

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 *TRICARE Management Activity (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 (*TOM*), 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 *Managed Care Support Contractor (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 MCSC shall participate in monthly TRICARE beneficiary and provider education work group meetings comprised of the TRICARE Regional Offices (TROs) marketing representatives, Services marketing representative, OCONUS marketing representative and the TRICARE Beneficiary Publications Office/C&CS. As advisors, the

contractors shall provide unique perspectives, ideas and recommendations regarding the development and maintenance of TRICARE educational materials to the group. The goal of the monthly meetings is to present status updates on production, address issues and provide new information and propose new ideas for products and/or initiatives. All requests for marketing and education materials shall be submitted by the contractor via the appropriate TRO for review and consideration. Approval shall be based on justification that supports a uniform image and consistency in the provision of TRICARE Program information and available funding. The contractor shall provide a primary and alternate representative for attendance and participation in the monthly 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 Government will furnish all beneficiary educational materials which may include printed and electronic media. Materials developed by the Government and distributed in support of the TRICARE program will be selected on the basis of recommendations by contractors, program managers, the Services, TMA leadership and others with interest and concerns about the information being provided to TRICARE beneficiaries and other stakeholders. C&CS and the TROs will review all recommendations and will prioritize products in accordance with funding availability. TMA/C&CS will have final approval authority. The MCS and/or other TRICARE contractors will be responsible for the distribution of Government-furnished materials to MHS beneficiaries. The government will provide all enrollment materials for distribution by the MCSC.

4.0. DISSEMINATION OF INFORMATION

4.1. *The MCSC shall distribute TRICARE information using effective methods that ensure timely delivery and receipt to all MHS beneficiary households in the region based on Defense Enrollment Eligibility Reporting System (DEERS) data. The MCSCs annual Marketing and Education Plan (see paragraph 1.0.) shall indicate frequency and methods of information distribution. In addition, the MCSC shall be required to do a mailing pertaining to a benefit update, within the contract period, to all eligible beneficiary households. The MCSC shall also furnish enrollment information and forms, network provider information, Health Care Finder (HCF) information, claim forms, claim completion instructions, the TRICARE Handbook, DEERS information and other informational materials upon request to beneficiaries, providers, and congressional offices. The MCSC shall establish and maintain effective communications with all beneficiaries. (See Chapter 12, Section 4.)*

4.2. *Annually, the MCSC shall be responsible for all provider education, which may include producing and distributing an annual Provider Handbook, newsletters, and/or bulletins. The MCSC may use any method of distribution that ensures timely receipt by all providers. Copies of TRICARE educational materials distributed to providers will be provided to the TMA Regional Director (RD), TMA C&CS, and congressional offices. The Government reserves the right to evaluate the success of the MCSC provider relations effort via scientific surveys and other data collection efforts with the network providers.*

4.3. *The MCSC shall distribute a quarterly newsletter to all TRICARE Prime enrollees, including active duty personnel, dual-eligible beneficiaries, congressional offices, and Health Benefits Advisors (HBAs). The MCSC shall also distribute an annual TRICARE Standard*

newsletter *to beneficiaries not enrolled in Prime using information contained in DEERS or provided by beneficiaries. The newsletters will generally be no more than six double-sided pages in length (8 1/2" x 11"). The MCSC shall not modify the content and length of the beneficiary newsletter prior to distribution. The MCSC shall use any method of distribution that ensures timely delivery and receipt to all recipients.*

4.4. The TDEFIC *contractor* shall maintain a supply of *TRICARE For Life (TFL)* beneficiary *educational materials*. The TDEFIC *contractor* shall provide a copy of the most recent *TFL* information 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.

