

Continuous quality improvement

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This is a continuous and recurrent quality improvement policy in the health promotion which takes a number of forms including plan-to-study-act (PDSA) or the Deming Cycle, which is a designed plan for improving the services/product in the health sector.

Techniques for defining processes and identifying sources of variation in the healthcare

CQI uses three identification techniques, namely; customer satisfaction, team approach, and scientific approach to healthcare quality promotion.

From a health promotion perspective, customers are both internal and external personal in a health facility. As outlined in the CQI policies, customers' satisfaction is an ideal goal in the health sector (McLaughlin & Kaluzny, 2004). Hence, quality is only achievable through meeting the expectations and needs of the clients/customers. A scientific approach to CQI identifies the following elements; data analysis, benchmarking, system thinking, and variation. These tools are essential in sound decision making. Benchmarking in the CQI is helpful in ' identifying best practices in related and unrelated settings to emulate as processes or use as performance targets' (Tindill and Steward, 2003). Finally, variations in the CQI cover from inherent, complex, and homogeneity characteristics. A team approach is a promotion policy that emphasizes teamwork as opposed to individualization. How the consumers' perception affects the marketing of the health care service

Customers may fail to express their level of dissatisfaction with the CQI health promotion scheme. For instance, ' recipients of services are especially loathed to indicate dissatisfaction for fear of loss of these services. An unwillingness to express dissatisfaction appears to be especially common

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among vulnerable populations or groups' (McLaughlin & Kaluzny, 2004). In a number of instances, satisfaction is just but a partial functionality of expectation, which is highly dependent on the degree of expectation. Therefore, for satisfaction to have a meaning contribution to the CQI, customers should feel free and safe in expressing both negative and positive feelings about the health promotion scheme aimed at improving the quality of the outcome.