



TRICARE® OPEN SEASON 2020



Communicators and Stakeholders!

Your assistance is critical to getting this important information out to TRICARE beneficiaries. We've developed this digital toolkit to give you messages and graphics to use locally on your digital and traditional media platforms.

- The toolkit graphics are versatile. They can be used as screensavers, social media posts, even embedded into emails.
- The materials provided in this toolkit will help you educate and empower beneficiaries to take command of their health.
- This toolkit is completely digital, so come back regularly to find updated graphics and new articles.

TRICARE Open Season campaign has three goals:

TRICARE Health Plan: Remind beneficiaries about choice options (e.g., enroll, change or remain in a health plan) during TRICARE Open Season.

FEDVIP Vision: Empower newly eligible beneficiaries (e.g., family members of Active Duty Service Personnel, National Guard and family members, Reservists and family members, TRICARE for Life (TFL) members) to learn more about Federal Employee Dental and Vision Insurance Program (FEDVIP) Vision, and enroll in the program if applicable.

TRICARE Select Fees: Notify TRICARE Select Group A retirees (1.2 million) of enrollment fees effective January 1, 2021, and specific calls to action.

Please see below for the TRICARE Open Season campaign phases, timing, and toolkit deployment dates. All toolkits will be available at [Health.mil/aboutMHS/MHStoolkits](https://health.mil/aboutMHS/MHStoolkits).

Communications Phase	Campaign Timing	Toolkit Deployment Dates
Phase One: Awareness and Education	15 Jun – 6 Nov	9 Sep: Deploy Toolkit 1 - Open Season Awareness and Education
Phase Two: Open Season Call to Action	9 Nov – 14 Dec	28 Oct: Deploy Toolkit 2 - Take Action! 18 Nov: Deploy Toolkit Annex - Open Season Ends Soon, Take Action NOW! Dec 8: Deploy Toolkit 3 - Avoid Disenrollment, ACT NOW!
Phase Three: TRICARE Select Disenrollment Reinstatement of TRICARE Select	1 Jan – 1 Apr	13 Jan: Deploy Toolkit 4 – <ul style="list-style-type: none"> • Avoid TRICARE Select Disenrollment • How to Reinstatement TRICARE Select Coverage





TRICARE® OPEN SEASON 2020



The matrix below lists each TRICARE Open Season toolkit product, along with some suggested timing and deployment tactics.

Communications Product	Communications Goals	Communications Outreach
TRICARE Open Season Key Messages	Remind beneficiaries about choice options (e.g., enroll, change or remain in a health plan) during TRICARE's Open Season	14 Sep - 21 Oct: Use messages along with graphics on digital platforms and communications outreach, including integration in social media postings, beneficiary-centric emails, base news and websites
TRICARE Open Season Graphics: <i>What Can I Do During Open Season?</i>	Increase awareness around different TRICARE health care plan choices beneficiaries can make	<p>Social Media Posts:</p> <ul style="list-style-type: none"> September: One to two postings a week October: Bi-weekly, cross-communication is strongly encouraged <p>Screensavers:</p> <ul style="list-style-type: none"> Share graphic with IT department for two week rotations on organization's CCTV/screens <p>Website Content:</p> <ul style="list-style-type: none"> Share graphic with web team for placement on site for bi-weekly rotation
TRICARE Open Season Graphics: Open Season Eligibility Infographic	Help educate beneficiaries about health plan choice and eligibility	<p>14 Sept - 21 Oct: Use graphic in social media postings and in targeted, beneficiary-centric emails</p> <p>Share with base newspaper in mid-October</p>
Federal Benefits (FEDVIP) Key Messages	Increase awareness that certain beneficiaries (e.g., family members of Active Duty Service Personnel, National Guard and family members, Reservists and family members, TRICARE for Life (TFL) members) may be eligible to enroll FEDVIP Vision	14 Sept - 21 Oct: Use messages along with graphics on digital platforms and communications outreach, including integration in social media posts, beneficiary-centric emails, base news, and websites





TRICARE® OPEN SEASON 2020



<p>FEDVIP Open Season Graphics:</p> <p>FEDVIP Eligibility Infographic</p>	<p>Help educate beneficiaries about FEDVIP dental and vision eligibility</p>	<p>14 Sept- 21 Oct: Use graphic in social media postings and in targeted, beneficiary-centric emails</p> <p>Share with base newspaper in mid-September</p>
<p>Federal Benefits (FEDVIP) Open Season Graphics:</p> <p><i>"Did You Know"</i></p> <ul style="list-style-type: none"> • TRICARE Retiree (x2) – Dental and Vision Eligibility • TFL – Dental and Vision Eligibility • Guard/Reserve – Vision Eligibility • ADFM (x2) – Vision Eligibility 	<p>Increase awareness among targeted TRICARE audiences about FEDVIP dental and vision eligibility</p>	<p>Social Media Posts:</p> <ul style="list-style-type: none"> • September: One to two postings a week • October: Bi-weekly, cross-communication is strongly encouraged <p>Screensavers:</p> <ul style="list-style-type: none"> • Share graphics with IT department for two week rotations on organization's CCTV/screens <p>Website Content:</p> <ul style="list-style-type: none"> • Share graphics with web team for placement on site for bi-weekly rotation
<p>TRICARE Select Enrollment Fees for Group A Retirees Messages</p>	<p>Increase awareness among TRICARE Select Group A retirees (1.2 million) of enrollment fees effective January 1, 2021, and specific enrollment calls to action</p>	<p>14 Sep- 21 Oct: Use messages along with graphics on digital platforms and communications outreach, including integration in social media postings, beneficiary-centric emails, base news and websites</p>
<p>TRICARE Select Enrollment Fees for Group A Graphics:</p> <p>TRICARE Select Enrollment Fee Infographic</p>	<p>Increase awareness among TRICARE Select Group A retirees (1.2 million) of enrollment fees effective January 1, 2021, and specific enrollment calls to action</p>	<p>14 Sep- 21 Oct: Use graphic in social media postings and in targeted, beneficiary-centric emails</p> <p>Share with base newspaper in late September</p>





TRICARE® OPEN SEASON 2020



<p>TRICARE Select Enrollment Fees for Group A Graphics:</p> <ul style="list-style-type: none"> • TRICARE Select Group A Retirees Stateside (x2) • TRICARE Select Group A Retirees Overseas • TRICARE For Life Not Affected 	<p>Increase awareness among TRICARE Select Group A retirees (1.2 million) of enrollment fees effective January 1, 2021, and specific enrollment calls to action</p>	<p>Social Media Posts:</p> <ul style="list-style-type: none"> • September: One to two postings a week • October: Bi-weekly, cross-communication is strongly encouraged <p>Screensavers:</p> <ul style="list-style-type: none"> • Share graphic with IT department for two week rotations on organization's CCTV/screens <p>Website Content:</p> <ul style="list-style-type: none"> • Share graphic with web team for placement on site for bi-weekly rotation
<p>TRICARE.mil Articles:</p> <p><i>Open Season is Coming: Take the Time to Prepare Now</i></p> <p><i>Changes Coming Soon for Some TRICARE Select Retired Beneficiaries</i></p>	<p>Use articles to help educate and prepare beneficiaries for choice options (e.g., enroll, change or remain in a health plan) during TRICARE's Open Season and to prepare TRICARE Select Group A retirees for upcoming changes to their TRICARE Select enrollment fees</p>	<p>Use as a TRICARE Open Season preview. Strongly encourage multiple postings of articles for awareness and message penetration</p>

