MMA Labs

QUALITY MANAGEMENT SYSTEMS - PRODUCT & SERVICE DEVELOPMENT, MARKETING AND CUSTOMER EXPERIENCE SATISFACTION (ISO 9001:2015)

EVANS KYEREMEH

GHLI
Ghana Healthcare Leaders Institute

OUTLINE

MMA Labs

HEALTHCARE FRAMEWORK

- MODERN HEALTHCARE
- THE PATIENT/CONSUMER

THE CONCEPT OF PRODUCT DEVELOPMENT

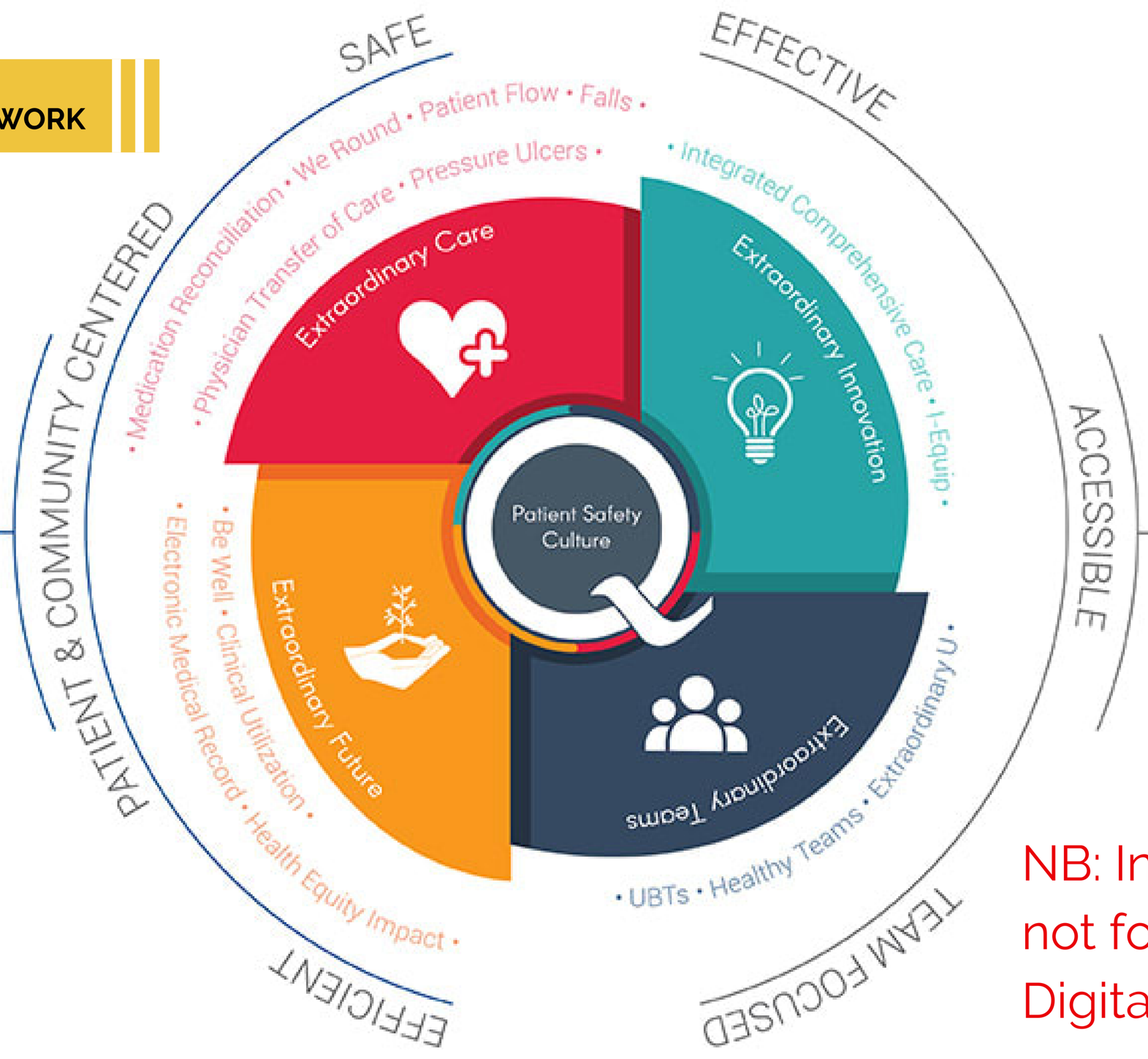
- CUSTOMER SERVICE
- FEEDBACK

CLOSING REMARKS

- QUALITY STATEMENT
- ANNOUNCEMENT

GHLI
Ghana Healthcare Leaders Institute

HEALTHCARE FRAMEWORK



DRIVERS

- Accreditation
- Quality Improvement Plan
- Legislation & Government Policy
- Regulatory and Legislative
- ara Health Engagement Network
- Incidents
- Enterprise Risk Management
- Quality of Care Reflective Reviews
- Staff & Physician Engagement
- Client Experience Surveys

