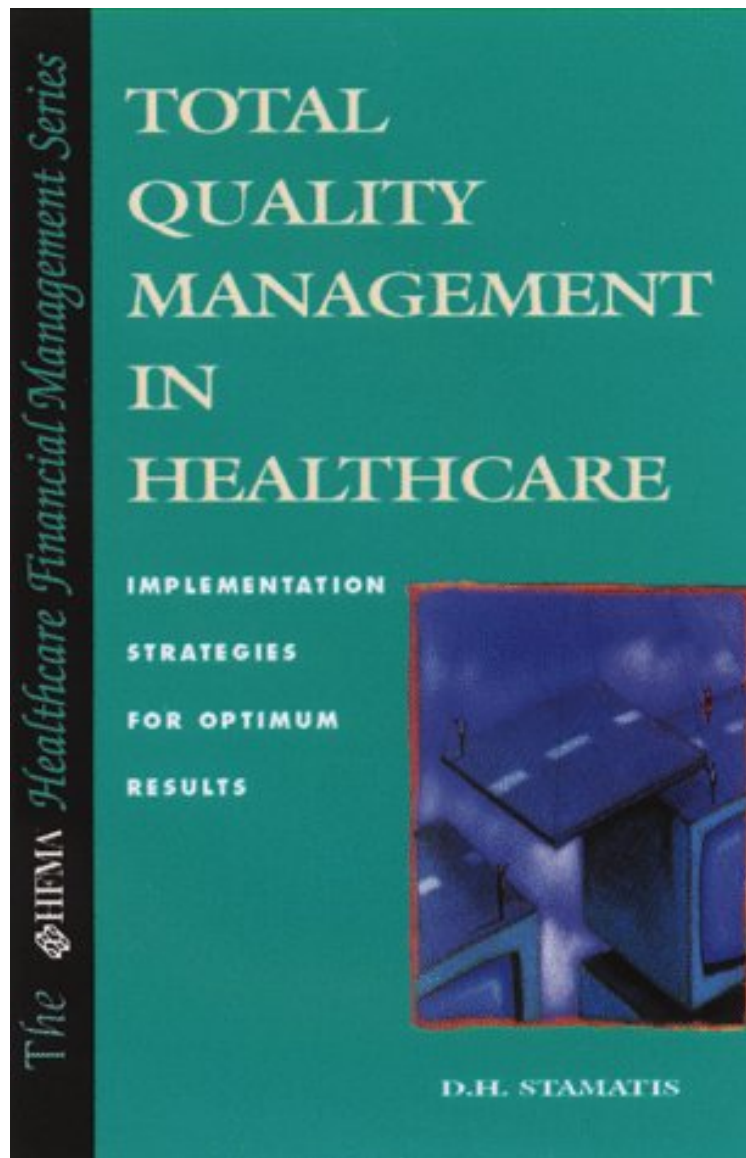


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By DGPowell@Prodigy.net  
This book provides an excellent overview of TQM principles and processes, and practical examples of tools and how to use them. Except for a few references and one detailed case history of TQM applied to solve a problem in a psychiatric hospital, it's short on compelling examples of breakthrough or incremental results achieved in healthcare. Nor does the author really address TQM applied to clinical practices, where "medical management" promises important breakthroughs in improved quality and lower costs, but requires the understanding and acceptance of TQM by individual doctors, a famously independent group.  
3 of 5 people found the following review helpful. Good in theory, less in the application.  
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I've nothing to say, but every CEOs and health professionals should read the book... Numero uno !

This text explains the need for quality in healthcare, and defines quality from the healthcare professional's perspective. It provides guidance on appropriate strategies and implementation techniques, and includes a detailed discussion of ISO 9000 in healthcare. The impact of customer satisfaction is illustrated, and strategies are provided for a marketing approach to TQM in healthcare.