietential Measures What Matters.  
And You Still matter!***

"Veterans have given so much in service to our nation, and it is our collective responsibility to ensure their transition to civilian life is supported with the same dedication. By leveraging Pietential's holistic and science-backed approach, we can provide veterans with the tools and insights they need to thrive while empowering organizations to create impactful, data-driven support systems."

*- John Starling, Founder & CEO of Pietential and  
United States Air Force veteran (1988-1992)*

# Executive Summary:

## Empowering Veterans' Wellbeing with Pietential: A Comprehensive Assessment and Support Tool

Veterans face distinct challenges as they transition from military service to civilian life. Navigating mental health issues, physical health needs, social reintegration, employment transitions, and a search for renewed purpose can be daunting. Addressing these interconnected challenges requires a comprehensive, data-driven approach. Pietential provides a science-backed platform that assesses, benchmarks, and monitors veterans' holistic wellbeing, offering veterans' organizations actionable insights and tools to deliver targeted, effective support.

This white paper explores Pietential's innovative approach to supporting veterans, highlighting the platform's ability to:

- Assess and benchmark wellbeing across five key domains: Physical, Emotional, Social, Esteem, and Self-Actualization.
- Monitor changes over time to inform proactive interventions and evaluate program impacts.
- Deliver personalized, actionable insights to veterans and organizations.
- Enable tailored support programs and drive equitable resource allocation.

Veterans' organizations can use Pietential to address critical wellbeing needs, measure the effectiveness of support initiatives, and enhance outcomes across key areas such as mental health, social reintegration, and employment. With Pietential's advanced data visualization tools and ethical data use practices, organizations gain a powerful ally in their mission to serve those who have served our nation.

By leveraging Pietential, veterans' organizations can create impactful, evidence-based programs that promote holistic wellbeing and help veterans thrive in their post-service lives.

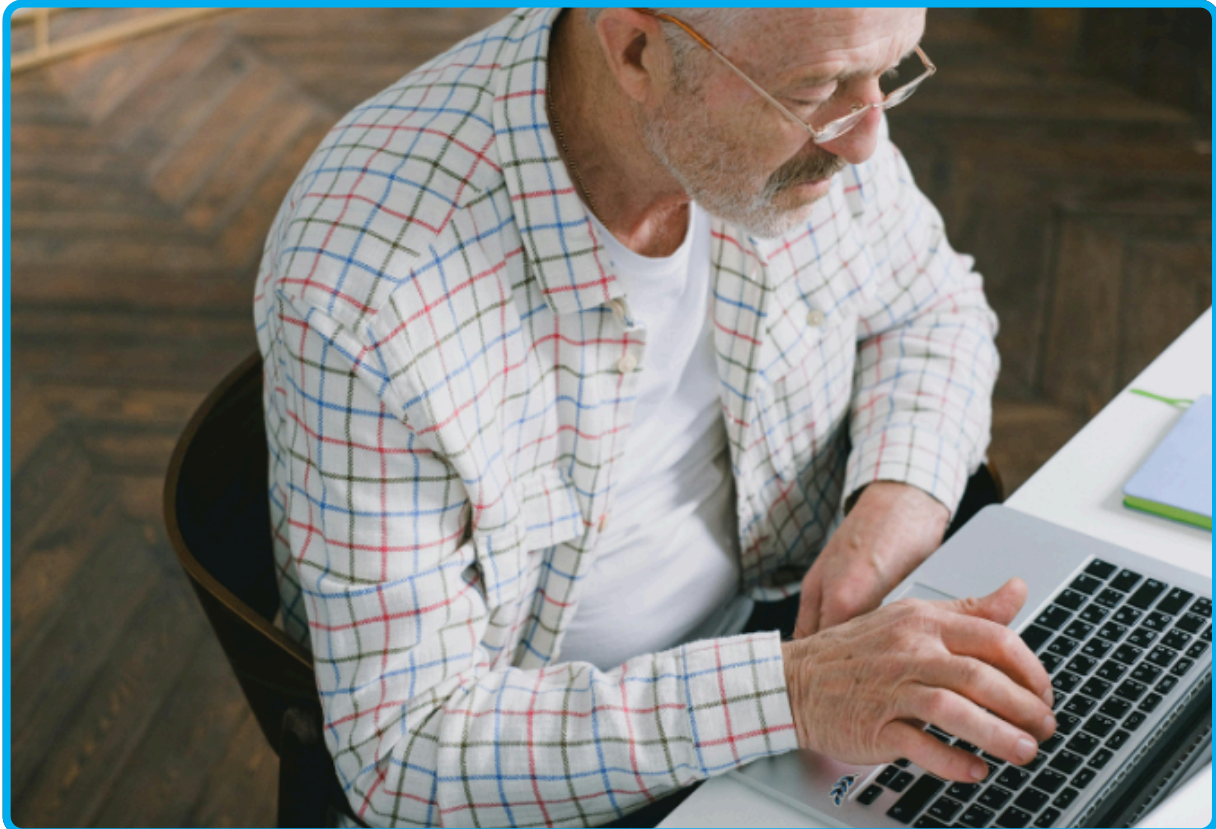
# The Wellbeing Challenges Faced by Veterans

