



MAKING QUALITY HAPPEN

FOCUSING ON EXCELLENCE AND VALUE IN HEALTH CARE

THE LAUNCH ADVISORY TEAM

BusinessCare for HealthCare™

SUMMARY & BENEFITS

- Quality Management
- Corporate Image and Identity
- Communication Programs
- Integrity and Responsibility
- Continuous Improvement
- Cultural Change

A leading medical, surgical, diagnostic, and pharmaceutical product manufacturing company was working to further advance their corporate culture of quality with management, employees, suppliers, distributors, and their other constituency for improving business practices, performance, and productivity through *quality management*. With a quality team established in the corporation from its various sister companies and divisions, the overall initiative was planned and launched with presentations, seminars, workshops, and corporate campaigns including internal and external communication programs with an ultimate goal in mind of achieving international recognition for quality. In preparation for meeting its key criteria, in conducting extensive research and focus groups, in reviewing case studies, and in working with other quality organizations, industry experts, and consultants, the leader and his team developed a comprehensive quality management system program and educational resource. From his work, the leader authored a book on the subject of the processes and principles for making quality happen for his and other organizations.

Having developed the essential visual and verbal message units for quality, having produced the corporate communications for quality, and having established the meaning, relevance, and value of quality management for health care and all we do, a member of the Launch Advisory Team participated on the quality team; he was instrumental in developing, planning, and executing strategies, tactics, events, and action steps of the internal and external communication programs (which are a significant part of the book) for creating and advancing a corporate culture of quality management.

By focusing on principles and practices of quality management, by initiating quality conversations, and by creating a culture of quality, this leading manufacturer established their commitment to quality and is recognized as a leader in quality systems with its associates and customers throughout the world and, as such, continues today to be the symbol of quality in health care.