



Mars, Incorporated – United States By the Numbers

Organization Background

Mars, Incorporated is a private, family owned business with operations in 73 countries across 413 sites. Mars operates six business segments globally, including Petcare, Wrigley, Food, Chocolate, Drinks, and Symbioscience. Headquartered in McLean, Virginia, Mars employs more than 75,000 Associates globally, including more than 25,500 Associates throughout the United States. In February 2012, Mars began working with Prevention Partners to benchmark, enhance and sustain Associate health and wellbeing efforts in the US. Initially beginning with one worksite from each segment, today 56 sites across segments have taken Prevention Partners' WorkHealthy America survey, reaching 10,292 Associates in 22 states.

A Strong Foundation

Mars has offered its Associates best in class health and wellbeing programs including dedicated on-site wellness activities for years.

The challenge? Low Associate participation – less than 25% of Associates were engaging in incentivized programs. It was also difficult to promote concrete goals and measures for sites across all segments. In 2012, Mars began using WorkHealthy America to create healthy worksites and a sustainable culture of wellness at Mars US sites.

Alongside this new focus on creating healthy workplaces, Mars had a strong history of evaluating its health-related outcomes. A long business partnership with medical benefit provider Aetna means that Mars receives credible health and cost data from a validated external system.

With exemplary health and wellbeing programs in place including a team of dedicated Mars' nurses and wellness advisors from Health Fitness Corporation, guidance from Prevention Partners on creating healthy worksites, and readily available metrics, Mars was able to generate, measure and share its impressive Associate health outcomes.

Getting Results

As Mars created a sustainable culture of health and wellbeing at its sites, the financial and health-related outcomes for its Associates followed:

- Mars' medical benefit trend rate has been **below the industry average** for the past three years
- Blood pressure medication compliance rates rose over **20%**
- Awareness of blood pressure increased by over **38%**
- Over **2%** of Mars' Associate population who smoked, quit
- The mean duration of absences at Mars is **31 days**, compared with a national U.S. average of 60
- Participation in their incentive program has increased by more than **40%**

“ Overall, the Mars U.S. worksites are excelling at building and supporting a culture where healthy choices at the worksite are easier to make. More than 75% of the participating sites have... few to no changes to make to reach the highest standard for a healthy culture. ”

-WorkHealthy America Summary Report, July 2015



Sharing Results



The way Mars communicates these outcomes is key to fostering engagement in its health and wellbeing programs. By using a one-page scorecard that summarizes results for Mars overall and for each segment, sharing outcomes with leadership across segments is easy. Presenting the data in this way fosters a dialogue with Mars’ leaders that drives interest in health and wellbeing, and guides future plans for programming. Gena Tallarico, Senior Manager of US Health and Wellbeing at Mars shares, “you lead with your data, and then the rest of the story unfolds based on the conversation... from that dialogue we learn what leaders are concerned about in their segments, what they are driving, and what’s important to them.”

Other sections of the Mars Annual Year-End Scorecard show Associate absence/return-to-work data, cost trends, and three year benefit trends

Using a scorecard also promotes leadership involvement by creating competition – not only between segments, but for individual segments to improve against their own metrics year over year. Leadership is asked to take action in their segment to increase participation and to identify wellness leaders. Information is shared quarterly and then aggregated on an annual basis. Other data on population health risks, cost trends, and benefit trends is provided by Aetna, while Associate absence and return-to-work data is provided by Reed Group.

Next Steps

What’s next in health and wellbeing efforts at Mars? Their scorecard matures year after year, and allows them to promote leadership engagement while tracking their Associates’ health and participation. Based on their scorecard, and using data from Aetna, Mars is piloting a musculoskeletal health program in order to reduce Associate absenteeism. Mars is always striving to provide Associates with the highest quality programs, and their partnership with Aetna has led them to expand their current success in addressing hypertension to a focus on metabolic syndrome. As Mars couples its best-in-class health and wellbeing program with a focus on creating healthy workplaces, the benefits build over time. Through data-driven planning and communication, Mars continues to build their sustainable culture of wellness – and the positive financial and health outcomes are clear.