



Benefits Made Easy

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Issue

e - Newsletter

BENEFITS MADE EASY – PROVIDING THE INFORMATION YOU NEED TO KNOW

We are excited to launch the new Statewide Benefits Office (SBO) brand through our first e-Newsletter! The e-Newsletters are a new component of our larger strategy to provide employees with more recognizable, consistent and streamlined communications about their benefits through the State of Delaware.

Our motto “Benefits Made Easy” focuses on the goal of helping employees better understand their benefits by giving them the information, resources and tools they need when they need them, so they can make the most of their benefits and health care dollars.

Moving forward, employees will receive these special e-Newsletters to inform them about new and current benefit offerings, changes to benefit programs and upcoming special events or campaigns. We want to make things simple by providing you with the main highlights of what you need to know and why, refer you to the appropriate resources for additional information and point out important action items that you need to take as seen in our “*Call To Action*” sections.

Call To Action

↳ Be on the lookout for our new logo and color scheme on future benefit-related materials. We plan to use a mixture of communication methods (i.e., on-site educational sessions, email, print, video, Facebook, etc.), as well as continue to revamp the SBO website to make it more user-friendly.

This newsletter is published by the Delaware Statewide Benefits Office.
To view this and future SBO e-Newsletters, visit
<http://ben.omb.delaware.gov/communication.shtml>.