



Department of Defense INSTRUCTION

NUMBER 6010.21

December 18, 2001

ASD(HA)

SUBJECT: TRICARE Marketing Policy

References: (a) Title 10, United States Code, Chapter 55
(b) [DoD Directive 5136.1](#), "Assistant Secretary of Defense for Health Affairs (ASD(HA))," May 27, 1994

1. PURPOSE

This Instruction, under the authority of references (a) and (b), establishes procedures and assigns responsibilities for marketing TRICARE to Uniformed Services beneficiaries by military, civilian, and contract personnel.

2. APPLICABILITY AND SCOPE

This Instruction applies to the Office of the Secretary of Defense, the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all organizational entities within the Department of Defense (hereafter referred to collectively as "the DoD Components").

3. DEFINITIONS

3.1. Regional Director (formerly called Lead Agent). The office responsible for administering a TRICARE Health Service Region. The Regional Director may also be the commander of a major medical facility located in the area. The office functions as the focal point for health services and collaborates with the other military treatment facility commanders within the region to develop an integrated plan for the delivery of healthcare for beneficiaries.

3.2. Marketing. The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.¹

3.3. TRICARE. The DoD medical and dental programs operating under Chapter 55 of Title 10, United State Code (reference (a)), under which medical and dental services are provided to Uniformed Services beneficiaries. TRICARE features military hospitals and clinics as the main delivery system, augmented by civilian providers and facilities. (The term "TRICARE" includes all activities described in the definition of "TRICARE Program" at 10 U.S.C. 1072(7) (reference (a))).

3.4. TRICARE Marketing. A process for building a TRICARE business strategy that is creative, analytic, and research-based. It serves as a foundation for both business and service objectives. It is driven by our relationship with our beneficiaries and Line leadership, and it demands market knowledge and action.

4. POLICY

It is DoD policy that the TRICARE Program includes a comprehensive, national TRICARE marketing program, with clearly defined elements, goals and objectives, roles and responsibilities, and required regional oversight as identified in the DoD TRICARE Communication & Marketing Guide.

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Health Affairs shall delegate authority to the Director, TRICARE Management Activity (TMA) to:

5.1.1. Exercise oversight to ensure compliance with this Instruction.

5.1.2. Ensure that TRICARE contracts include appropriate requirements for compliance by TRICARE contractors with this Instruction and any additional implementing guidance.

¹Source: American Marketing Association.

5.1.3. Develop standardized marketing products in template form that can be customized and disseminated by Surgeons General offices, Regional Directors, Military Treatment Facilities (MTFs) and contractors. Ensure materials are web-based to afford easy access, customization, and reproduction at the local level.

5.1.4. Establish and issue in the DoD Communication and Marketing Guide, performance measures for determining marketing success.

5.2. The Secretaries of the Military Departments shall:

5.2.1. Ensure that all personnel in the chain of command are provided information sufficient to allow them to become knowledgeable about the TRICARE benefit.

5.2.2. Ensure that healthcare professionals and staff at MTFs and with the operational forces are properly trained and knowledgeable about TRICARE policies, procedures, and operations.

5.2.3. Ensure that MTF Commanders develop and execute marketing programs that include communications initiatives and materials for their respective facilities.

5.2.4. Ensure that Surgeons General offices, Regional Directors, MTFs, and contractors use marketing materials developed or approved by TMA, and that the Regional Director coordinates with TMA on any TRICARE-related materials produced by the Regional Director.

5.2.5. Ensure that established performance measures, issued by TMA for determining marketing success, are implemented at MTFs.

6. PROCEDURES

6.1. The DoD-approved TRICARE logo is to be used on all TRICARE marketing materials developed at all levels within the Department of Defense or the managed care support contractors and/or their subcontractors.

6.2. The offices of the Regional Director must include marketing as a program element in the Regional Health Services Plan, and provide regional oversight for all marketing efforts by the MTFs and managed care support contractors.

6.3. The national body of marketing materials used by the Surgeons General offices, Regional Directors, MTFs, and contractors as part of the TRICARE education program will be developed and distributed by TMA to Surgeons General, Regional Directors, and managed care support contractor staff. Service-specific managed care support, contractor-developed, and regional marketing materials (enrollment fulfillment materials), must be coordinated with TMA for accuracy and compliance with rules and regulations. Content of provider directories and quarterly newsletters does not require approval by TMA.

6.4. Established standards must be met when developing and producing national, Service-specific, regional, and local TRICARE marketing materials, as well as those TRICARE marketing materials developed by the managed care support contractor or subcontractor for use in their contracted area. These standards will be published in the TRICARE Communication and Marketing Guide.

6.5. TRICARE marketing materials created and developed by contractors must be coordinated with appropriate Regional Director and approved by TMA. Coordination of minor administrative changes is at the local discretion of MTFs.

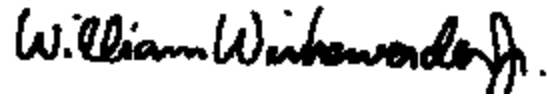
6.6. The Government shall have title and unrestricted rights to and use of any and all beneficiary and provider marketing/education materials produced by the managed care support contractors and/or their subcontractors. TRICARE contracts must include the appropriate requirement that the Government will have title and unrestricted rights to the marketing/education materials as described in this paragraph.

6.7. The DoD TRICARE Communication and Marketing Guide shall serve as the foundation for all TRICARE marketing activity, with sufficient flexibility allowed for the Military Departments and MTFs to develop their own plans and products to meet their unique needs in coordination with TMA.

6.8. Established performance measures for determining marketing success, developed by TMA, the Services, and Regional Directors, and issued by the Director, TRICARE Management Activity, shall be implemented. Established performance measures for determining marketing success shall include two indicators currently implemented at MTFs, by Regional Directors, the Services, and at the TMA level: the number of beneficiaries enrolled in TRICARE prime and the percentage of re-enrollments in TRICARE Prime.

7. EFFECTIVE DATE

This Instruction is effective immediately.

A handwritten signature in black ink that reads "William Winkenwerder, Jr." The signature is written in a cursive style with a period at the end.

William Winkenwerder, Jr.
Assistant Secretary of Defense
for Health Affairs