Transitioning from military to civilian life can be daunting for many veterans. Their experiences in service often lead to multifaceted challenges that affect their mental, physical, social, and professional wellbeing. Addressing these challenges requires an integrated approach to ensure veterans can thrive in their post-service lives.

Veterans grapple with a range of interconnected wellbeing issues, including:

- **Mental Health:** High prevalence of PTSD, anxiety, and depression.
- **Physical Health:** Chronic pain, disability, and unmet healthcare needs.
- **Social Reintegration:** Difficulty building new support systems post-service.
- **Employment:** Challenges finding meaningful and sustainable work.
- **Purpose and Identity:** Loss of identity and direction following military service.

These challenges impact veterans' ability to thrive and call for a comprehensive, data-driven approach to understanding and addressing their wellbeing.



## Pietential: A Holistic Approach to Wellbeing

Pietential's platform encompasses five domains, each deeply rooted in Maslow's Hierarchy of Needs. By reinterpreting these needs in a modern, non-hierarchical framework, Pietential provides a comprehensive view of veteran wellbeing:



### Physical Needs:

Derived from the foundational layer of Maslow's framework, this domain addresses the essential requirements for survival, such as health, physical safety, and access to basic resources like food, water, and shelter.



### Emotional Needs:

Aligned with Maslow's emphasis on psychological safety, this domain focuses on mental resilience, effective coping mechanisms, and overall emotional stability.



### Social Needs:

Reflecting Maslow's social belonging layer, this domain examines veterans' connections to their communities, the sense of inclusion, and the strength of meaningful relationships.



### Esteem Needs:

Rooted in Maslow's focus on achievement and recognition, this domain evaluates veterans' self-confidence, feelings of self-worth, and the validation they receive from others.



### Self-Actualization:

At the peak of Maslow's hierarchy, this domain explores the pursuit of personal growth, fulfillment, and the realization of one's potential and purpose.

This comprehensive model ensures that all aspects of a veteran's life are considered when developing support strategies.

# How Pietential Supports Veterans' Wellbeing

## Assessment and Benchmarking

**Pietential**  
WELLBEING FOR ALL

My Dashboard

**Wellbeing Assessment**

- Assess It
- Visualize It
- Analyze It
- Actualize It
- Realize It

Reflect on your life over the last month and rate each of the following statements on a scale from 1 to 10, with 1 being I completely disagree with this statement and 10 being I completely agree with this statement.

I experience stability and security with my family.

1 2 3 4 5 6 7 8 9 10

I am secure in my sense of self-worth.

1 2 3 4 5 6 7 8 9 10

I feel safe in expressing my faith.

1 2 3 4 5 6 7 8 9 10

I feel secure in knowing who I am.

