

**TRICARE®**

# OPEN SEASON

NOV. 11 – DEC. 9, 2019

## **TRICARE and Federal Benefits Open Season Communications Toolkit**

A Part of the Take Command Campaign

September 2019



# TRICARE® OPEN SEASON

MARK YOUR CALENDARS!



BACKGROUND

ACTIVITIES

KEY MESSAGES  
TRICARE

KEY MESSAGES  
FEDVIP

LOGO

INFOGRAPHICS

SCREENSAVERS

SOCIAL MEDIA

ARTICLE

## 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).

## THE SECOND ANNUAL TRICARE & FEDERAL BENEFITS OPEN SEASON TAKES PLACE



Nov. 11 – Dec. 9, 2019

## 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)



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TIMELINES	PHASE	PRODUCTS
Early September	<p><b>Phase One: Awareness</b></p> <p>Remind beneficiaries about what open season is and what to expect</p>	<ul style="list-style-type: none"> <li>Logos</li> <li>Key messages</li> <li>Article</li> <li>Infographic and printable flyer</li> <li>Social media graphics</li> <li>Screensavers/Public Service Announcements (PSA)</li> </ul>
Early October	<p><b>Phase Two: Educate</b></p> <p>Provide beneficiaries with resources and products to learn more about TRICARE and FEDVIP, including benefit updates to make informed health care coverage decisions (e.g., urgent care and mental health expansion)</p>	<ul style="list-style-type: none"> <li>Social media template</li> <li>Articles</li> <li>Key messages</li> <li>Screensavers and PSAs</li> <li>Square website/PSA placement for local newspaper, base website, etc.</li> </ul>
Early November	<p><b>Phase Three: Call to Action</b></p> <p>Empower beneficiaries to take command of their health</p>	<ul style="list-style-type: none"> <li>Article</li> <li>Social media graphics</li> <li>Screensavers and PSAs</li> <li>Square website/PSA placement for local newspaper, base website, etc.</li> </ul>



## 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](mailto:paul.m.fitzpatrick2.civ@mail.mil) or Sarah Gmyr at [sarah.gmyr.ctr@mail.mil](mailto:sarah.gmyr.ctr@mail.mil).



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## 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>, click on the "Benefits" tab, and then click on "Beneficiary Web Enrollment (BWE)" from the menu.
- ✓ **Call your regional contractor**
  - HealthNet (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



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## 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.
- ✓ FEDVIP and TRICARE Open Season take place during the same time.
  - Online enrollment through [www.benefeds.com](http://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.

### 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](http://www.tricare.mil/vision) to learn more and to sign up for email alerts.



## FEDERAL EMPLOYEES DENTAL AND VISION INSURANCE PROGRAM (FEDVIP)



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## 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



[DOWNLOAD](#)

TRICARE Open Season Logo Option



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## 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.

8.5x11 Printable Flyer

**TRICARE OPEN SEASON**  
MARK YOUR CALENDARS!

TRICARE and FEDVIP Open Season for enrollment or changes is: **Nov. 11 – Dec. 9, 2019**

I AM A...	I WANT TO CHANGE MY TRICARE HEALTH CARE PLAN	I WANT TO ENROLL IN A FEDVIP HEALTH PLAN	I WANT TO ENROLL IN A FEDVIP DENTAL PLAN
<b>Active Duty Service Member</b>	You can only change plans when you retire. (While on active duty you can only be Prime/Prime Remote). At retirement, civilian coverage ends. Learn about your options and what to do at <a href="http://www.tricare.mil/retiring">www.tricare.mil/retiring</a> .	You do not qualify to purchase a FEDVIP vision plan. You will continue to get care as you do now.	You do not qualify to purchase a FEDVIP dental plan. You will continue to get care as you do now.
<b>Active Duty Family Member</b>	You can change plans during the 2019 TRICARE Open Season.	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a FEDVIP dental plan. You can purchase dental coverage through the TRICARE Dental Program.
<b>Reserve Component Member or Family Member enrolled in TRICARE Reserve Select® (TRS) or TRICARE Retired Reserve® (TRR)</b>	No action needed. This does not apply to TRICARE Reserve Select® (TRS) or TRICARE Retired Reserve® (TRR).	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a FEDVIP dental plan. You can get your dental care through the TRICARE Dental Program.
<b>Retired Service Member or Family Enrolled in TRICARE Prime®, TRICARE Select®</b>	You can change plans during the 2019 TRICARE Open Season. You must enroll during Federal Benefits Open Season.	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season. If you are already enrolled in FEDVIP, you don't need to re-enroll.	You qualify to purchase a FEDVIP dental plan. You must enroll during Federal Benefits Open Season. If you are already enrolled in FEDVIP, you don't need to re-enroll.
<b>Retired Service Member or Family Member using TRICARE For Life</b>	No action needed. This doesn't apply to TRICARE For Life.	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season.	You qualify to purchase a FEDVIP dental plan. You must enroll during Federal Benefits Open Season. If you are already enrolled in FEDVIP, you don't need to re-enroll.

