

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





TRICARE®

OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



BACKGROUND

SHARING SCHEDULE

KEY MESSAGES TRICARE

KEY MESSAGES FEDVIP

OPEN SEASON LOGOS/ VIDEO

INFOGRAPHICS/ BRIEFING DECK

SCREENSAVERS

SOCIAL MEDIA

ARTICLES

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)





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



- BACKGROUND
- SHARING SCHEDULE
- KEY MESSAGES TRICARE
- KEY MESSAGES FEDVIP
- OPEN SEASON LOGOS/ VIDEO
- INFOGRAPHICS/ BRIEFING DECK
- SCREENSAVERS
- SOCIAL MEDIA
- ARTICLES
- FEDVIP VISION

OPEN SEASON PRODUCT	INTENT - EDUCATION	TIMING & MESSAGE: HAPPENING NOW!
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 explains 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
Screensavers: 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

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.





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



- BACKGROUND
- SHARING SCHEDULE
- KEY MESSAGES TRICARE
- KEY MESSAGES FEDVIP
- OPEN SEASON LOGOS/ VIDEO
- INFOGRAPHICS/ BRIEFING DECK
- SCREENSAVERS
- SOCIAL MEDIA
- ARTICLES
- FEDVIP VISION

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. Sign up for email alerts and check back for updates on this page.



*Enrollment in stateside health care plans only





TRICARE®

OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



BACKGROUND

SHARING
SCHEDULE

KEY MESSAGES
TRICARE

KEY MESSAGES
FEDVIP

OPEN SEASON
LOGOS/ VIDEO

INFOGRAPHICS/
BRIEFING DECK

SCREENSAVERS

SOCIAL MEDIA

ARTICLES

FEDVIP VISION

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)





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



BACKGROUND

SHARING
SCHEDULE

KEY MESSAGES
TRICARE

KEY MESSAGES
FEDVIP

OPEN SEASON
LOGOS/
VIDEO

INFOGRAPHICS/
BRIEFING DECK

SCREENSAVERS

SOCIAL MEDIA

ARTICLES

FEDVIP VISION

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



DOWNLOAD

DOWNLOAD

TRICARE Open Season YouTube Video



DOWNLOAD





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



- BACKGROUND
- SHARING SCHEDULE
- KEY MESSAGES TRICARE
- KEY MESSAGES FEDVIP
- OPEN SEASON LOGOS/ VIDEO
- INFOGRAPHICS/ BRIEFING DECK
- SCREENSAVERS
- SOCIAL MEDIA
- ARTICLES
- FEDVIP VISION

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



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**

8.5x11 Printable Flyer

TABLE 1	I WANT TO CHANGE MY TRICARE HEALTH CARE PLAN	I WANT TO ENROLL IN A TRICARE HEALTH CARE PLAN	I WANT TO ENROLL IN A TRICARE DENTAL PLAN
Active Duty Service Member	You can only change plans when you retire, unless an active duty spouse can use Prime/Prime Reserve.	You do not qualify to purchase a TRICARE dental plan. You will continue to get care as you do now.	You do not qualify to purchase a TRICARE dental plan. You will continue to get care as you do now.
Active Duty Family Member	You can change plans during the 2019 TRICARE Open Season.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.
Reserve Component Member or Family Member enrolled in TRICARE Reserve Select or TRICARE Reserve Select®	No action needed. This does not apply to TRICARE Reserve Select (TRS) or TRICARE Reserve Select® (TRS).	You do not qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.
Retired Service Member or Family Member using TRICARE For Life	No action needed. This doesn't apply to TRICARE For Life.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.

DOWNLOAD

I AM A...	I WANT TO CHANGE MY TRICARE HEALTH CARE PLAN	I WANT TO ENROLL IN A TRICARE HEALTH CARE PLAN	I WANT TO ENROLL IN A TRICARE DENTAL PLAN
Active Duty Service Member	You can only change plans when you retire, unless an active duty spouse can use Prime/Prime Reserve. At retirement, civilian coverage ends. Learn about your options and what to do at: www.tricare.mil/retiring	You do not qualify to purchase a TRICARE dental plan. You will continue to get care as you do now.	You do not qualify to purchase a TRICARE dental plan. You will continue to get care as you do now.
Active Duty Family Member	You can change plans during the 2019 TRICARE Open Season.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.
Reserve Component Member or Family Member enrolled in TRICARE Reserve Select or TRICARE Reserve Select®	No action needed. This does not apply to TRICARE Reserve Select® (TRS) or TRICARE Reserve Select (TRS).	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You do not qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.
Retired Service Member or Family Member using TRICARE Prime® or TRICARE Select®	You can change plans during the 2019 TRICARE Open Season.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.
Retired Service Member or Family Member using TRICARE For Life	No action needed. This doesn't apply to TRICARE For Life.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.	You qualify to purchase a TRICARE dental plan. You must enroll during Federal Benefits Open Season.

DOWNLOAD





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



BACKGROUND

SHARING
SCHEDULE

KEY MESSAGES
TRICARE

KEY MESSAGES
FEDVIP

OPEN SEASON
LOGOS/ VIDEO

INFOGRAPHICS/
BRIEFING DECK

SCREENSAVERS

SOCIAL MEDIA

ARTICLES

FEDVIP VISION

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.

TRICARE® and Federal Benefits

OPEN SEASON 2019

Nov. 11 - Dec. 9, 2019

Happening Now!
During Open Season, you can switch TRICARE health plans and if eligible, enroll in a FEDVIP vision plan.

www.tricare.mil/openseason19

DOWNLOAD

TRICARE®

OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019

www.tricare.mil/openseason19

DOWNLOAD

TRICARE® and FEDVIP

OPEN SEASON 2019

Nov. 11 - Dec. 9, 2019

Happening Now!
You can change TRICARE health plans, and if eligible, enroll in a FEDVIP vision or dental plan.

www.tricare.mil/openseason19

DOWNLOAD

TRICARE®

OPEN SEASON 2019

Nov. 11 - Dec. 9, 2019

Happening Now!
You can change TRICARE health plan and if eligible, enroll in a FEDVIP vision or dental plan.

www.tricare.mil/openseason19

DOWNLOAD





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



- BACKGROUND
- SHARING SCHEDULE
- KEY MESSAGES TRICARE
- KEY MESSAGES FEDVIP
- OPEN SEASON LOGOS/ VIDEO
- INFOGRAPHICS/ BRIEFING DECK
- SCREENSAVERS
- SOCIAL MEDIA**
- ARTICLES
- FEDVIP VISION

SOCIAL MEDIA

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

Facebook Stories



Instagram Posts



Twitter & Facebook Banners



DOWNLOAD



DOWNLOAD

Social Media Post



DOWNLOAD





TRICARE®

OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



BACKGROUND

SHARING SCHEDULE

KEY MESSAGES TRICARE

KEY MESSAGES FEDVIP

OPEN SEASON LOGOS/ VIDEO

INFOGRAPHICS/ BRIEFING DECK

SCREENSAVERS

SOCIAL MEDIA

ARTICLES

FEDVIP VISION

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



DOWNLOAD

TRICARE Open Season: Time to Pick a Plan



DOWNLOAD

Open Season for FEDVIP Dental and Vision Coverage Starts Soon



DOWNLOAD

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



DOWNLOAD





TRICARE® OPEN SEASON

HAPPENING NOW! NOV. 11 – DEC. 9, 2019



- BACKGROUND
- SHARING SCHEDULE
- KEY MESSAGES TRICARE
- KEY MESSAGES FEDVIP
- OPEN SEASON LOGOS/ VIDEO
- INFOGRAPHICS/ BRIEFING DECK
- SCREENSAVERS
- SOCIAL MEDIA
- ARTICLES
- FEDVIP VISION

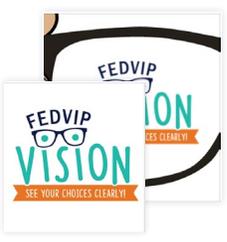
BACKGROUND

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).

Animated GIFs



DOWNLOAD



DOWNLOAD



DOWNLOAD

YouTube Video



DOWNLOAD

Instagram Post



DOWNLOAD

Screensaver



DOWNLOAD

Infographic 11 x 16



DOWNLOAD

Infographic 8.5 x 11



DOWNLOAD

