The Total Quality Management (TQM) philosophy of doing business emphasizes lowering costs by reducing waste, helping suppliers provide quality products, and satisfying the customer with quality goods and services. Companies that can produce goods at lower costs than their competitors while delivering quality products that satisfy their customers will have an advantage over those companies that do not duplicate those feats. Implementing TQM can help a company gain a competitive advantage in their business.

Questions you may have include: How can a company reduce costs? The major thrust of Total Quality Management (TQM) is to achieve productivity and process efficiency by identifying and eliminating problems in work processes and systems. TQM addresses key problem areas such as mistakes in work processes, redundant processes, unnecessary tasks, and duplicate efforts. TQM interventions also help with predicting and preempting such mistakes and unproductive activities. In the long run, quality will help drive costs lower and improve satisfaction.

Improving process efficiency is a key factor in TQM implementation for competitive advantage. There are eight TQM Dimensions with respect to TQM implementation for Competitive Advantage, as follows: (1) Customer focus: Must understand that their success depends significantly on customers. Therefore, firms should understand and determine customer needs by meeting their requirements and striving to exceed their expectations. TQM activities actually cause significant difference for competitive advantage in terms of the Customer Focus Responsiveness, Leadership, Reliability, Ease of Use system, Team-building, Security, Competence, and Product portfolio.

Analysis of Data. Total Quality Management (TQM) requires that the company maintain this quality standard in all aspects of its business. This requires ensuring that things are done right the first time and that defects and waste are eliminated from operations. "TQM is a management approach for an organization centered on quality, based on the participation of all its members and aimed at long-term success through customer satisfaction, and benefits to all members of the organization.

Abstract

An examination of total quality management implementation projects in the healthcare industry is reported. Illustrations of the projects show how projects are predominantly managerial issues-oriented, rather than emphasizing medical/clinical aspects. The issue of competition between healthcare and managerial perspectives is raised. The five cases reported were undertaken as part of a Community Excellence Initiative in north-eastern Pennsylvania which aimed to make the region more attractive to relocating business. Looks at implications of the projects for the future.

Keywords

Community planning, Health care, TQM, USA

Citation


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