



# Marketing TRICARE

**Terry Zolock**

**USAMEDCOM Marketing Manager**

**[terry.zolock@cen.amedd.army.mil](mailto:terry.zolock@cen.amedd.army.mil)**

**29 May 2003**



# Purpose



- **To provide and enhance the understanding of the MEDCOM Marketing Office's mission.**
- **To solicit input in order to improve AMEDD marketing efforts in the areas of product development, communication, and networking.**



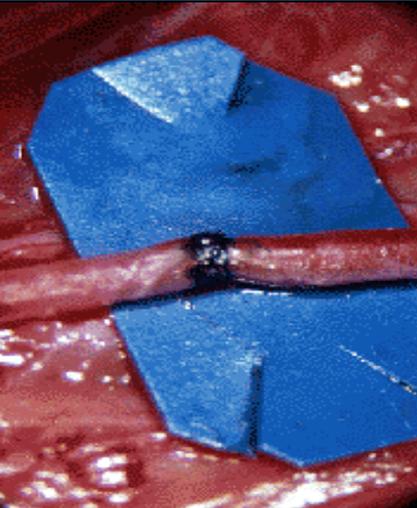
# **MEDCOM**

## **Marketing Mission**



**To educate our customers on the value army  
medicine adds to the United States Army,  
DoD, and the nation and to promote  
TRICARE**

# Shaping the Outcome of Battlefield Trauma



# AMEDD Transformation



**DEFENSE MEDICAL LOGISTICS  
STANDARD SYSTEM (DMLSS)  
PRIME VENDOR  
WEB-BASED LOGISTICS**



**MEDICAL REENGINEERING INITIATIVE  
(MRI)**



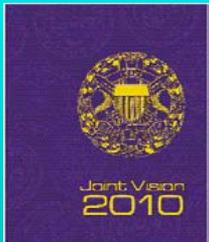
**TRICARE IMPLEMENTATION  
MHS OPTIMIZATION**



**MILITARY MEDICAL  
RESEARCH &  
DEVELOPMENT**

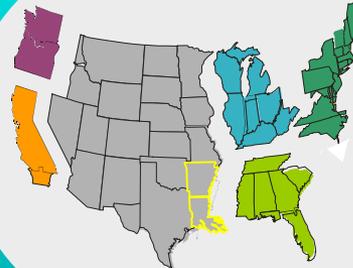


**MILITARY  
COMMUNICATIONS FOR  
COMBAT CASUALTY CARE  
(MC4)**



**FORCE HEALTH PROTECTION**

**REGIONAL LOGISTICS**





# MEDCOM TRICARE Marketing Mission



- **Excel at marketing TRICARE**
- **Focus marketing products on soldiers and their family members**
- **Enhance customer service**
- **Create and cultivate relationships to optimize product development**
- **Market through technology**
- **Improve marketing and distribution network**





“ We’ve got to get the hassle perception out of TRICARE. That will build trust for soldiers, retirees and their families in the state of military health care.”

Never, Never Forget the Soldier



# Marketing Objectives/Goals



## Improve

Beneficiaries' understanding of TRICARE

Beneficiaries' perception of military health system

TRICARE satisfaction

## Educate

Simplify the message

Create easy-to-understand products

Provide resource phone numbers/web sites that help resolve problems/answer questions

## Partner

Establish working relationships with groups/agencies involved in providing TRICARE information and customer service to all beneficiaries



# Methods/Tools of Communication



- CDs, wallet information cards, brochures
- Exhibits at selected conferences/ meetings
- Office calls and visits
- Telephone/e-mail
- Video Teleconferences
- World Wide Web
- News releases to military magazines/ newspapers
- *Mercury*, other Army newspapers
- MEDCOM Marketing Newsletter