To learn more about TRICARE Open Season, visit [www.tricare.mil/openseason19](http://www.tricare.mil/openseason19)  
To learn more about FEDVIP Open Season, visit [www.tricare.mil/vision](http://www.tricare.mil/vision)

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11x17 Print and Digital Flyer

**TRICARE OPEN SEASON**  
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**TRICARE AND FEDERAL BENEFITS OPEN SEASON**

Open Season is an annual period when you can enroll in or change health plans for the next year. 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®.

TRICARE and FEDVIP Open season for enrollment or changes is: **Nov. 11 – Dec. 9, 2019**

I AM A...	I WANT TO CHANGE MY TRICARE HEALTH CARE PLAN	I WANT TO ENROLL IN A FEDVIP VISION PLAN	I WANT TO ENROLL IN A FEDVIP DENTAL PLAN
<b>Active Duty Service Member</b>	You can only change plans when you retire. (While on active duty, you can only be Prime/Prime Remote). At retirement, civilian coverage ends. Learn about your options and what to do at <a href="http://www.tricare.mil/retiring">www.tricare.mil/retiring</a> .	You do not qualify to purchase a FEDVIP vision plan. You will continue to get care as you do now.	You do not qualify to purchase a FEDVIP dental plan. You will continue to get care as you do now.
<b>Active Duty Family Member</b>	You can change plans during the 2019 TRICARE Open Season.	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a FEDVIP dental plan. You can purchase dental coverage through the TRICARE Dental Program.
<b>Reserve Component Member or Family Member enrolled in TRICARE Reserve Select® (TRS) or TRICARE Retired Reserve® (TRR)</b>	No action needed. This does not apply to TRICARE Reserve Select® (TRS) or TRICARE Retired Reserve® (TRR).	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a FEDVIP dental plan. You can get your dental care through the TRICARE Dental Program.
<b>Retired Service Member or Family Enrolled in TRICARE Prime®, TRICARE Select®</b>	You can change plans during the 2019 TRICARE Open Season. You must enroll during Federal Benefits Open Season.	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season. If you are already enrolled in FEDVIP, you don't need to re-enroll.	You qualify to purchase a FEDVIP dental plan. You must enroll during Federal Benefits Open Season. If you are already enrolled in FEDVIP, you don't need to re-enroll.
<b>Retired Service Member or Family Member using TRICARE For Life</b>	No action needed. This doesn't apply to TRICARE For Life.	You qualify to purchase a FEDVIP vision plan. You must enroll during Federal Benefits Open Season.	You qualify to purchase a FEDVIP dental plan. You must enroll during Federal Benefits Open Season. If you are already enrolled in FEDVIP, you don't need to re-enroll.

To learn more about TRICARE Open Season, visit [www.tricare.mil/openseason19](http://www.tricare.mil/openseason19)  
To learn more about FEDVIP Open Season, visit [www.tricare.mil/vision](http://www.tricare.mil/vision)

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## 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.



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## SOCIAL MEDIA

Here is an example of a social media post. You can use the TRICARE Open Season logo along with the open season key messaging from pages 4 and 5, and share on your social media platforms.



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## 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).

The screenshot shows the TRICARE website interface. At the top is the TRICARE logo and a search bar. Below the logo is a navigation menu with options: Plans & Eligibility, Find a Doctor, What's Covered, Costs, Life Events, and Forms & Claims. The main content area features a header for 'Covered Services' with a sub-header 'Learn more about what we cover - including health, dental, and pharmacy.' Below this is a breadcrumb trail: Home > What's Covered > Benefit Updates > Benefit Update Archives >. The article title is 'Get Ready: TRICARE Open Season, Federal Benefits Open Season Begins Nov. 11' with a date of 9/9/2019. A 'Tweet' button is visible. The article text begins with 'Open season is an annual period when you can enroll in or change health plans for the next year. Now is the time to think through whether you or your family members want to make changes to your current health, dental, and vision plan coverage.' It continues with 'Two open seasons run at the same time this fall: TRICARE Open Season and Federal Benefits Open Season. TRICARE Open Season applies to anyone enrolled in or eligible for TRICARE Prime (including the US Family Health Plan) or TRICARE Select. Federal Benefits Open Season is for enrollment in the Federal Employees Dental and Vision Insurance Program (FEDVIP). Both the TRICARE and FEDVIP open seasons begin on Nov. 11 and end on Nov. 11, 2020. Enrollment choices made during this period will take effect on Jan. 1, 2020.' A quote from Mark Ellis, chief of the Policy and Programs Section of the TRICARE Health Plan at the Defense Health Agency, is partially visible at the bottom: 'Every year, your health coverage needs may change,' said Mark Ellis, chief of the Policy and Programs Section of the TRICARE Health Plan at the Defense Health Agency.

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