

## MARKETING AND EDUCATION REQUIREMENTS

---

### 1.0. MARKETING AND EDUCATION MATERIALS REQUIREMENTS

1.1. The Marketing and Education contractor (MKEC) will provide a marketing and education program that informs and educates MHS beneficiaries, TRICARE and MHS staff and providers on all aspects of TRICARE programs.

1.2. The MKEC shall meet with each OCONUS Regional Director within 60 calendar days after start of delivery of services for the Marketing and Education contract to develop a Memorandum of Understanding (MOU) (Figure 12-A-2 and Figure 12-A-3), develop a coordination process for the inclusion of regionalized and localized information in materials developed, identification of quantity and distribution requirements and shipping schedules, for materials required by the OCONUS Regional Directors.

1.3. The MCS contractor shall meet with the MKEC within 60 calendar days after health care contract award to develop a MOU, develop coordination process for inclusion of regionalized and localized information in materials developed by the MKEC, identification of quantity, distribution requirements and shipping schedules for materials required by the MCS contractor. The MCS contractor shall submit regionalized or localized information for inclusion in marketing and educational materials developed by the MKEC within 15 workdays of receipt of the request from the MKEC.

1.4. The MKEC shall meet with the *TRICARE Dual Eligible FI Contractor (TDEFIC)* within 30 calendar days following the award of the (*TDEFIC*) contract to develop an MOU for the inclusion of (*TDEFIC*) information in MKEC created materials and the identification of the quantity, distribution requirements and shipping schedules for materials required by the (*TDEFIC*).

1.5. The MCS contractor shall prepare and submit to the Regional Director an annual plan for the presentation and utilization of marketing and educational materials designed by the MKEC for the education of beneficiaries, TRICARE and MHS staff and providers. The materials developed by the MKEC will be designed to achieve TRICARE Marketing and Education objectives. The plan shall discuss the MCS contractors' overall strategy to support the achievement of the following TRICARE Marketing and Education objectives:

1.5.1. DoD beneficiaries in all categories will be knowledgeable of their benefits within the Defense Health Program and have the knowledge to enable them to effectively and appropriately utilize their benefits.

1.5.2. DoD providers, including military clinicians, civilian clinicians working for the Department, and civilian clinicians doing business with the Department shall be knowledgeable of the Defense Health Program benefits, business practices, and advantages

of participating in the Defense Health Program. The MCSC shall educate providers on all components of the program including, but not limited to, MTF Optimization goals and the importance of achieving optimization to ensure the clinical competence of MTF staff, TRICARE Prime, Extra and Standard, the various beneficiary categories including active duty personnel, their dependents, retirees and their dependents, survivors, dual-eligibles, et cetera, claims filing requirements of all TRICARE claims processors, population health initiatives, and any appropriate MTF information.

**1.5.3.** Contractors shall achieve a positive image of all aspects of the Defense Health Program among the Department's beneficiaries, providers and their staffs, legislators, and the general public.

**1.5.4.** Contractors shall achieve an understanding by all of the Department's beneficiaries that their health benefit is the premier benefit offered by any employer worldwide.

**1.5.5.** Contractors shall achieve a desire by beneficiaries and providers to utilize Military Treatment Facilities as their preferred source of health care without creating an expectation that all services are available within Military Treatment Facilities.

**1.6.** The annual plan prepared by the Managed Care Support Contractor shall be submitted through the Regional Director to the Contracting Officer for approval. The MCS contractor shall submit the plan to the Regional Director by the 180th calendar day prior to the start of health care delivery and each option period thereafter. The Contracting Officer will provide the MCS contractor with written approval within 30 calendar days of receipt of the plan.

## **2.0. APPROVAL OF MARKETING AND EDUCATION MATERIALS**

The MKEC contractor shall submit all marketing and educational materials to the TRICARE Marketing and Education Committee (MEC) for review and approval. Marketing and educational materials must be approved by the TRICARE MEC and authorized by the Contracting Officer prior to release. Materials developed specific to the initiation of a new contract must be delivered *by the MKEC*, in accordance with the MOU, no later than 90 calendar days prior to initiation of *services* and 30 calendar days prior to each subsequent *service* period. Materials developed for new TRICARE programs or benefits must be submitted in accordance with the time frames established in the task order.

## **3.0. REQUIRED EDUCATIONAL MATERIALS**

**3.1.** The MCS contractor shall provide educational materials developed and printed by the MKEC to *all MHS* beneficiaries concerning the TRICARE Prime and TRICARE Extra Programs. After enrollment, the contractor shall provide the following to all enrollees:

**3.1.1.** A TRICARE handbook which describes in full detail TRICARE Prime, *TRICARE Standard*, TRICARE Prime Remote, TRICARE Plus, and TRICARE Overseas Program benefits, dual-eligible beneficiary requirements, and how to access care under each program.

**3.1.2.** The MKEC will develop and produce provider *bulletins* and beneficiary bulletins highlighting and summarizing such issues as program changes, procedures, health education, announcements of future meetings, etc. Bulletins will be no more than two double sided pages in length (8 1/2" x 11"). The MKEC will bulk distribute bulletins to the MCS contractor and OCONUS Regional Directors for distribution, *monthly*.

**3.1.3.** The MKEC will develop and produce provider *newsletter* and beneficiary newsletter covering such issues as program changes, procedures, health education, announcements of future meeting, etc. The newsletters will be no more than six double sided pages in length (8 1/2" x 11"). News letters will be developed and provided in coordination with *all TRICARE* contractors and Regional Directors in accordance with the MOU, and approved by the TRICARE MEC. Upon publication, the MKEC will bulk distribute newsletters to the MCS contractor and the OCONUS Regional Directors for distribution, *quarterly*.

**3.1.3.1.** *As a component of the quarterly newsletter*, the MKEC will request input regarding health/wellness promotion programs from the MCS contractor, the Uniformed Services, and Regional Director. The MCS contractor shall submit regionalized or localized information for inclusion in marketing and educational materials developed by the MKEC within 15 workdays of receipt of the request from the MKEC. Within 45 days of receipt of this information, the MKEC will develop educational materials for these programs.

#### **4.0. DISSEMINATION OF INFORMATION**

**4.1.** No later than 30 days prior to the start of health care delivery, the MCS contractor shall mail one TRICARE Handbook to *all MHS beneficiary households* in the region based off DEERS. The MCS contractor shall furnish all beneficiaries, sponsors, providers, and Congressional Offices with enrollment information and forms, network provider information, Health Care Finder information, claim forms, claim completion instructions, the TRICARE Handbook, the Provider Handbook, DEERS information and other informational materials upon request. The MCS contractor shall establish and maintain effective communications with all beneficiaries. (See [Section 4.](#)) The MCS contractor shall forward informational bulletins or stuffers that are enclosed with EOBs to TMA and the Regional Director upon mailing to beneficiaries.

**4.2.** The MCSC shall effectively provide provider newsletters and bulletins to all providers, Congressional offices, *Beneficiary Counseling and Assistance Coordinators (BCAC)*, *Debt Collection Assistance Officers (DCAO)*, and Health Benefits Advisors in the region on a quarterly basis. Effectively shall include any means that ensures that the provider's office receives the information. Potential avenues include U.S. Mail, e-mail, and other approaches proposed by the contractor and accepted by the Government.

**4.3.** The MCSC shall effectively provide all TRICARE Prime enrollees, including active duty personnel, dual-eligible beneficiaries, congressional offices and Health Benefits Advisors with quarterly newsletters and bulletins. Potential avenues include U.S. Mail, e-mail, and other approaches proposed by the contractor and accepted by the Government.

4.4. The *TDEFIC* shall maintain a supply of beneficiary newsletters and *bulletins*. The *TDEFIC* shall provide a copy of the most recent information to any interested party, upon request.

#### 5.0. MKEC INTERFACE REQUIREMENTS

5.1. *All TRICARE* contractors shall enter into a MOU with the MKEC effective within 90 calendar days of contract award. The MOU shall specify the frequency of publication, type, and content of information required from the contractor for the development of marketing and education materials by the MKEC. Additionally, the MOU shall identify the materials to be delivered to the contractor, the delivery points and the delivery methodology to be used.

5.2. The MOU shall address the following interface requirements:

- The process that will be used to obtain information regarding the marketing and education materials and the number of materials required by the contractors.
- The process that will be used to obtain customized/optional information (i.e., local, regional, Service or health care delivery specific information) from the contractors that will be included in marketing and educational materials.
- The process that will be used to obtain information regarding the number of TRICARE Prime and TRICARE Prime Remote, enrollment fulfillment packages required by the MCS contractor for distribution.
- The process that will be used for ordering materials and identification of bulk distribution process that will be used to ensure marketing and educational materials are shipped within required timeframes to meet the distribution schedules of the contractors.
- The resolution process for issues raised between the MKEC and *other* contractors with which the MKEC must interface in the fulfillment of contract requirements.

#### 6.0. ORDERING MARKETING AND EDUCATION MATERIALS

The initial marketing and education materials order shall be submitted to the MKEC at least 180 calendar days prior to the start of *services*, and by the 90th calendar day prior to all subsequent option period start dates. The contractors shall provide the MKEC with a single point of contact and address(es) for delivery of marketing materials. The MKEC will distribute printed marketing and educational materials and/or templates no earlier than 120 calendar days and no later than 90 calendar days prior to the start of *services*.