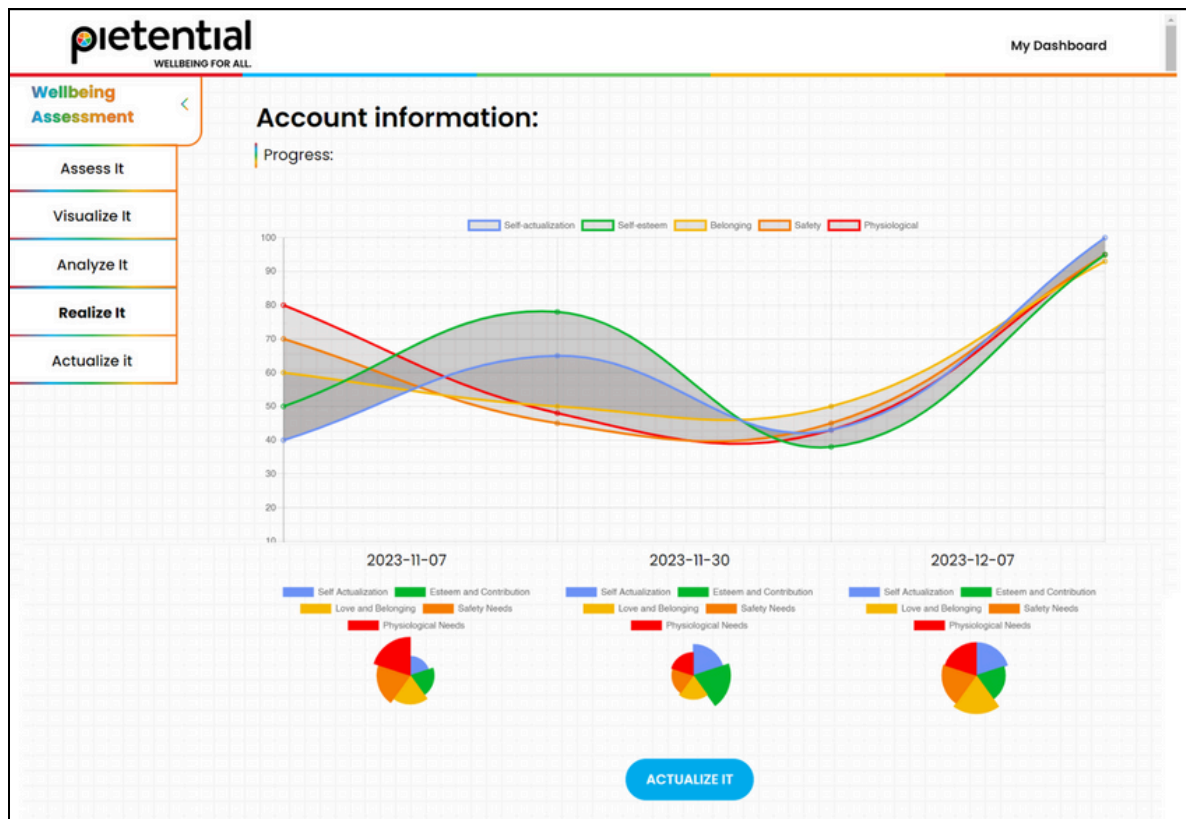
1 2 3 4 5 6 7 8 9 10

Effective support begins with understanding veterans' current state of wellbeing. Pietential's science-backed assessment provides organizations with detailed insights into individual and cohort wellbeing across its five domains. These insights empower tailored interventions and strategic planning.

- **Personalized Insights:** Veterans receive clear visualizations of their wellbeing, highlighting strengths and areas for growth.
- **Population Benchmarking:** Organizations can benchmark veteran cohorts against broader populations or specific subgroups, such as recently transitioned veterans.
- **Customized Analysis:** Pietential's pre-assessment demographic setup allows analysis based on factors like age, gender, deployment length, service branch, or discharge type.

