

[\[Categorical Listing\]](#) [\[Numerical Listing\]](#)




THE ASSISTANT SECRETARY OF DEFENSE


WASHINGTON, DC 20301-1200


Earlier this year we provided you a copy of the "DoD 1996 TRICARE Marketing Plan," outlining the roles and responsibilities of all who play a part in the marketing of TRICARE. As promised in that plan and in subsequent discussions, we are now providing you a package of products to assist you in the critical mission of educating your beneficiaries about TRICARE, in accordance with the marketing plan. The TRICARE briefing package includes: two videotapes - one for active duty and their families, and one for retirees and their families; two oral briefings with scripts and slides on diskette - one for active duty and their families, and one for retirees and their families; and TRICARE brochures.

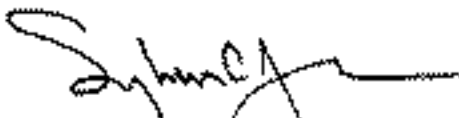
These commercially designed products should be considered the only "official" TRICARE products for the beneficiary education program. They will be used throughout the MHSS to provide consistent, standard information about TRICARE. Other TRICARE educational products, developed locally, regionally or by the individual Services, will be used in support of -- not in place of -- the official DoD products. Attached is the "World-Wide TRICARE Briefing Distribution and Measurement Plan."

If you have questions or comments, please call LTC Kathryn Ingram, Director, TRICARE Marketing Office, at DSN 761-6145 or (703) 681-6145. Your support in this mammoth challenge is greatly appreciated.


LTG Alcide M. LaNoue
Commanding General
USA Medical Command


VADM Harold M. Koenig
Surgeon General
of the Navy


Lt Gen Edgar R. Anderson
Surgeon General
of the Air Force


Stephen C. Joseph, M.D., M.P.H.
Assistant Secretary of Defense
(Health Affairs)

Attachment:
As Stated
(not available on the Web)

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