OUTCOMES

A Healthier Niagara

Extraordinary Care
We provide the highest level of quality care by advancing a culture of safety and service excellence.

Extraordinary Teams
We count on our extraordinary teams to deliver extraordinary caring and we are proud to work with the absolute be

Extraordinary Future
By investing in our hospitals – through people, equipment and technology – and working strategically in our community, we will create the future our patients deserve.

Extraordinary Innovation
We will collaborate and try new ways to deliver the best care to our patients and their families where needed.

NB: In all these let's not forget about Digital Health

HEALTHCARE FRAMEWORK

MMA Labs

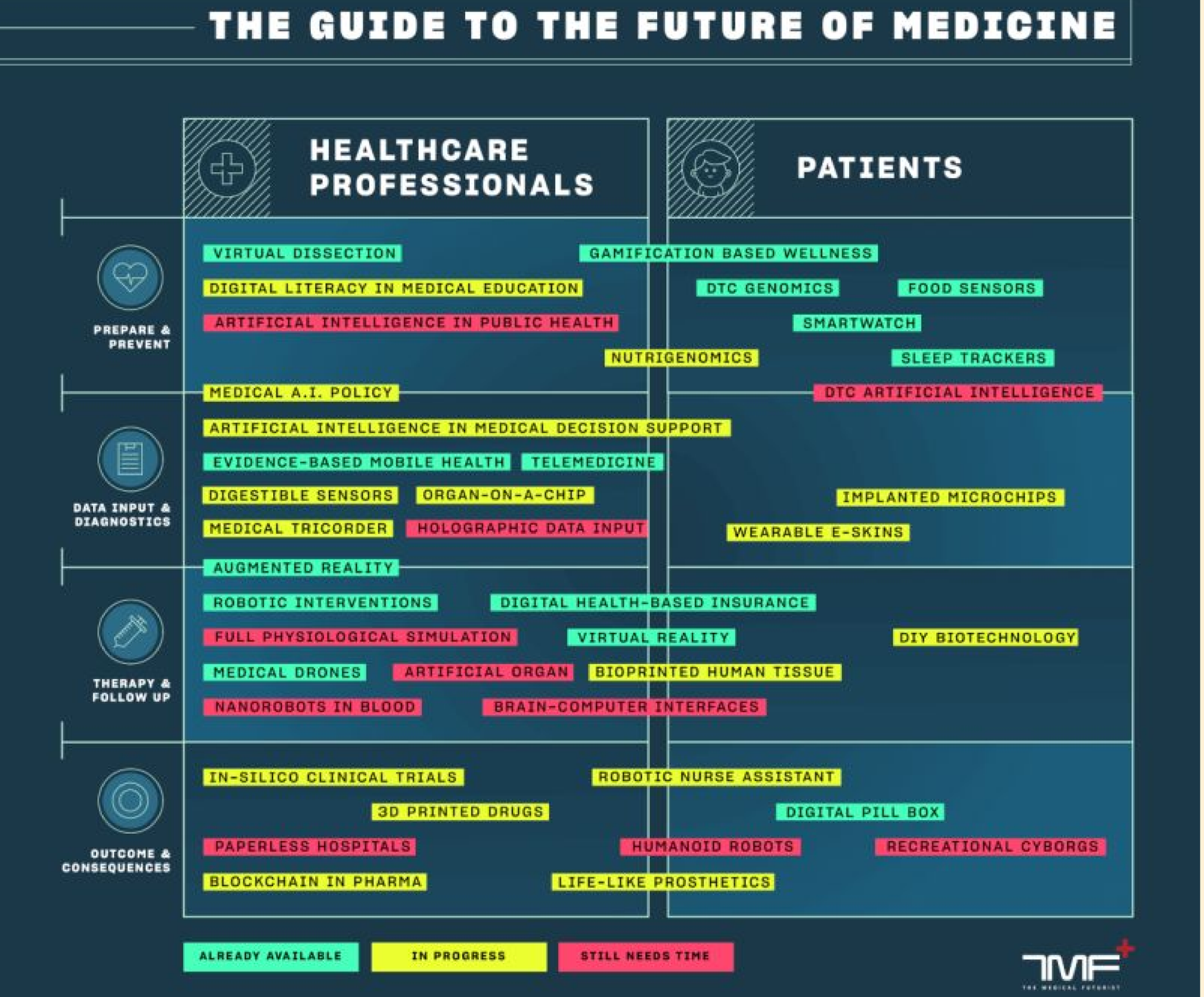
WHERE DO YOU SITE IN TODAY'S DIGITAL HEALTH ERA?