# How Pietential Supports Veterans' Wellbeing

## Monitoring Progress

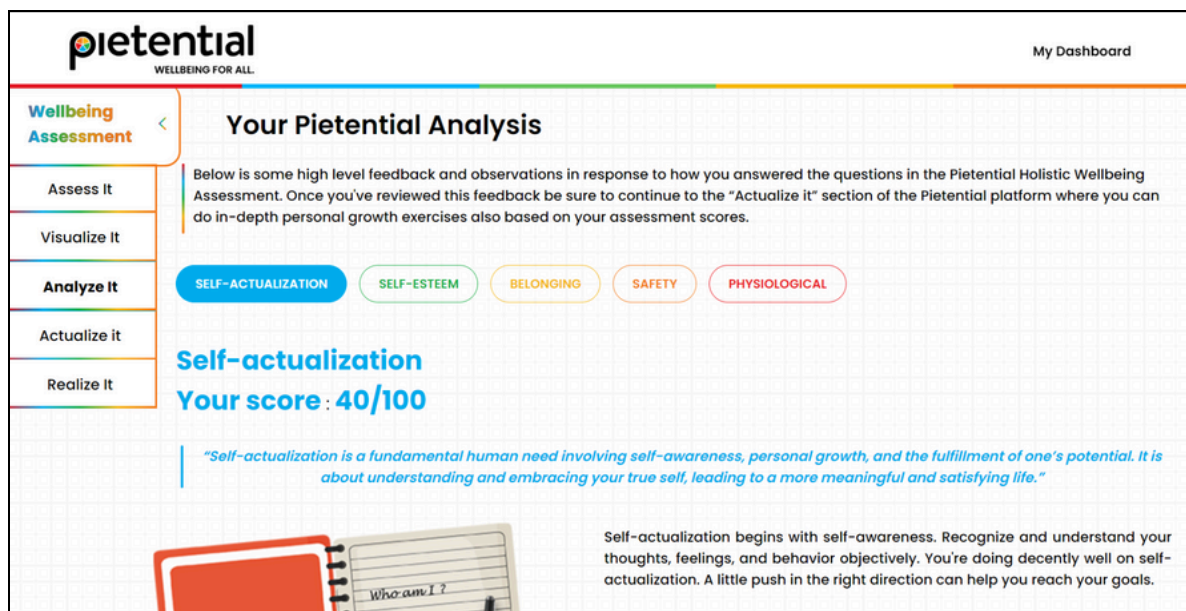


Veterans' wellbeing is dynamic, evolving with time and circumstances. Pietential's monitoring tools allow organizations to track these changes and respond proactively to emerging needs.

- **Track Longitudinal Trends:** Understand how veterans' wellbeing evolves over time, particularly in response to interventions or external events.
- **Identify Wellbeing Gaps:** Spot disparities within cohorts to ensure equitable resource allocation.
- **Evaluate Program Impact:** Measure the effectiveness of programs, such as mental health counseling or job training, using A/B testing.
- **Provide Wellbeing Alerts:** Notify leadership and caseworkers of critical changes or risks, enabling timely intervention.

