TRICARE®

OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019

TRICARE and Federal Benefits Open Season
Communications Toolkit

A Part of the Take Command Campaign

November 2019
BACKGROUND
In 2018, beneficiaries experienced TRICARE Open Season and Federal Benefits Open Season for the first time. Open season allowed eligible beneficiaries to make changes to their health and dental plans. Eligible beneficiaries could also enroll in the Federal Employees Dental and Vision Insurance Program (FEDVIP) for the first time.

During the 2019 TRICARE and Federal Benefits Open Season, eligible beneficiaries will again have the option to enroll in or change their TRICARE health plan, or enroll in or change their FEDVIP plan. Open season is the only time beneficiaries can switch or enroll in a plan, unless they have a Qualifying Life Event (QLE).

COMMUNICATION GOALS
1. Educate beneficiaries about choice options (e.g., enroll, change, or remain in a health plan) during TRICARE Open Season.
2. Empower newly eligible beneficiaries to learn more about FEDVIP vision and enroll in the program if applicable.
3. Enable and engage beneficiaries to better understand their health options and feel empowered to take command of their health by building awareness of any new changes and updates to the TRICARE health plan.

KEY AUDIENCES & STAKEHOLDERS

TRICARE Open Season
- Active duty service members
- Active duty family members
- National Guard and Reserve members and family members
- Retirees and their family members
- Unremarried surviving spouses or eligible children of deceased members who died while in retired status or while on active duty

Federal Benefits Open Season
For Dental Benefits Only:
- Retirees and their family members
- Retired Reservists and their family members

For Vision Benefits Only:
- Active duty family members (including U.S. Coast Guard)
- Retirees and family members
- National Guard and Reservists and family members
- Those entitled to TRICARE For Life (TFL)
### Background

**KEY MESSAGES**
- TRICARE and FEDVIP enrollment and eligibility
- Logo/ Social Media Messages: Combine with key messages
- YouTube Video: Overview of Open Season, and actions to take
- TRICARE and FEDVIP Eligibility Infographics: Concise infographics explain beneficiary eligibility
- Briefing Deck: Provides TRICARE and Federal Benefits Open Season overview
- Screen savers: Four options with call to action messages
- Articles: TRICARE.mil articles about TRICARE and Federal Benefits Open Season
- FEDVIP Vision Products: FEDVIP Vision outreach rolls into Open Season

**Social Media**
- TRICARE
- FEDVIP

**OPEN SEASON** happenings now! Nov. 11 – Dec. 9, 2019

### Key Messages: TRICARE and FEDVIP enrollment and eligibility
- Communicate coverage choices beneficiaries can make and how & when to take action
- **Nov 11 – Dec 9**: Integrate messages across all traditional & digital platforms and communications outreach

### Logo/ Social Media Messages: Combine with key messages
- Create recognizable branding with clear information and calls to action
- **Nov 11 – Dec 9**: Post 2+ social media messages weekly with Open Season dates and calls to action

### YouTube Video: Overview of Open Season, and actions to take
- Video format of Open Season overview of information
- **Nov 11 – Dec 9**: Share via social media, with partners, and across digital platforms

### TRICARE and FEDVIP Eligibility Infographics: Concise infographics explain beneficiary eligibility
- Showcase what health care and coverage options beneficiaries are eligible for
- **Nov 11 – Dec 9**: Post weekly on social media and websites, link to in emails, and leave printouts in public areas

### Briefing Deck: Provides TRICARE and Federal Benefits Open Season overview
- Use to inform leadership, beneficiaries, and key partners about Open Season costs & fees, eligibility, and enrollment
- **Nov 11 – Dec 9**: Share ASAP with key spokespersons who have critical touchpoints with stakeholders
  - Integrate presentation across all traditional & digital platforms and communications outreach

### Screen savers: Four options with call to action messages
- Use these visual products computer and/or TV screens to signal the start of Open Season, and how to learn more
- **Nov 11 – Dec 9**: Choose two for a two- and a half week rotation
  - **Nov 27 – Dec 9**: Run second set for next rotation

### Articles: TRICARE.mil articles about TRICARE and Federal Benefits Open Season
- Use articles to help communicate details about Open Season, including costs & fees, eligibility, and calls to action
- **Nov 11 – Dec 9**: Post weekly on social media and websites, link in emails, and leave printouts in public areas

### FEDVIP Vision Products: FEDVIP Vision outreach rolls into Open Season
- Communicate to newly eligible beneficiaries (enrolled in a TRICARE plan) about new access to FEDVIP vision coverage and how to enroll
- **Nov 11 – Dec 9**: Schedule weekly and share social media postings, GIFs, and video across digital platforms
  - Post FEDVIP eligibility infographic on social media and websites, link to in emails, and leave printouts in public areas

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**MORE INFORMATION**

For questions regarding the TRICARE and Federal Benefits Open Season Communications Toolkit or if you have problems accessing any of the materials please contact Paul Fitzpatrick at paul.m.fitzpatrick2.civ@mail.mil or Sarah Gmyr at sarah.gmyr.ctr@mail.mil.
KEY MESSAGES — TRICARE OPEN SEASON

Open season is an **annual period when you can enroll in or change health plans for the next year, for any reason.** Now is a good time to determine if you or your family want to make any changes to your current health plan coverage.

For example, you plan to grow your family and decide to change from TRICARE Prime to TRICARE Select.

**During TRICARE Open Season you can:**

- **Enroll in a plan:** If you’re eligible for a TRICARE Prime option or TRICARE Select, you can enroll for 2020 coverage.

- **Change plans:** If you’re already enrolled in a TRICARE Prime option or TRICARE Select, you can switch plans for 2020 coverage.

- **Do nothing:** You don’t have to re-enroll in the same plan every year. If you like the plan you have, you don’t need to take any action.

**Enroll or make changes online or via telephone:**

- **Beneficiary Web Enrollment (BWE)**
  - Log in to milConnect at [https://milconnect.dmdc.osd.mil](https://milconnect.dmdc.osd.mil), click on the “Benefits” tab, and then click on “Beneficiary Web Enrollment (BWE)” from the menu.

- **Call your regional contractor**
  - Health Net Federal Services (TRICARE West) and Humana Military (TRICARE East)
  - Visit a TRICARE Service Center (Overseas only)

Learn more! Visit [www.tricare.mil/openseason19](http://www.tricare.mil/openseason19). Sign up for email alerts and check back for updates on this page.

*Enrollment in stateside health care plans only*
KEY MESSAGES — FEDERAL BENEFITS OPEN SEASON

Enrolling in FEDVIP:

☐ FEDVIP is managed by the U.S. Office of Personnel Management (OPM).
☐ TRICARE beneficiaries must be eligible to enroll in FEDVIP.
☐ Federal Benefits and TRICARE Open Season take place during the same time.
  • Online enrollment through www.benefeds.com will be available.
  • The BENEFEDS call center will be open during open season (1-877-888-FEDS/ 1-877-888-3337).
  • For beneficiaries overseas, call +1-571-730-5942.

*Please only share the benefeds number during open season.

FEDVIP Dental:

☐ Eligible TRICARE beneficiaries can enroll in FEDVIP for dental coverage during open season.
☐ FEDVIP offers a range of plans from ten dental carriers, which provide comprehensive dental coverage, and vary in cost — select the right coverage for you and your family.

FEDVIP Vision:

☐ Enroll in one of FEDVIP’s four vision plans, which vary in coverage and cost, but may include routine eye exams, eyeglasses, and/or contact lenses. Pick a plan that’s right for your family!
☐ Coverage is not automatic. If you want to enroll in a FEDVIP vision plan, you need to take action during open season.
☐ You must be enrolled in a TRICARE health plan to enroll in a FEDVIP vision plan.
☐ Visit www.tricare.mil/vision to learn more and to sign up for email alerts.

FEDERAL EMPLOYEES DENTAL AND VISION INSURANCE PROGRAM (FEDVIP)
OPEN SEASON LOGO

These are the official logos for open season communications that you can use to brand your materials. Please maintain brand integrity and use the provided logo as is. It is not permitted to stretch, skew, or alter the colors of the logo.

TRICARE Open Season Primary Logo

TRICARE Open Season Logo Option

TRICARE Open Season YouTube Video

DOWNLOAD

DOWNLOAD
INFOGRAPHIC

Use these products on your digital platforms, or link to it in digital communications (e.g., email, social media, website, local news site). Print these infographics (11 x 17 or 8.5 x 11) and share in common areas.

Open Season Briefing Deck

DOWNLOAD

11x17 Print and Digital Flyer

DOWNLOAD

8.5x11 Printable Flyer

DOWNLOAD
SCREENSAVER

These screensavers can run on your facility’s computer and/or television screens during the week. Contact your local information technology (IT) department to ask how to include it in the rotation.
SOCIAL MEDIA

Use a rotation of the social media graphics below and share on your platforms.

Facebook Stories

Twitter & Facebook Banners

Social Media Post

Instagram Posts
ARTICLE
Print out to share, link to in social media, or include a link in digital communications. Below is an example of the article on the TRICARE website (TRICARE.mil).

Compare 2020 FEDVIP Plans and Costs, Prepare for Open Season

TRICARE Open Season: Time to Pick a Plan

Open Season for FEDVIP Dental and Vision Coverage Starts Soon

Almost Time to Act: TRICARE Open Season, Federal Benefits Open Season Begins Nov. 11
BACKGROUND

Starting in 2019, family members of Active Duty Service Personnel (including U.S. Coast Guard), Retirees and family members, National Guard & Reservists and family members, and those entitled to TRICARE for Life (TFL) can purchase vision insurance through the Federal Employees Dental and Vision Insurance Program (FEDVIP).