

## CASE STUDY HEALTH & WELLNESS

# DuPont

## Driving online enrollment to 92%

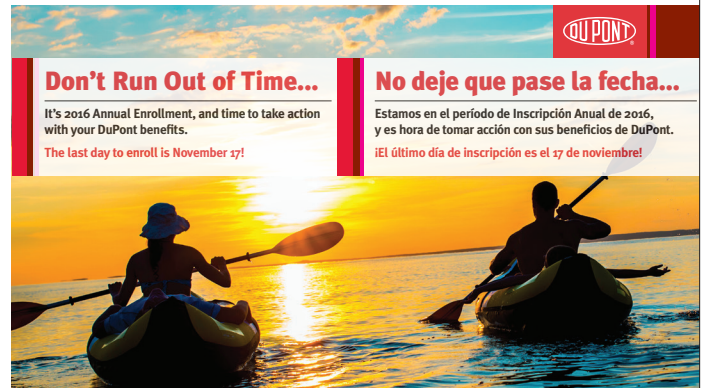
A decade of changing benefits communications were harmonized for 83,915 website visitors.

The program for 35,000 employees and their families addresses health, wellness, retirement, compensation, and time-off benefits. Our design of DuPont's new open enrollment program modernizes its offerings and creates consistency. Clear, easy-to-read messaging integrates a new web portal, email blasts, online guides and printed promotions.

The results — exceptional: the 2014 website received over 83,915 visitors in 25 days.

Theme Graphics  
Website Design  
Email Marketing  
Interactive Guide Design  
Print Communication System

## SERVICES



Starting in August		
<p>1 Visit the Healthy Living Rewards website, administered by HealthFitness, at <a href="http://www.myhealth.dupont.com">www.myhealth.dupont.com</a> to:</p> <ul style="list-style-type: none"> <li>Learn more about the Healthy Incentive Credit reward, tobacco cessation programs, and the tobacco user surcharge*</li> <li>Check schedule availability for your location's on-site health screenings</li> </ul> <p>2 Take steps to avoid the new tobacco user surcharge: Tobacco users can sign up and begin participating in the HealthFitness tobacco cessation and health coaching</p>		
<p>September 1 – October 30</p> <p>Complete your Health Assessment on the Healthy Living Rewards website and get your annual health screening to qualify for the 2016 Healthy Incentive Credit reward</p>	<p>October 30</p> <p>Last day the form for the alternative method screening (AMS), which is available on the Healthy Living Rewards website, will be accepted for 2016 by HealthFitness as proof of a qualifying health screening</p>	<p>November 4 – 17</p> <p>Enroll 2016 BeneFlex Annual Enrollment through DuPont Connection (take action online or by phone)</p> <p>If you complete your enrollment online, print your confirmation of enrollment to review and confirm your elections</p>
<p>December 1</p> <p>Last day to enroll in the HealthFitness tobacco cessation and health coaching</p>	<p>December 31</p> <p>Last day for tobacco users enrolled in the HealthFitness tobacco cessation and health coaching to complete first session</p>	<p>January 1, 2016</p> <p>2016 DuPont BeneFlex benefits take effect</p>
<p>Note: Tobacco users must complete both steps by the dates indicated to avoid the \$50 monthly tobacco user surcharge.</p>		



From portals to postcards to charts and banners, the healthy outdoors aspect is one of the elements used to integrate the benefits program.

Langton  
Creative  
Group

44 W 28, Floor 8  
NYC 10001  
212.533.2585  
[hello@langtoncreative.com](mailto:hello@langtoncreative.com)  
[langtoncreative.com](http://langtoncreative.com)