# How Pietential Supports Veterans' Wellbeing

## Tailored Interventions



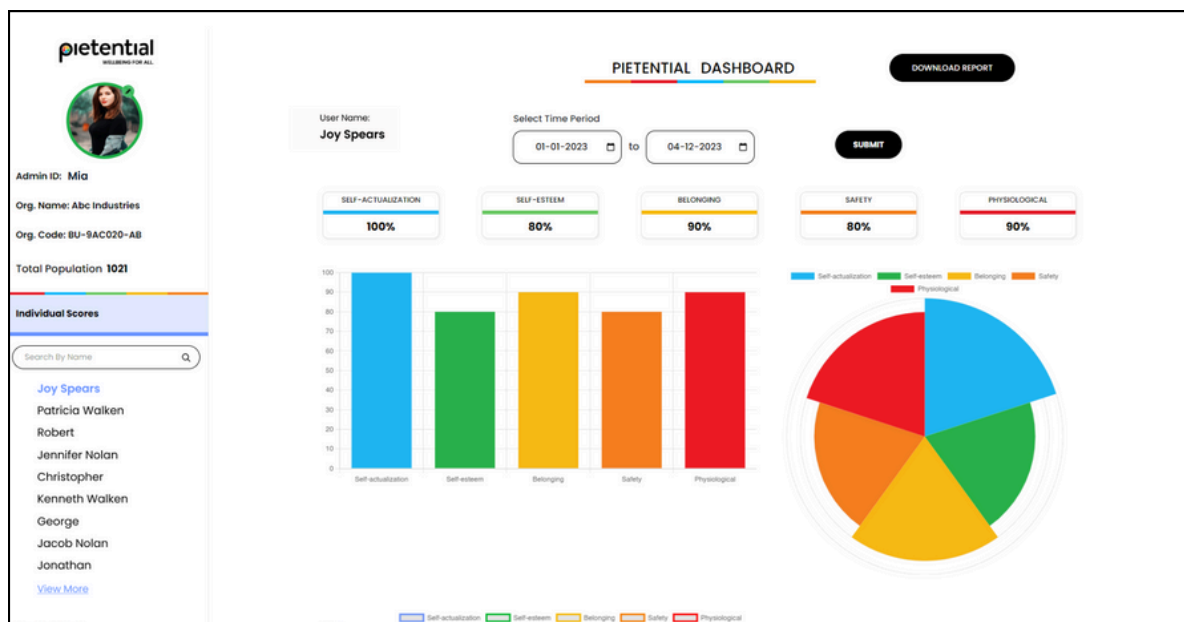
Targeted support is critical for addressing veterans' unique needs. Pietential equips organizations with actionable data to design and implement meaningful programs.

- **Design Targeted Programs:** Address wellbeing gaps with initiatives like peer mentorship for social reintegration or financial planning workshops.
- **Enable Personalized Coaching:** Guide one-on-one support tailored to each veteran's unique wellbeing profile.
- **Drive Preventative Action:** Proactively identify at-risk veterans and allocate resources to prevent challenges from escalating.



## How Pietential Supports Veterans' Wellbeing

### Real-Time Insights and Data Visualization



Timely and accurate data drives impactful decisions. Pietential's visualization tools provide veterans' organizations with the ability to understand and act on wellbeing data at various levels. These tools ensure that support strategies are both responsive and evidence-based.

- **Analyze Cohort Wellbeing:** Identify trends and disparities across demographics, such as veterans from different service eras.
- **Monitor at Multiple Levels:** View wellbeing data at individual, cohort, or total population levels.
- **Communicate Impact:** Share clear, compelling data with stakeholders and funders to demonstrate program effectiveness.
- **Respond to Crises:** Quickly assess the wellbeing impact of major events, such as natural disasters or VA policy changes.

## Applications for Veterans Groups



### Supporting Mental Health

Mental health challenges are pervasive among veterans, making focused initiatives essential. Pietential supports organizations in identifying, monitoring, and improving veterans' mental health outcomes.

- Monitor PTSD and depression indicators.
- Track the efficacy of counseling programs.
- Plan peer-led mental health initiatives with data-driven insights.

### Enhancing Social Reintegration

Social connection is vital for veterans transitioning to civilian life. Pietential's tools help organizations foster environments where veterans can build meaningful relationships and networks.

- Foster community-building activities.
- Identify veterans who may feel isolated.
- Measure the impact of social support programs.

### Advancing Employment Programs

Employment is a cornerstone of stability and purpose for many veterans. Pietential enables organizations to design and assess effective workforce initiatives.

- Benchmark and monitor the impact of job training and placement initiatives.
- Assess veterans' satisfaction with new employment opportunities.
- Track progress toward financial independence.

## The Pietential Advantage for Veterans' Organizations

Pietential's capabilities go beyond assessment and monitoring, offering a robust foundation for program development and stakeholder engagement. Organizations can rely on its tools to drive meaningful outcomes for veterans.

