

QFD in hospital

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ABSTRACT

Over the last years the changed general conditions in financing led to a more and more competitive environment among the hospitals in Germany. This resulted in an increased need for services, products and (successfully developed) solutions in this context. More specifically, the demand for suitable development processes rose. Here, suitable means a successful implementation into the existing organization processes with the aims: complete alignment of services to customer benefit and optimal achievement of customer wishes.

A product is most notably successful, if the patients recognize its individual benefit and, consequently, use the product. Therefore, the product must not only evoke confidence, but also imply a minimal risk for the patient and for the organization.

Human beings' "working on" other human beings in hospitals inevitably leads to risks and faults. These risks and faults emerge most notably in the direct patient care and in the course of a treatment. Due to demographic changes by increased numbers of patients and increased numbers of treatments and therapies, insurance payments will be accessed to a greater extent in the future. On the one hand this is caused by the patients itself and on the other by the hospital staff to prevent indemnification payments as well as minimize liability issues.

For example product safety, and customer satisfaction as well as customer loyalty are important tools for dealing with the rising competition in this market segment.

Early recognition of risks is not only necessary but indispensable during the development of new products and services. The hospital management needs to assess customer wishes as early as possible in order to analyze these wishes regarding aspects of risk. A systematic approach for this is the utilization of an adapted QFD method for clinics.

I will demonstrate this approach exemplarily by means of the following slides. I have put the main emphasis on the investigation and structuring of customer requirements by means of a new approach to develop solution processes under aspects of risk. For this reason, the QFD method will be developed further with regard to the special needs of clinical risk management as well as adapted to clinical needs in general.