



THE ASSISTANT SECRETARY OF DEFENSE

WASHINGTON, DC 20301-1200

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MEMORANDUM FOR MTF AND CLINIC COMMANDERS

SUBJECT: Policy for Official TRICARE Marketing Products

The implementation of TRICARE touches the lives of every active duty and retired service member, and their families. Aggressive, continuous effort is needed by all of us to ensure our beneficiaries have the information they need about TRICARE to make informed decisions about their health care. Formal research has reinforced what we already know -- that there is widespread confusion, anxiety, and frustration among many entitled to care within the Military Health Services System (MHSS). This situation is due in large part to the lack of consistent, accurate TRICARE information dissemination.

There is also a critical need for using standard, current, global TRICARE information in beneficiary education programs. This information already exists in the official DoD [TRICARE marketing products](#) that are being provided to you for your immediate use. Included in this mailing are: TRICARE videotapes and TRICARE oral presentations on diskette -- provided in two versions, one for active duty and their families and one for retirees and their families. Coming by separate mailing are TRICARE brochures. The videos are intended to introduce the TRICARE program, the briefings are designed for additional information beyond the videos, and the brochure provides the most specific details.

These commercially-produced products should be considered the only "official" TRICARE products for the beneficiary education program. They will be used throughout the MHSS. Other products produced locally, regionally, or by the Services, will be used in support of -- not in place of -- the official DoD products. Please ensure that your installation public affairs officer is provided copies of these products and is a key player in your beneficiary education program.

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World-Wide TRICARE Briefing Materials

BACKGROUND

The OASD-HA TRICARE Marketing Office (TMO) was established as part of the corporate vision of Health Affairs and the Services to coordinate TRICARE marketing/beneficiary education activities. Its primary function is to unify marketing activities, provide overall direction for the TRICARE marketing effort, and coordinate the production and dissemination of generic communication products to assist in providing standard, consistent information about TRICARE to the millions of people entitled to care within the Military Health Services System (MHSS).

A major component of the TMO's mission is to develop communication products that meet customer needs. The core package of products is a three-part informational briefing that includes: two videotapes -- one for active duty and their families, and one for retirees and their families (consolidated on one tape); two oral presentations (same audiences) with scripts and slides, on diskette; and a 20-page brochure. These products were designed to provide information about TRICARE to assist customers in making an informed decision about selecting their military health care plan. The products are the only "official" beneficiary education products, and will be used throughout the MHSS to provide consistent, standard, information about TRICARE. Other marketing materials developed locally, regionally or by the Services will be used to augment or provide information unique to the MTF, Region or Service about TRICARE.

These products have been reviewed and approved by the Assistant Secretary of Defense for Health Affairs and the Service Surgeons General.

DISTRIBUTION

The TMO is responsible for production of the World-Wide Briefing Package and distribution of these products. Additionally, Lead Agents, Offices of the Surgeons General, and other selected organizations will receive "camera ready" artwork of the TRICARE brochure so that additional copies may be produced as required. Products may arrive under separate cover. Limited stocks will be retained at the TMO and will be disseminated until depleted. The TMO will retain a master copy of the videos and dub additional copies for users as requested.

USE OF WORLD-WIDE BRIEFING MATERIALS

The use of this three-part World-Wide Briefing can and should be considered for every forum in educating customers in accordance with the information program extensively detailed in the "DoD 1996 TRICARE Marketing Plan." If you do not have a copy of the marketing plan, please request one from the TRICARE Marketing Office, as it lays out the roles and responsibilities of everyone involved in the education process.

Using standardized educational materials helps ensure everyone has an understanding of every aspect of the TRICARE program and provides them the basis to make sound, knowledgeable decisions about their health care. The use of this briefing is mandatory; it will ensure consistent and accurate information is received by our customers. Other educational and marketing materials will be used only to augment or amplify -- not replace -- the information in the World-Wide Briefing.

The three parts of the briefing package may be used independently or in concert with each other. The short videos provide an overview of the program; the oral presentations with slides provide more detailed information and allow for two-way communication between the briefer and the audience; and the brochure provides the most in-depth information, and may be taken and referred to later regarding program specifics.

The videotape may be duplicated for official use. Briefing slides may be localized or regionalized to provide local telephone numbers, locations, dates of implementation, and other region-unique information. The brochure provides a space to put local information such as TRICARE Service Center telephone numbers.

As discussed in the "DoD 1996 TRICARE Marketing Plan," health care providers and MTF staff members should be among the first people educated about TRICARE; these materials should be used. Beneficiaries will be educated about TRICARE with these materials in accordance with the marketing plan. Some possible forums and/or locations (but not limited to) for using these materials are:

- Group briefings for active duty servicemembers, their families, and retirees and their families
- Medical/dental waiting rooms
- General military training
- Indoctrination for new staff
- Command health fairs or similar activity
- TRICARE Service Centers
- Health Promotion Centers
- Military/veteran association meetings/conferences
- Military retiree meetings/briefings
- Spouse gatherings/briefings
- Command open houses
- Exchange & commissary lobby areas
- Military flight terminals
- Unit day rooms