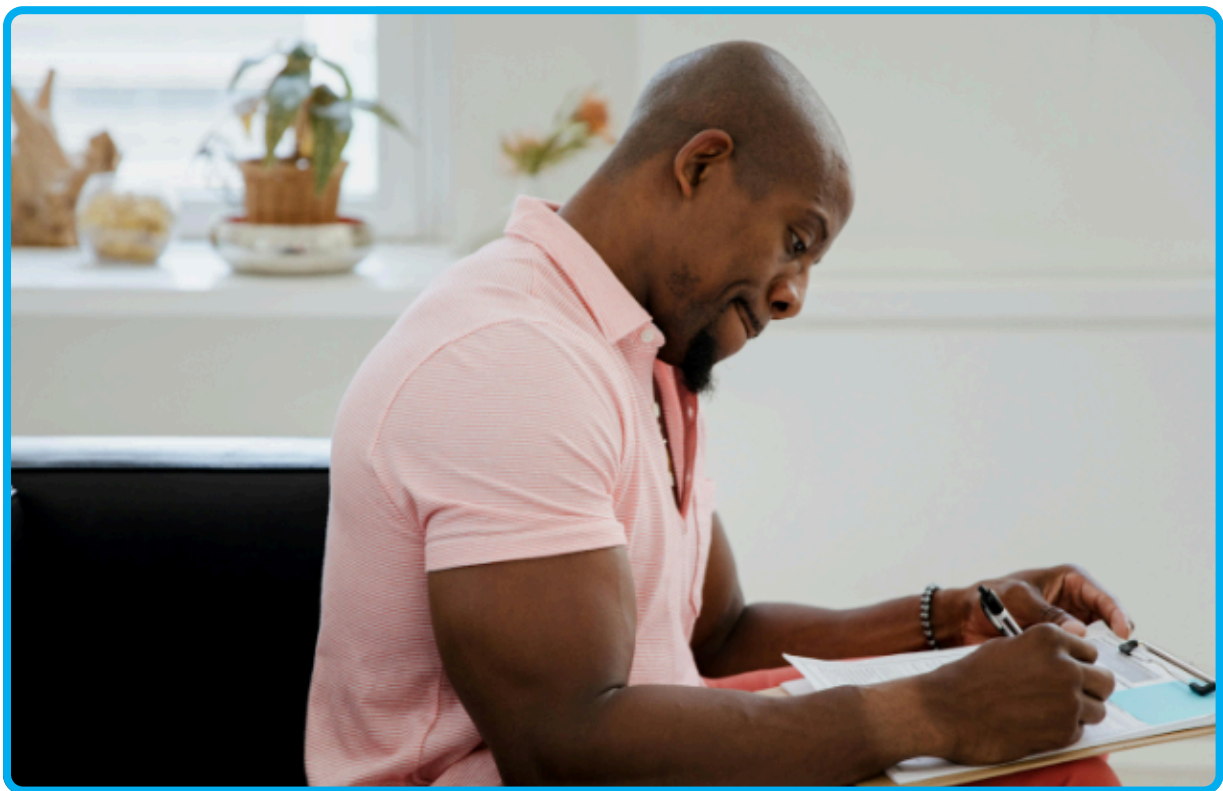
- **Science-Backed Validity:** Psychometric reliability ensures accurate insights.
- **Custom Demographic Analysis:** Tailored reporting for unique veteran subgroups.
- **Actionable Feedback:** Practical recommendations for veterans and organizations.
- **Ethical Data Use:** Secure, anonymized data aligned with privacy regulations.
- **Proven Program Efficacy:** Demonstrate the effectiveness of support programs to secure or increase funding.



## Conclusion

Pietential equips veterans' organizations with the tools to assess, benchmark, and monitor holistic wellbeing effectively. By leveraging Pietential's comprehensive insights, organizations can deliver targeted support, enhance program efficacy, and ultimately improve the lives of those who have served our nation.

For more information or to explore how Pietential can support your veterans group, visit [www.Pietential.com](http://www.Pietential.com) or contact us at (215) 714-7372.



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