



THE ASSISTANT SECRETARY OF DEFENSE

WASHINGTON, DC 20301-1200

FEB 22 1996

MEMORANDUM FOR: VICE CHIEF OF STAFF OF THE ARMY
VICE CHIEF OF STAFF OF NAVAL OPERATIONS
VICE CHIEF OF STAFF OF THE AIR FORCE
ASSISTANT COMMANDANT OF THE MARINE CORPS
DIRECTOR FOR LOGISTICS, THE JOINT STAFF

SUBJECT: TRICARE Marketing Plan

Recently you were briefed regarding the establishment of a TRICARE Marketing Office to create and implement a massive TRICARE education and information campaign for our active duty personnel, retirees, and all family members.

As a follow on to that briefing, attached is the 1996 TRICARE Marketing Plan, which outlines the responsibilities of all those who play a role in the TRICARE education and information process, some of which are DoD organizations not under the authority of Health Affairs. The plan comprises the results of our research of beneficiary/provider knowledge and attitudes about TRICARE, and current knowledge in the field of health care communications.

All of us realize that our previous efforts to educate and inform our beneficiaries about TRICARE were inadequate. With the coordinated effort of all involved, we are accomplishing the milestones and activities identified in this plan, and we are moving ahead to effectively market TRICARE.

Thank you for your continuing concern and assistance with this critical undertaking. Please let me know if you have questions or comments about any aspect of this plan.

Stephen C. Joseph, M.D., M.P.H.

HA POLICY 96-032

Attachment:
As Stated