# MARKETING TRICARE AT CONFERENCES



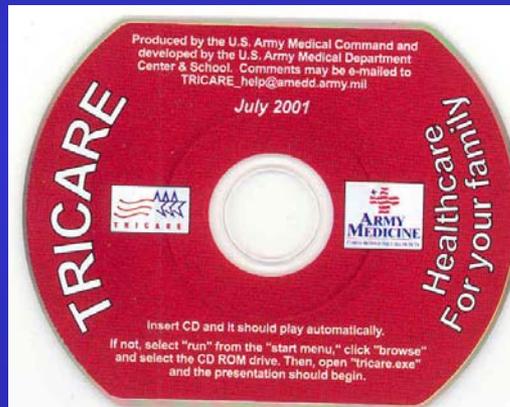
# MEDCOM CONFERENCE SCHEDULE

**2003**

<b>TRICARE</b>	<b>26-30 Jan</b>	<b>Wash DC</b>
<b>AUSA Med Sym</b>	<b>2-6 Jun</b>	<b>San Antonio TX</b>
<b>Armor</b>	<b>18-23 May</b>	<b>Fort Knox KY</b>
<b>Transportation</b>	<b>22-26 Jul</b>	<b>Fort Eustis VA</b>
<b>Force Health Protection</b>	<b>11-17 Aug</b>	<b>Albuquerque NM</b>
<b>Infantry</b>	<b>9-12 Sep</b>	<b>Fort Benning GA</b>
<b>AUSA</b>	<b>6-8 Oct</b>	<b>Wash DC</b>
<b>AMSUS</b>	<b>16-21 Nov</b>	<b>San Antonio TX</b>

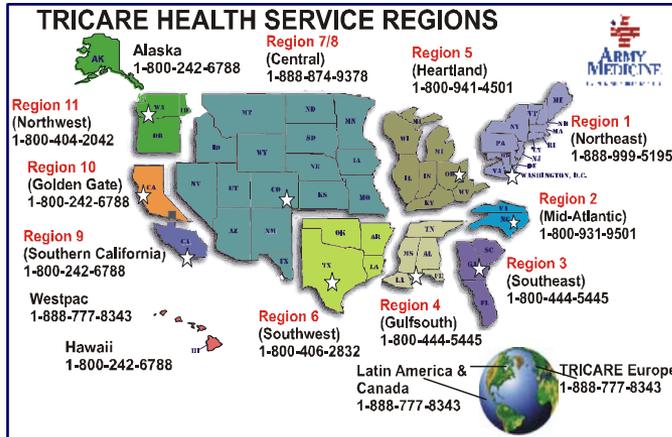
# ARMY TRICARE MARKETING INITIATIVES

# TRICARE INFORMATION CD FOR ACTIVE DUTY AND THEIR FAMILIES



**Available on the web at:**  
**<http://www.swankhealth.com/>**

# TRICARE Soldier Information Card



**TRICARE** your Military Health System.

TRICARE Information

[www.tricare.osd.mil](http://www.tricare.osd.mil) or call 1-888-DoD-CARE

E-mail: [TRICARE\\_help@amedd.army.mil](mailto:TRICARE_help@amedd.army.mil)

Local TRICARE Assistance

**Beneficiary Counseling & Assistance Coordinator (BCAC)**

[www.tricare.osd.mil/tricare/beneficiary/bcac\\_dir.doc](http://www.tricare.osd.mil/tricare/beneficiary/bcac_dir.doc)

**TRICARE Service Center (TSC):** find your region's toll free number on reverse side.

TRICARE Prime Remote (TPR)

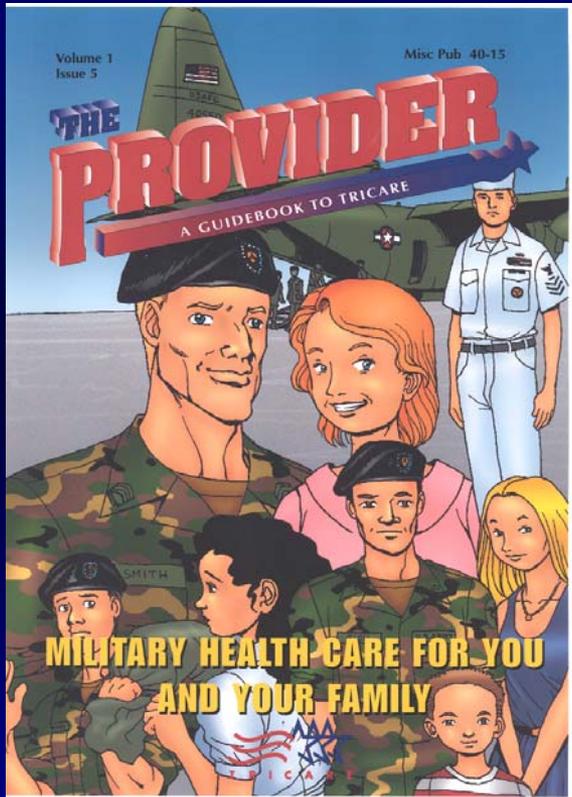
Active Duty call 1-888-MHS-MMSO or

<http://navymedicine.med.navy.mil/mmsol/>

Family Members call TPR 1-888-DoD-CARE



# *The PROVIDER Magazine*



**Issue 5**

**Family Issues**

**BCAC/DCAO**

**DEERS**

**Primary Care Manager**

**Women's Health Issues**

**TRICARE Dental Program**

**TRICARE for College  
Students**

**Issues 1-4 rescinded**

# TRICARE PRIME REMOTE CARD



## TRICARE PRIME REMOTE INFORMATION CARD



---

TRICARE PRIME REMOTE (TPR) provides active-duty service members a special version of TRICARE Prime at duty stations distant from military hospital/clinics.

**Must I enroll?** You must complete and mail in an enrollment form to use TPR benefits. For instructions, call the TRICARE Service Center (TSC) in your region. [See map for phone numbers.](#)

**Routine Medical Care:** Contact your Primary Care Manager (PCM) or Primary Care Provider (PCP) whenever you require non-emergency care. The PCM/PCP will either provide care or refer you to a specialist. You cannot refer yourself to a military or civilian specialist. If you seek non-emergency care without contacting your PCM/PCP, you may be held financially responsible for those services.

**Specialty Care:** If your PCM/PCP thinks you need to see a specialist, you or your PCM/PCP must obtain a preauthorization from the Health Care Finder (HCF) at your TSC before you obtain specialty care. If you do not have a PCM/PCP, you must call the HCF to obtain authorization.

**Emergency Care:** Go to the nearest military or civilian emergency room (or urgent care center), or call 911. Contact your PCM/PCP, HCF or Military Medical Support Office (MMSO) as soon as possible after getting emergency treatment or being admitted to a hospital.



## TRICARE HEALTH SERVICE REGIONS





**Region 11 (Northwest)**  
1-800-404-2042

**Region 10 (Golden Gate)**  
1-800-242-6788

**Region 9 (Southern California)**  
1-800-242-6788

**Westpac**  
1-888-777-8343

**Hawaii**  
1-800-242-6788

**Region 7/8 (Central)**  
1-888-874-9378

**Region 5 (Heartland)**  
1-800-941-4501

**Region 6 (Southwest)**  
1-800-406-2832

**Region 4 (Gulfsouth)**  
1-800-444-5445

**Region 1 (Northeast)**  
1-888-999-5195

**Region 2 (Mid-Atlantic)**  
1-800-931-9501

**Region 3 (Southeast)**  
1-800-444-5445

**Latin America & Canada**  
1-888-777-8343

**TRICARE Europe**  
1-888-777-8343



## TPR PHARMACY OPTIONS



---

**Military Hospital or Clinic.** You can have your prescription filled at a military hospital or clinic. Phone ahead to ensure your medication is available. **No cost/up to 90-day supply for ADSM & ADFM**

**National Mail Order Pharmacy (NMOP)** DoD's mail-order program sends medications to your home. If you must start your medication immediately, do not use NMOP. **No cost/90-day supply for ADSM, \$3 for generic or \$9 for brand name drug/90-day for ADFM.** [www.tricare.osd.mil/tricare/pharmacy/mail\\_order.htm](http://www.tricare.osd.mil/tricare/pharmacy/mail_order.htm); phone 1-800-903-4680.

**Network Pharmacy.** Call your TSC for the TRICARE network pharmacy near you. Show your TPR ID card or active-duty ID card when presenting your prescription. **No cost/30-day supply for ADSM. \$3 for generic or \$9 for brand name drug/30-day supply for ADFM.**

**Non-Network Pharmacy.** If there is no network pharmacy nearby, you may use any pharmacy in the area. When you obtain prescriptions from a non-network pharmacy, you may have to pay at time of service. File a claim with TRICARE to be reimbursed. Call your TSC for help. **For ADSM no cost/30-day supply; for ADFM existing deductibles and point of service (POS) penalties may apply.**



## TRICARE INFORMATION RESOURCES



---

**TRICARE Prime Remote (TPR) QUESTIONS?**

**Web site:** [www.tricare.osd.mil/remote](http://www.tricare.osd.mil/remote)

**E-mail:** [TRICARE\\_help@amedd.army.mil](mailto:TRICARE_help@amedd.army.mil)

**Call:** 1-888-DoD-CARE or 1-888-363-2273

**Military Medical Support Office (MMSO)** is the contact for active-duty TPR issues: Call 1-888-MHS-MMSO or 1-888-647-6676

**Web site:** <http://mmso.med.navy.mil>

**TRICARE Pharmacy Program:** 1-877-DOD-MEDS (1-877-363-6337)

**Web site:** [www.tricare.osd.mil/pharmacy/newpharmacy.htm](http://www.tricare.osd.mil/pharmacy/newpharmacy.htm)

**HEALTH CARE INFORMATION LINE (HCIL):** A 24-hour toll-free line staffed by registered nurses. Call 1-800-611-2875 for answers to medical questions.

**DENTAL CARE:** Your active-duty benefit under the TRICARE Prime Remote program includes access to dental care. Contact the MMSO (see above) for complete details.

# TRICARE Help E-Mail Service (THEMS)



## TRICARE HELP E-MAIL SERVICE (THEMS)

Send Your TRICARE Issues to

[TRICARE\\_help@amedd.army.mil](mailto:TRICARE_help@amedd.army.mil)



## TRICARE HEALTH SERVICE REGIONS



## TRICARE HELP E-MAIL SERVICE (THEMS)



### WHAT IS THEMS?

THEMS is a free e-mail service which provides quick answers to TRICARE questions, except clinical questions. Refer those to your primary care provider.

### WHO RESPONDS TO E-MAIL REQUESTS?

The US Army Medical Command TRICARE staff. In some cases, referrals are made to other agencies for a response. For cases referred to other agencies, the inquirer is informed which TRICARE expert will respond to the inquiry. Information is kept confidential and we track each e-mail inquiry to ensure answers are provided quickly and professionally.



### WHEN WILL I RECEIVE A REPLY?

In most cases, responses are provided within 1 - 2 business days. If an e-mail requires research or referral to other agencies, it may take longer; but you can expect an interim response within 3 - 5 business days.

### HOW CAN I USE THE HELP ADDRESS?

The e-mail service can be accessed worldwide from any computer connected to the internet.

# Ten Steps to Processing a Successful Claim



- 1. ALWAYS ask your provider "Who will file the claim?"** A TRICARE Prime or TRICARE Network provider will file the claim for you. A non-network provider might not.
- 2. Complete DD Form 2642.** You can get this form from your military treatment facility, TRICARE Service Center (TSC), or: (<http://www.tricare.osd.mil/claims/>). Ask your regional TSC to assist you.
- 3. Send the DD Form 2642 to the correct claims address.** Find your correct address on the TRICARE web site <http://www.tricare.osd.mil/claims/> by clicking on the regional map, or contact your regional TSC.

- 4. Submit your claim as soon as service is rendered to ensure timely payment.** Claims must be filed within one year of the date of service unless you have a waiver.
- 5. Submit each medical claim in a separate envelope.** If several claims are sent together, payment on all may be delayed if there is a problem with one.
- 6. File with your other health insurance (OHI) FIRST.** You or your provider must file a claim with your OHI before filing with TRICARE. After your OHI has paid, a claim may be filed with TRICARE. Copies of the OHI's payment determination and the itemized bill must be sent with your TRICARE claim. Failure to disclose OHI may result in a denied or delayed claim.

- 7. Ensure your DEERs information is current so that your claim will be processed properly.** Contact your nearest military personnel office or DEERS (address corrections only) at 1-800-538-9552.
- 8. Complete DD Form 2527 for accident claims.** If you were injured in an accident where someone else may be legally responsible, that party or their insurance may have to pay. You can file a TRICARE claim, but be sure to note that another person may be responsible. Complete and attach DD Form 2427 to your claim.
- 9. Keep copies of everything you send to claims processors.** This includes paperwork from your OHI.
- 10. Resolve problems at the lowest level.** TSC claims representatives can assist you in resolving your claim issues.



# DISTRIBUTION OF MARKETING PRODUCTS



**Over 160,000 CDs and 180,000 TRICARE Information cards  
distributed**

**90,000 CDs and TRICARE Information cards sent to deploying  
Reserve Components and their family members**

# Questions and Answers