GHLI
Ghana Healthcare Leaders Institute

HEALTHCARE FRAMEWORK

MMA Labs

GHLI
Ghana Healthcare Leaders Institute



MMA Labs

HEALTHCARE FRAMEWORK

THE PATIENT IS EQUALLY AS IMPORTANT AS YOU THE PROFESSIONAL

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

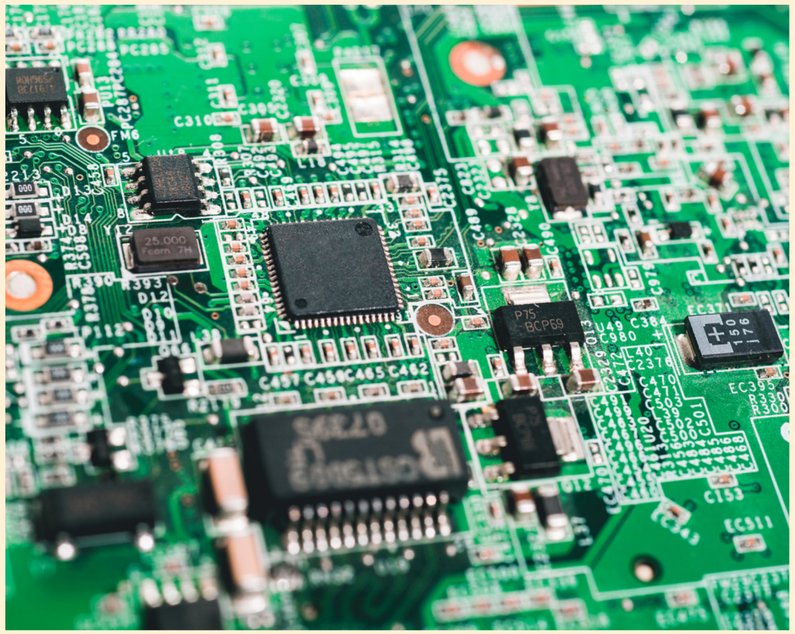
MMA Labs

HEALTHCARE IS NOT ONLY ABOUT WHAT HAPPENS IN THE HOSPITAL OR THE CLINIC

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs



QUESTIONS

1. IS HEALTHCARE A SERVICE INDUSTRY OR A PRODUCTION INDUSTRY?
2. IS YOUR FIELD OF PRACTICE A SERVICE INDUSTRY OR A PRODUCTION INDUSTRY?

If you know where you stand in the healthcare industry then you will be guided on product or service development

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

- Every new idea, product or service has the propensity to be helpful to a consumer (Patient).
- A company's interest is in the returns (ROI) (Organisation).
- The economic importance of resource investment must be justifiable during the initial processes (Other stakeholders)

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

Knowing that there are a lot and many interest groups in the service or product you put out there is the reason for **Standardization.**

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

STANDIDAZATION ENSURES:

- quality,
- safety, and
- efficiency of products, services, and systems

GHLI
Ghana Healthcare Leaders Institute

MMA Labs

Can one say standardization is lean at protecting the consumer?

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

QUALITY MANAGEMENT SYSTEM REQUIREMENT FOR ORGANIZATIONS- ISO 9001:2015

a) needs to demonstrate its ability to consistently provide products and services that meet customer and applicable statutory and regulatory requirements

b) aims to enhance customer satisfaction through the effective application of the system, including processes for improvement of the system and the assurance of conformity to customer and applicable statutory and regulatory requirements.

All the requirements of this International Standard are generic and are intended to be applicable to any organization, regardless of its type or size, or the products and services it provides.

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

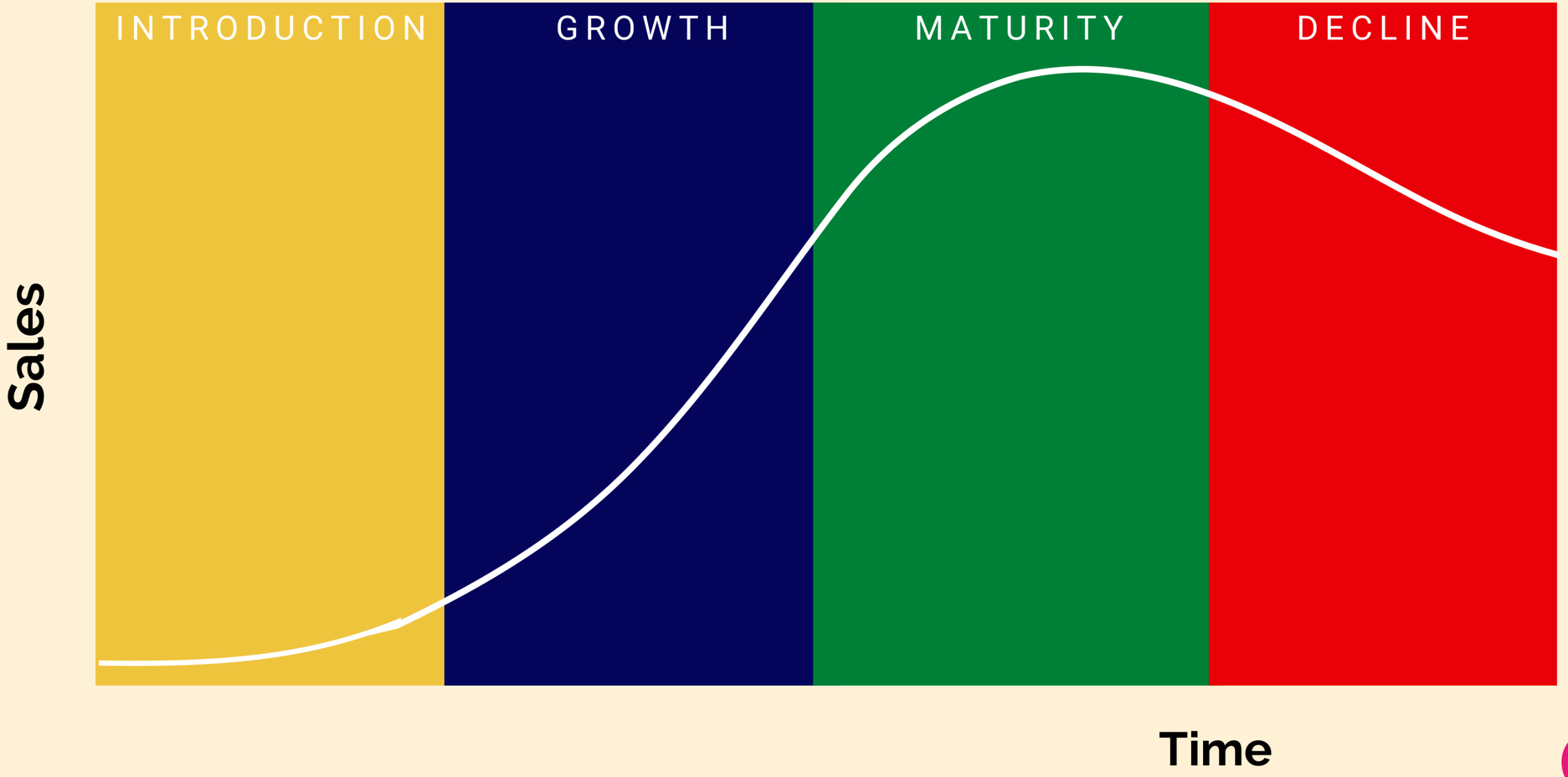
STAGES OF PRODUCT OR SERVICE DEVELOPMENT

1.	**Concept and design:** Aim, Competitor analysis, gaps in the market, or customer needs.
2.	**Develop:** Necessary tool needed, validation and analysis of the planned product, prototyping and piloting in the field. This generates vital feedback on how the product
3.	**Production and launch:** Feedback guide design, produce a market-ready version, production scaled, launch and distribution to the market.
4.	**Service and support:** Following the launch of the new product, the period of time when service and support is offered.
5.	**Retirement:** At the end of the product's lifecycle, its withdrawal from the market must be managed – along with any retrials or absorption into new concept ideas.

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

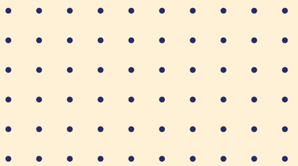
MMA Labs



GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs



INTRODUCTION	GROWTH	MATURITY	DECLINE
• Low Sales • High cost per acquisition • Negative profits • Innovators are targeted • Low competition	• Sales rising rapidly • Average cost per customer acquisition • Rising profits • Early adopters are targeted • Growing competition	• Sales Peak • Low Cost per customer • High Profits • Middle majority are targeted • Competition begins to decline	• Declining sales • Low cost per customer • Declining profits • Laggards are targeted • Declining competition

SALES

GHLI
Ghana Healthcare Leaders Institute

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

INTRODUCTION	GROWTH	MATURITY	DECLINE
• Product – Offer a Minimum Viable Product • Price – Use cost plus basis • Distribution – Build selective distribution • Advertising – Build awareness among early adopters and dealers • Sales promotion – Heavy expenditure to create trial	• Product – Offer product extensions, service, warranty • Price – Penetration pricing • Distribution – Build intensive distribution • Advertising – Build awareness and interest in the mass market • Sales promotion – Reduce expenditure to take advantage of consumer demand	• Product – Diversify brand and models • Price – Set to match or beat competition • Distribution – Build more intensive distribution • Advertising – Stress brand differences and benefits • Sales promotion – Increase to encourage brand switching	• Product – Phase out weak items • Price – Cut price • Distribution – Use selective distribution : remove unprofitable outlets • