

TRICARE®

# OPEN SEASON

NOV. 11 – DEC. 9, 2019

## TRICARE and Federal Benefits Open Season Communications Toolkit

A Part of the Take Command Campaign

October 2019





# TRICARE® OPEN SEASON

HAPPENING SOON! NOV. 11 – DEC. 9, 2019



BACKGROUND

SHARING  
SCHEDULE

KEY MESSAGES  
TRICARE

KEY MESSAGES  
FEDVIP

LOGO

INFOGRAPHICS

SCREENSAVERS

SOCIAL MEDIA

ARTICLE

FEDVIP VISION

## 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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PRODUCT	INTENT - EDUCATION	TIMING
Open Season Toolkit II: 20+ new products, with all-new social media graphics	Increase awareness about TRICARE and Federal Benefits Open Season	<p><b>Oct 14–18:</b> Share and plan!</p> <p><b>SHARE!</b> Send this kit to POCs that have touchpoints with TRICARE beneficiaries</p> <p><b>PLAN!</b> Integrate the messages and products into upcoming comms planning</p>
Open Season Messages: TRICARE and FEDVIP enrollment and eligibility	What choices beneficiaries can make and how and when to take action	<p><b>Oct 21–Nov 15:</b> Integrate messages across all traditional &amp; digital platforms and communications outreach</p>
Open Season Logos/ Social Media Graphics: Combine with key messages	Create recognizable branding and beneficiary outreach	<p><b>Oct 21–Nov 8:</b> Open Season is Coming! Post a social media message at least once a week</p> <p><b>Starting Nov 11:</b> Post 2+ social media messages weekly with dates and calls to action</p>
Eligibility Infographic: This easy-to-read infographic explains beneficiary eligibility	What healthcare and coverage options beneficiaries are eligible for	<p><b>Oct 21–Nov 15:</b></p> <ul style="list-style-type: none"> <li>Share with partners, on social media, and local websites</li> <li>Include infographic or link in outgoing emails</li> <li>Share infographic in public areas</li> </ul>
Screensavers: Run on computers and/or TVs	Increase awareness about Open Season	<p><b>Oct 21–Nov 1:</b> Choose two for a two week rotation</p> <p><b>Nov 4–15:</b> Run second set for a two week rotation</p>
Articles: Post on social media, link to in digital comms, or leave printouts in public areas	Articles communicate specific details about Open Season and updated changes to costs and fees	<p><b>Oct 21–Nov 1:</b> Post, share, and link to article “Open Season Is Coming”</p> <p><b>Nov 4–15:</b> Post, share, and link to article “Compare 2020 FEDVIP Plans and Costs”</p>
FEDVIP Vision Products: FEDVIP Vision campaign rolls up into Open Season	Newly eligible beneficiaries enrolled in a TRICARE plan, including active duty family members, can also enroll in vision coverage	<p><b>Oct 21–Nov 15:</b> Integrate messages and products across all traditional and digital platforms and communications outreach</p>





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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**
  - 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





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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.
- ✓ Federal Benefits 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.

\*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](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**  
HAPPENING SOON! NOV. 11 – DEC. 9, 2019

TRICARE and Federal Benefits 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>	<b>You do not qualify to purchase a FEDVIP vision plan.</b>  You will continue to get care as you do now.	<b>You do not qualify to purchase a FEDVIP dental plan.</b>  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.	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You do not qualify to purchase a FEDVIP dental plan.</b> You can purchase dental coverage through the TRICARE Dental Program.
<b>Reserve Component Member or Family Member enrolled in TRICARE Reserve Select or TRICARE Retired Reserve*</b>	<b>No action needed.</b> This does not apply to TRICARE Reserve Select® (TRS) or TRICARE Retired Reserve (TRR).	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You do not qualify to purchase a FEDVIP dental plan.</b> You can get your dental care through the TRICARE Dental Program.
<b>Retired Service Member or Family Member enrolled in TRICARE Prime® TRICARE Select®</b>	You can change plans during the 2019 TRICARE Open Season.	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You qualify to purchase a FEDVIP dental plan.</b> 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>	<b>No action needed.</b> This doesn't apply to TRICARE For Life.	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You qualify to purchase a FEDVIP dental plan.</b> 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**  
HAPPENING SOON! NOV. 11 – DEC. 9, 2019

**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 Federal Benefits 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>	<b>You do not qualify to purchase a FEDVIP vision plan.</b>  You will continue to get care as you do now.	<b>You do not qualify to purchase a FEDVIP dental plan.</b>  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.	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You do not qualify to purchase a FEDVIP dental plan.</b> You can purchase dental coverage through the TRICARE Dental Program.
<b>Reserve Component Member or Family Member enrolled in TRICARE Reserve Select or TRICARE Retired Reserve*</b>	<b>No action needed.</b> This does not apply to TRICARE Reserve Select® (TRS) or TRICARE Retired Reserve (TRR).	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You do not qualify to purchase a FEDVIP dental plan.</b> You can get your dental care through the TRICARE Dental Program.
<b>Retired Service Member or Family Member enrolled in TRICARE Prime® TRICARE Select®</b>	You can change plans during the 2019 TRICARE Open Season.	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You qualify to purchase a FEDVIP dental plan.</b> 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>	<b>No action needed.</b> This doesn't apply to TRICARE For Life.	<b>You qualify to purchase a FEDVIP vision plan.</b> You must enroll during Federal Benefits Open Season.	<b>You qualify to purchase a FEDVIP dental plan.</b> 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

Use a rotation of the social media graphics below and share on your platforms. There are additional digital products, including **Facebook** and **Twitter** banners, available for download.

### Facebook Stories



DOWNLOAD

### Instagram Posts



DOWNLOAD

### Social Media Post



DOWNLOAD

### Social Media Editable Template



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# TRICARE® OPEN SEASON

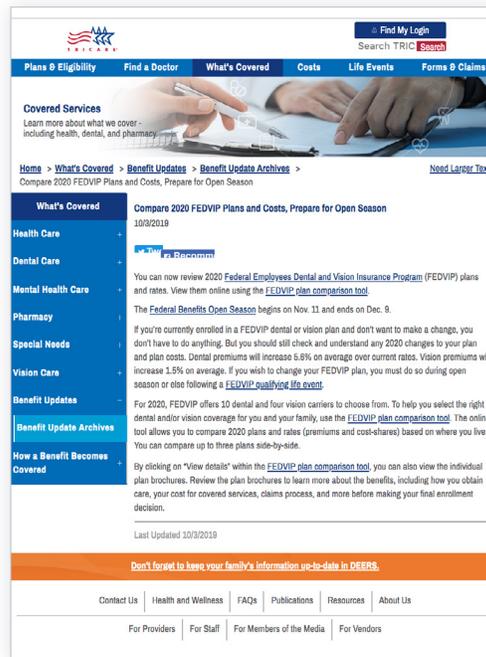
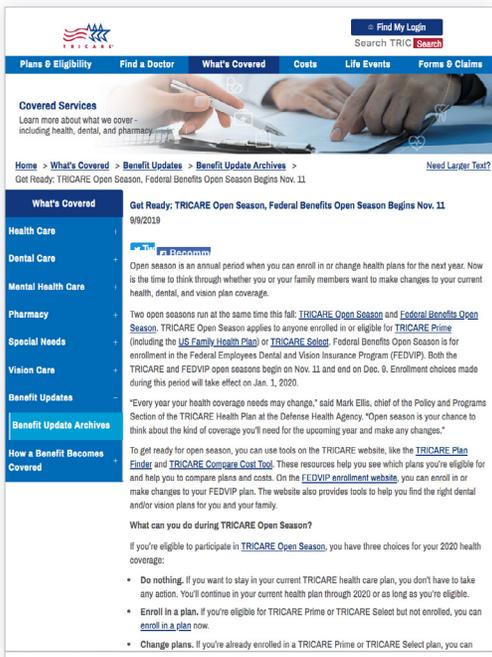
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## ARTICLE

Print out to share, link to in social media, or include a link in digital communications. Below are examples of the articles on the TRICARE website (TRICARE.mil).



[CLICK HERE](#)

[CLICK HERE](#)



## 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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## 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).

**FEDVIP Provides Vision Coverage to TRICARE Beneficiaries**

Routine eye exams can help keep your vision strong. The National Eye Institute reports that a comprehensive eye exam can identify common vision problems and prevent diseases that may lead to vision loss or blindness. TRICARE health plans may include an eye exam or other services to diagnose and treat eye conditions. Your eye exam coverage is different based on who you are, your health plan option, and your age.

If you need more robust coverage, including glasses, you may also qualify to purchase vision coverage through the Federal Employees Dental and Vision Insurance Program (FEDVIP).

**What is FEDVIP vision?**

FEDVIP is a voluntary program that offers eligible TRICARE beneficiaries a choice among a number of vision and dental carriers. It's administered by the U.S. Office of Personnel Management. The FEDVIP vision plans provide comprehensive vision coverage. Most include routine eye exams, vision correction, glasses, and more.

**Who can enroll in a FEDVIP vision plan?**

Retirees, retiree family members, and active duty family members who are enrolled in a TRICARE health plan may qualify to purchase FEDVIP vision coverage.

**When can you enroll in FEDVIP?**

You may enroll during the Annual Renewal Benefits Open Season. This period is your annual opportunity to enroll in, change, or cancel a FEDVIP plan. This year, open season is from Nov. 11 to Dec. 9, 2019. If you enroll during this time, your FEDVIP coverage will be effective on Jan. 1, 2020. You may also enroll after you've experienced a FEDVIP qualifying life event (QLE). Remember, FEDVIP QLEs may be different from the TRICARE QLEs. You may check your eligibility, enroll, and manage your FEDVIP vision benefit online.

According to the Centers for Disease Control and Prevention, only half of the estimated 63 million U.S. adults at high risk for vision loss visited an eye doctor in the last 12 months. Regular vision screenings can help prevent certain vision loss. Take command of your eye health by staying informed about your available vision coverage options.

Learn more about TRICARE vision coverage. For more information about FEDVIP vision, go to the FEDVIP website.

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**FEDVIP VISION**  
New Choices for Vision Insurance.

To learn more about eligibility and enrollment, visit [www.tricare.mil/vision](http://www.tricare.mil/vision)

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Starting in 2019, eligible beneficiaries can enroll in vision insurance through the **FEDERAL EMPLOYEES DENTAL AND VISION INSURANCE PROGRAM (FEDVIP).**

**4 VISION CARRIERS**

**PLANS MAY INCLUDE:**

- Routine Eye Exams
- Glasses and/or
- Contact Lenses

**NOV. 11 THROUGH DEC. 9, 2019 OPEN SEASON**

FEDVIP offers a range of plans from **four vision carriers** that's right for your family! If you want to enroll in a FEDVIP vision plan, you must enroll during the open season, which runs from **Nov. 11** through **Dec. 9, 2019**.

To learn more about FEDVIP and how to enroll, visit [www.tricare.mil/vision](http://www.tricare.mil/vision)

I AM...	WHAT IT MEANS...
Active Duty Service Member	You do not qualify to purchase a FEDVIP vision plan. You will continue to use your TRICARE health plan.
Active Duty Family Member enrolled in TRICARE Prime® or TRICARE Select®	You qualify to purchase a FEDVIP vision plan. Visit <a href="http://www.tricare.mil/vision">www.tricare.mil/vision</a> , and how to enroll during open season.
Retiree and retiree family member enrolled in TRICARE Prime® or TRICARE Select®	You qualify to purchase a FEDVIP vision plan. Visit <a href="http://www.tricare.mil/vision">www.tricare.mil/vision</a> , and how to enroll during open season.
TRICARE For Life beneficiaries with Medicare Parts A and B	You qualify to purchase a FEDVIP vision plan. Visit <a href="http://www.tricare.mil/vision">www.tricare.mil/vision</a> , and how to enroll during open season.
Eligible Guard/Reserve members and family enrolled in TRICARE Reserve Select (TRS)	You qualify to purchase a FEDVIP vision plan. Visit <a href="http://www.tricare.mil/vision">www.tricare.mil/vision</a> , and how to enroll during open season.
Eligible Retired Guard/Reserve members and family enrolled in TRICARE Retired Reserve (TRR)	You qualify to purchase a FEDVIP vision plan. Visit <a href="http://www.tricare.mil/vision">www.tricare.mil/vision</a> , and how to enroll during open season.

Routine eye exams can detect eye disease and other general health problems.  
**FOCUS ON BETTER EYE HEALTH FOR YOUR FAMILY. LEARN MORE ABOUT FEDVIP VISION.**

To learn more about FEDVIP vision, and how to enroll during open season, visit [www.tricare.mil/vision](http://www.tricare.mil/vision)

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