

# FEDVIP VISION

SEE YOUR CHOICES CLEARLY!

## FEDVIP VISION COMMUNICATIONS TOOLKIT

A Part of the Take Command Campaign

August 2019



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SEE YOUR CHOICES CLEARLY!



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## BACKGROUND

Starting in 2019, family members of Active Duty Service Personnel (including U.S. Coast Guard), Retirees and family members, National Guard & Reservists and family members, and those entitled to TRICARE for Life (TFL) can purchase vision insurance through the **Federal Employees Dental and Vision Insurance Program (FEDVIP)**. The purpose of this plan is to inform and encourage eligible beneficiaries to enroll in the program.

## COMMUNICATION GOALS:

- ① Raise awareness about FEDVIP Vision insurance plan for eligible beneficiaries
- ② Educate eligible beneficiaries about how they enroll in the plan

## KEY AUDIENCES & STAKEHOLDERS:

- ✓ Active duty family members (including U.S. Coast Guard)
- ✓ Retirees and family members
- ✓ National Guard & Reservists and family members
- ✓ Those entitled to TRICARE For Life

## MORE INFORMATION:

For questions regarding the Military Health System's "FEDVIP Vision" communications toolkit or if you have problems accessing any of the materials, please contact Paul Fitzpatrick at [paul.m.fitzpatrick2.civ@mail.mil](mailto:paul.m.fitzpatrick2.civ@mail.mil) or Sarah Gmyr at [sarah.gmyr.ctr@mail.mil](mailto:sarah.gmyr.ctr@mail.mil).



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## ACTIVITIES

FEDVIP Vision is a beneficiary-centric campaign with eye-catching products and succinct messages to raise awareness about the FEDVIP Vision plans and coverage. The chart below is a possible posting/sharing schedule of FEDVIP Vision products. Feel free to use this as a guide, or implement these products into your already planned beneficiary communications.

TACTICS	INTENT	PUBLICATION
<p><b>Social Media Posts:</b> Use FEDVIP Vision logos &amp; taglines and FEDVIP Vision infographic to increase awareness about new choices.</p>	<p>(Re) introduce FEDVIP Vision  <b>Key Message:</b> FEDVIP Vision benefit and eligibility</p>	<p>Potential Posting Schedule:</p> <ul style="list-style-type: none"> <li>• Week of 5, 19 August</li> <li>• Week of 2, 16, 30 September</li> </ul>
<p><b>Infographic:</b> Post on digital platforms, link to it in digital messages (e.g., email, social media), or print (11x17) and distribute</p>	<p>(Re) introduce FEDVIP Vision  <b>Key Message:</b> FEDVIP Vision benefit and eligibility</p>	<p>Potential Posting Schedule:</p> <ul style="list-style-type: none"> <li>• <b>12 August:</b> Post on websites</li> <li>• <b>19 August:</b> Share on social media</li> <li>• <b>26 August:</b> Share infographic in common areas</li> <li>• <b>2 September:</b> Share on social media or partner channels</li> <li>• <b>16 September:</b> Include graphic or link to graphic in outgoing email blasts</li> <li>• <b>23 September:</b> Share infographic in common areas</li> </ul>
<p><b>Article:</b> Print out to share, link to in social media, or include link in digital communications</p>	<p>FEDVIP Vision benefit and eligibility  <b>Key Message:</b> FEDVIP Vision benefit and eligibility</p>	<p>Share through communications channels like social media, waiting rooms, and any other beneficiary-centric touchpoints starting on <b>5 August through 30 September</b></p>
<p><b>Screensavers/TVs:</b> Run on computers and/or television screens (contact your local IT department to ask how to include it)</p>	<p>FEDVIP Vision benefit and eligibility  <b>Key Message:</b> Re-introduce benefit and spotlight eligibility</p>	<p>Potential Posting Schedule:</p> <ul style="list-style-type: none"> <li>• <b>12-23 August</b></li> <li>• <b>9-20 Sept</b></li> </ul>



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## THE FEDVIP VISION LOGO

This is the official logo for the FEDVIP campaign to use in branding your materials. **Please maintain brand integrity and use the provided logo as is.** It is **not** permitted to stretch or change the colors of the logo. It is permitted to tilt the logo, but no more than 4.79°.

Primary FEDVIP Vision Primary Logo



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Primary FEDVIP Secondary Logos



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## INFOGRAPHIC

Post this on your digital platforms or link to it in digital communications (email, social media, website, local news site). Print this infographic (11x17) and share in common areas.

**FEDVIP VISION**  
SEE YOUR CHOICES CLEARLY!

Starting in 2019, eligible beneficiaries can enroll in vision insurance through the **FEDERAL EMPLOYEES DENTAL AND VISION INSURANCE PROGRAM (FEDVIP)**.

**4 VISION CARRIERS**

**PLANS MAY INCLUDE:**

- Routine Eye Exams
- Glasses and/or
- Contact Lenses

**NOV. 11 THROUGH DEC. 9, 2019 OPEN SEASON**

FEDVIP offers a range of plans from **four vision carriers** that vary in coverage and cost — pick a plan that's right for your family! If you want to enroll in a FEDVIP vision plan, you need to take action during open season, which runs from **Nov. 11 through Dec. 9, 2019**.

To learn more about FEDVIP, and how to enroll during open season, visit:  
[www.TRICARE.mil/vision](http://www.TRICARE.mil/vision)

I AM...	WHAT IT MEANS...
Active Duty Service Member	You do <b>not</b> qualify to purchase a FEDVIP vision plan. You will continue to get care as you do now.
Active Duty Family Member enrolled in TRICARE Prime® or TRICARE Select®	You <b>qualify</b> to purchase a FEDVIP vision plan. Visit <a href="http://www.TRICARE.mil/vision">www.TRICARE.mil/vision</a> to learn more about FEDVIP vision, and how to enroll during open season.
Retiree and retiree family member eligible for or enrolled in TRICARE Prime® or TRICARE Select®	You <b>qualify</b> to purchase a FEDVIP vision plan. Visit <a href="http://www.TRICARE.mil/vision">www.TRICARE.mil/vision</a> to learn more about FEDVIP vision, and how to enroll during open season.
TRICARE For Life beneficiaries with Medicare Parts A and B	You <b>qualify</b> to purchase a FEDVIP vision plan. Visit <a href="http://www.TRICARE.mil/vision">www.TRICARE.mil/vision</a> to learn more about FEDVIP vision, and how to enroll during open season.
TRICARE Guard/Reserve Select enrollee and family member TRICARE Retired Guard/Reserve enrollee or family member	You <b>qualify</b> to purchase a FEDVIP vision plan. Visit <a href="http://www.TRICARE.mil/vision">www.TRICARE.mil/vision</a> to learn more about FEDVIP vision, and how to enroll during open season.

Routine eye exams can detect eye disease and other general health problems.  
**FOCUS ON BETTER EYE HEALTH FOR YOUR FAMILY, LEARN MORE ABOUT FEDVIP VISION.**

To learn more about FEDVIP vision, and how to enroll during open season, visit [www.TRICARE.mil/vision](http://www.TRICARE.mil/vision)



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## SCREENSAVER

This screensaver can run on your facility's computer and/or television screens during the weekly rotation. Contact your local IT department to ask how to include it in the rotation.



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## ARTICLE

Print out to share, link in social media, or include link in digital communications.



### FEDVIP Provides Vision Coverage to TRICARE Beneficiaries

Routine eye exams can help keep your vision strong. The National Eye Institute reports that a comprehensive eye exam can identify common vision problems and prevent diseases that may lead to vision loss or blindness. TRICARE health plans may include an eye exam or other services to diagnose and treat eye conditions. Your eye exam coverage is different based on who you are, your health plan option, and your age.

If you need more robust coverage, including glasses, you may also qualify to purchase vision coverage through the Federal Employees Dental and Vision Insurance Program (FEDVIP).

#### What is FEDVIP vision?

FEDVIP is a voluntary program that offers eligible TRICARE beneficiaries a choice among a number of vision and dental carriers. It's administered by the U.S. Office of Personnel Management. The FEDVIP vision plans provide comprehensive vision coverage. Most include routine eye exams, vision correction, glasses, and more.

#### Who can enroll in a FEDVIP vision plan?

Retirees, retiree family members, and active duty family members who are enrolled in a TRICARE health plan may qualify to purchase FEDVIP vision coverage.

#### When can you enroll in FEDVIP?

You may enroll during the annual Federal Benefits Open Season. This period is your annual opportunity to enroll in, change, or cancel a FEDVIP plan. This year, open season is from Nov. 11 to Dec. 9, 2019. If you enroll during this time, your FEDVIP coverage will be effective on Jan. 1, 2020. You may also enroll after you've experienced a FEDVIP qualifying life event (QLE).

Remember, FEDVIP QLEs may be different from the TRICARE QLEs. You may check your eligibility, enroll, and manage your FEDVIP vision benefit online.

According to the Centers for Disease Control and Prevention, only half of the estimated 61 million U.S. adults at high risk for vision loss visited an eye doctor in the last 12 months. Regular vision screenings can help prevent certain vision loss. Take command of your eye health by staying informed about your available vision coverage options.

Learn more about TRICARE vision coverage. For more information about FEDVIP vision, go to the FEDVIP website.



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## SOCIAL MEDIA

Here are some examples of possible social media postings. You can use the FEDVIP Vision logos or a vision health-related image, along with the sample messaging below, and share on your social media platforms.

## SAMPLE MESSAGES

- Savings! Does your family wear glasses or contacts? FEDVIP Vision insurance lets you choose the coverage that works best for your needs and budget. To learn more, visit: [www.tricare.mil/vision](http://www.tricare.mil/vision)  
#SeeYourChoicesClearly #FEDVIPvision2019
- Does your family wear glasses or contacts? Save on routine exams and eyewear/contacts with FEDVIP Vision insurance. To learn more, visit: [www.tricare.mil/vision](http://www.tricare.mil/vision)  
#SeeYourChoicesClearly #FEDVIPvision2019
- Buying contacts and glasses for the whole family can get expensive. Save money with FEDVIP Vision insurance. To learn more, visit: [www.tricare.mil/vision](http://www.tricare.mil/vision)  
#SeeYourChoicesClearly #FEDVIPvision2019

