

Take **COMMAND**

☆☆☆ *Enhance Your TRICARE® Experience*

MILITARY HEALTH SYSTEM | COMMUNICATIONS DIVISION

MTF COMMANDERS COMMUNICATIONS TOOL KIT

FEDVIP EDITION

APRIL 2018



Editor's Note: This Take Command Communications Tool Kit is the fourth kit in a series and, unlike previous iterations, focuses on a single initiative: the transition from the TRICARE Retiree Dental program (TRDP), which ends on Dec. 31, 2018, to the opportunity to enroll in the Federal Employees Vision and Dental Insurance Program (FEDVIP), with dental and vision coverage beginning on Jan. 1, 2019.

INTRODUCTION

On Jan. 1, 2018, historic reform began rolling out in the Military Health System (MHS). The implementation of many of the 2017 National Defense Authorization Act (NDAA) laws and a new era in TRICARE support contracts will improve health care delivery and enhance medical readiness. The NDAA is a federal law that specifies the Pentagon's budget and major programs. Implementation of the 2017 NDAA (i.e., Section 701) impacts the TRICARE benefit for more than 9.4 million beneficiaries worldwide. As a result of the 2017 NDAA and TRICARE 2017 (T2017) move from three to two regions, beneficiaries are seeing many changes.

As part of these reforms, the current TRICARE Retiree Dental Program (TRDP) will end on Dec. 31, 2018. Eligible TRICARE beneficiaries will have the opportunity to enroll in the U.S. Office of Personnel Management's (OPM's) Federal Employees Dental and Vision Insurance Program (FEDVIP) during the 2018 Open Season, which runs from Nov. 12 through Dec. 10, 2018, to receive benefits on Jan. 1, 2019.

FEDVIP is a voluntary program designed to provide dental and vision benefits, which are available on an enrollee-pay-all basis (e.g., no government contribution toward premiums). Eligible TRICARE beneficiaries will have the option to select a dental and/or vision plan that meets their needs.

FEDVIP allows dental and vision insurance to be purchased on a group basis, which results in competitive premiums and no pre-existing condition limitations for enrollment. There are 10 dental carriers and four vision carriers available through FEDVIP.

Eligible TRICARE beneficiaries will have the opportunity to enroll in FEDVIP and manage their coverage via BENEFEDS.com, a secure enrollment portal administered by Long Term Care Partners, LLC (LTCP), on behalf of OPM.

TRICARE beneficiaries who purchase TRDP coverage for the first time in calendar year 2018 will not become fully vested in the one year they have TRDP. This limitation will be explained in future DHA communications.

In general, the coverage offered under FEDVIP's dental plans is comparable to the dental coverage offered under TRDP. Under FEDVIP dental plans:

- in-network preventive services are covered 100 percent
- there are no deductibles when using in-network dentists
- major services such as crowns, bridges, dentures, and implants do not have a waiting period
- some plans offer orthodontic coverage without a 12-month waiting period or age limit



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Eligible TRICARE beneficiaries who do not enroll in a FEDVIP dental and/or vision plan during the 2018 Open Season will have the opportunity to enroll each year during the annual open season. The only opportunity to enroll outside of open season is if a beneficiary experiences a qualifying life event (QLE). Once they are enrolled in a FEDVIP plan, they will be automatically re-enrolled each year. The actions the beneficiary or their dependents may take depend on what type of QLE they have experienced. Generally, changes in FEDVIP must be made within 60 days of a QLE.

The *Take Command* campaign is the Defense Health Agency's (DHA) approach to educating approximately 9.4 million beneficiaries in the MHS. The campaign focuses on communicating the impact of the reform and changes that beneficiaries will notice, as well as a new call to action: **take command of your health**.

DOCUMENT INTENT

TRICARE is changing. For beneficiaries, this is **your benefit**, and the MHS is here to help you **take command** of your health. **Are you ready?** The Take Command Communications Tool Kit helps military treatment facility (MTF) commanders provide useful information to beneficiaries regarding the changes to TRICARE that went into effect on Jan. 1, 2018. The expected result is that installation and garrison commanders, military hospitals and clinics take an active role in helping beneficiaries **take command** so that they are more actively engaged in managing their health care.

As a MTF commander, you are at the forefront of care for beneficiaries worldwide. You can enhance the TRICARE experience for service members, retirees and their families, and this toolkit provides the materials to help you do so.

COMMUNICATIONS GOALS

The goals of this communications campaign are to:

- 1) Provide eligible TRICARE beneficiaries with information regarding eligibility for FEDVIP benefits, where to find program information and ask questions about plan choices, plus the timing and process for enrolling in the program.
- 2) Provide a timeline of actions required of the eligible population and promote self-service on **tricare.benefeds.com** for information and enrollment.

COMMUNICATIONS APPROACH

In keeping with the overarching campaign, we will communicate the TRDP eligibility transition to FEDVIP in three phases.

- Phase I: ENGAGE. March to May 2018: Build beneficiaries' awareness that TRDP eligibility is transitioning to FEDVIP beginning Jan. 1, 2019.
- Phase II: EDUCATE. June to August 2018: Communicate the changes associated with the TRDP eligibility transition to FEDVIP and how beneficiaries are impacted.
- Phase III: EMPOWER. September to December 2018 and beyond: Influence beneficiaries to take action by enrolling in a FEDVIP plan and managing their FEDVIP account.

AUDIENCE

The primary audience is TRICARE beneficiaries who will be eligible for FEDVIP. These include:

FEDVIP Dental Benefits

- 1.5M current enrollees in TRDP
- retired members of the Uniformed Services and National Guard/Reserve components, including "gray-area" retirees under age 60
- current spouses of enrolled members, and children up to age 21, or to age 23 if a fulltime student (student status verified in DEERS) or older if the child becomes disabled before losing eligibility
- unremarried surviving spouses or eligible children of deceased members who perished while in retired status or while on active duty

FEDVIP Vision Benefits

- Those enrolled in TRICARE Reserve Select or TRICARE Retired Reserve
- Uniformed services active duty family members
- Uniformed services retirees and retiree family members
- Those entitled to TRICARE For Life

Visit tricare.benefeds.com for the full eligibility guidelines.

STAKEHOLDERS

In addition to the affected beneficiaries, there are two additional stakeholders groups: collaborators and influencers. Collaborators include:

- MHS senior leaders
- TRICARE Regional Offices (TRO)
- Managed Care Support Contractors (MCSC)
- Defense Manpower Data Center (DMDC)
- Military Service Organizations (MSO) and Veteran Support Organizations (VSO)
- Enhanced Multi-Service Markets (eMSM)
- Military Treatment Facilities (MTF)
- The U.S. Office of Personnel Management (OPM)
- Long Term Care Partners, LLC (LTCP), OPM's contractor
- FEDVIP carriers

In addition, we will provide information to key influencers such as relevant media outlets.

PHASE I: TACTICS TO BUILD AWARENESS

The first phase of the campaign is designed to build awareness that changes are coming and inform audiences about the ending of the TRICARE Retiree Dental Program (TRDP), on Dec. 31, 2018, along with the introduction to the Federal Employees Vision and Dental Insurance Program (FEDVIP).

DATES	TACTIC	DISTRIBUTION	AUDIENCE				PRODUCT
			AD	R	FM	O	
Apr. 17	Introductory email	Template email for MTF commanders to send to the base commander and other local military leaders				X	Pre-written email about FEDVIP changes
Apr. 17	Social media messages	Post these on your social media channels with #TakeCommand	X	X	X	X	Approved social media messages about FEDVIP
Apr. 23	News article	Publish in military hospital, clinic and/or base newspapers, newsletters, websites, etc.	X	X	X		Approved article about FEDVIP changes

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Apr. 23	Electronic public service announcement (PSA)	Insert your logo and publish on screen savers, bulletins, TV screens, websites, etc.	X	X	X	Approved electronic PSA about FEDVIP changes (localize)	
Apr. 23	Print public service announcements (PSA)	Publish print PSA in base newspapers, newsletters, websites, etc.	X	X	X	Approved print PSA about FEDVIP changes	
Apr. 30	eCards	Share these on your social media channels with #TakeCommand and through other channels	X	X	X	X	Approved comical E-cards
ongoing	Infographic	Use this graphic illustration of important information and key dates in your communications products	X	X	X	X	Approved FEDVIP Infographic

AD Active Duty **R** Retiree **FM** Family Member **O** Other (e.g., hospital leaders, staff)

FOR MORE INFORMATION

For questions regarding the *Take Command* campaign and this tool kit, or if your staff members are having problems accessing any of the materials, please contact the MHS Communications Division by sending an email to dha.ncr.comm.list.communications-planning@mail.mil. **Please note that this email should not be shared on public-facing products.**

For the latest information regarding the transition from TRDP to FEDVIP, please visit tricare.benefeds.com. Please check back frequently, as information will be updated as it becomes available.

Thank you in advance for taking part in this important initiative to help beneficiaries **take command** of their health!