

The Truth about Quality: An Introduction of Quality Function Deployment

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Abstract

Health care industries have faced competitive pressure due to cost constraint. Improving health care quality is an approach to increasing the competitive challenges an organization faces. However, the effort of improvement would be ineffectual without clearly understanding the meaning of quality. This paper assists health care providers in understanding quality function deployment (QFD) techniques which can find out the voice of the customer and enhances the quality effectively.

Key words: Managerial perspective, transcendental approach, quality function deployment



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