MARKETING AND EDUCATION REQUIREMENTS

The marketing and education of TRICARE beneficiaries, TRICARE providers and Military Health System (MHS) staff and providers will be accomplished through a collaborative effort between the TMA Communications and Customer Service Directorate (C&CS), the Managed Care Support *(MCS)* and other TRICARE contractors. This collaboration will ensure information and education about the TRICARE Program, policies, health care delivery requirements and changes and/or addition to benefits is effectively provided. Marketing and education activities include the provision of marketing and education materials, and training programs and briefings in accordance with the TRICARE Operations Manual, Chapter 12, Section 2. The Government will furnish all printed marketing and educational materials. The MCS and/or other TRICARE contractors will be responsible for the individual distribution of Government furnished materials.

1.0. MARKETING AND EDUCATION PLAN

1.1. The MCSC shall prepare and submit to TMA C&CS an annual marketing and education plan to inform and educate TRICARE beneficiaries, TRICARE and MHS staff and providers on all aspects of TRICARE programs. The plan shall identify any desired marketing and education materials required from the Government to support the accomplishment of plan goals for marketing and education.

1.2. The MCSC shall submit the plan to TMA C&CS by the 180th calendar day prior to the start of health care delivery and 90 calendar days prior to the beginning of each option period thereafter. The Contracting Officer will provide the MCSC with written approval within 30 calendar days of receipt of the plan.

2.0. INTERFACE REQUIREMENTS

2.1. TMA C&CS will meet with each MCS and TRICARE contractor within 60 calendar days after health care contract award to develop and establish a Memorandum of Understanding (MOU). The MOU will establish the review and approval process for annual marketing and education plans and identify desired marketing and education materials. The MOU will identify the process for requesting additional marketing and education material beyond those requested in the annual plan submitted. The MOU shall also address the ordering and bulk shipment of materials, inclusion of health promotion, health care delivery and geographic specific information in marketing and educational materials. The MOU shall be effective within 30 days of the meeting between TMA C&CS and the contractor.

2.2. The contractor shall participate in TRICARE Marketing and Education Committee (MEC) meetings as a nonvoting member. The role of the MEC is to support the achievement of a uniform image and consistency in the provision of TRICARE Program information. The MEC includes representatives from TMA, the Services, Regional Directors, Lead Agents and

TRICARE contractors. All requests for marketing and educational materials will be submitted to the MEC for review. The contractor shall provide one representative for attendance and participation in the MEC meetings, to be held approximately 12 times per contract year in the Washington, DC area. Meetings may be attended via teleconference, video telecommunications or in person, as directed by the Government.

3.0. REQUIRED EDUCATIONAL MATERIALS

The MCSC shall distribute *TRICARE* educational materials provided by the Government to all MHS beneficiaries. The government will provide all enrollment materials for distribution by the MCSC.

4.0. DISSEMINATION OF INFORMATION

4.1. No later than 30 days prior to the start of health care delivery, the MCSC shall mail one TRICARE Handbook to all MHS beneficiary households in the region based off DEERS data. The MCSC 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 MCSC shall establish and maintain effective communications with all beneficiaries. (See Chapter 12, Section 4.) The MCSC shall forward informational bulletins or stuffers that are enclosed with EOBs to TMA and the Regional Director upon mailing to beneficiaries.

4.2. *Annually, t*he MCSC shall effectively distribute quarterly provider newsletters and *eight* bulletins to all providers, Congressional offices, Beneficiary Counseling and Assistance Coordinators (BCAC), Debt Collection Assistance Officers (DCAO), and Health Benefits Advisors in the region. Newsletters will be no more than six double sided pages in length (8 1/2" x 11"). Bulletins will be no more than two double-sided pages in length (8 1/2" x 11") *and shall be distributed in only those months that a newsletter is not distributed*. 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 newsletters *three times annually* and *four* bulletins *annually*. *The MCSC shall also provide all non-enrolled TRICARE beneficiaries with an annual newsletter.* Newsletters will be no more than six double sided pages in length (8 1/2" x 11"). Bulletins will be no more than two double-sided pages in length (8 1/2" x 11"). 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. ORDERING MARKETING AND EDUCATION MATERIALS

Initial requests for desired marketing and education materials shall be submitted to TMA C&CS during the development of the MOU after initial award of the MCS contract.

Requests for additionally desired marketing and education materials, not included in the annual submission of the marketing and education plan shall be submitted to TMA C&CS in accordance with the established MOU. For each contract year, initial requests for marketing and education materials shall be included with the submission of the annual marketing and education plan. Requests for materials shall include the date and numbers required. The contractors shall provide TMA C&CS with a single point of contact and address(es) for delivery of marketing materials.

6.0. MEDICAL MANAGEMENT TRAINING

The contractor shall participate in Health Affairs sponsored Medical Management Training as requested, to include coordination of training schedules and the development of the agenda and training materials. Each contractor will participate in two four-day training sessions per year in their respective Region. The location of the training will be designated by Health Affairs.