



Customer Close-up: Wesley Spectrum Services...Focusing on Mission

How does a business determine success? Is it a new product launch that turns an unexpected profit? Outselling the competition? Making a top-ten list? For Wesley Spectrum Services, Pittsburgh, PA, business success is a child who has never been asked to a birthday party getting her first invitation, a reunited family that had stopped believing they could ever live together again, a child who has learned the necessary behavioral skills to return to the public school system.

Like all high-performing companies, Wesley Spectrum Services achieves its success by staying focused on its mission. "From hiring and program development to room temperature and lighting, every decision we make as an organization has to advance our mission," says Doug Muetzel, company CEO.

The Wesley Spectrum mission is to provide transformational support for children and families as they strive to become more independent, responsible and caring members

of the community. The social service agency offers a wide range of specialized services, including education and treatment of children and adolescents with autism spectrum disorder, serious emotional disturbance and behavioral health disorders, and family support and intervention.

Building Stronger Communities

"I had no idea that thousands of children and families living in our local southwestern Pennsylvania communities needed so much help until I volunteered to be on Wesley's board of directors," Muetzel says, referring to his 20 years as a sales and marketing executive in the for-profit sector.



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"Whole, functioning families are the keystone of society," he continues. "When family members lack the skills and self-confidence to cope with the trials of living or there is violence, mental illness, neglect, abuse or drug and alcohol addiction in a home, the children suffer. But it is not just one individual or home that's adversely affected; it's the entire community."

Once he realized the scope of this complex problem, Muetzel was so motivated to help that he decided to transfer his skills and vision to the non-profit sector. He applied for the position of CEO when it became available in 1999.

With 700 employees today, Wesley Spectrum Services provides services for approximately 3,000 children and adolescents and 7,000 family members annually. The organization has three shelter residences and more than 40 foster care families, and matches more than a dozen children with adoptive parents every year. Wesley Spectrum Services operates 15 different facilities in three counties, including five schools for children who need special education and attention.

Understanding Business Goals

Whether it involves direct services to children and families or business processes, Wesley Spectrum Services believes in using best practices. The agency wants to know what other successful businesses are doing so it can balance serving with taking the lead. "Over the last eight years of working with us," Muetzel says, "Highmark has taken the



*Mental and emotional health
is essential for a child
to become a contributing member
of the community.*

initiative to understand what we're trying to accomplish and consistently brought creative ideas to the table."

In addition to viewing Highmark as a health insurance company, Muetzel realizes Highmark offers a range of services that can help the agency manage health care costs. Wesley Spectrum Services offers its employees a PPOBlue plan that includes integrated prescription drug benefits. It also promotes a wellness culture as part of its long-term strategy. "If we're serious about our mission to help children and families, we need a healthy workforce," Muetzel says.

Responding to Opportunities

Highmark representatives have worked with the agency to determine opportunities to help manage employees' specific health risks and prevent lifestyle-related illness. For the second year, Wesley Spectrum Services is offering its employees the Lifestyle ReturnsSM Steps Program. This behavioral-based program encourages employees to improve their health by changing their habits. As part of the program, employees complete a personal Wellness Profile to learn about their individual health status. Then online and onsite programs and activities specific to their



needs are recommended. As they complete the steps needed to improve or maintain their health, employees are motivated and ultimately rewarded for their efforts.

Wesley Spectrum Services also utilizes Highmark's electronic capabilities to achieve greater financial efficiencies.

With ePlatform, they streamline administrative tasks and eliminate time-consuming paperwork since enrollment, billing and communication can be managed efficiently and



Doug Muetzel (far left), CEO of Wesley Spectrum Services, supports the company's wellness culture by participating in Lifestyle Returns. Along with employees Angela Piermani, Don Elliott and Terri Capristo, he keeps track of his daily steps during the 10,000 Step Challenge.

conveniently online. "Again, it's about mission. When we can successfully reduce time and transaction costs across our organization, we have more money to help children and families," Muetzel says.

Partnering for Success

Whether it's Highmark, government representatives who promote funds, administrators who make referrals, or other professionals and volunteers, Muetzel says that Wesley Spectrum Services welcomes the support of its community partners. "Our purpose is to serve," he says, "but it takes cooperative effort. By staying focused on our mission to help children and families achieve strength, giving them tools to be productive and offering them hope, we can enhance our communities and create lasting, positive social impact."

For more information about Wesley Spectrum Services, visit www.wesleyspectrum.org. ◀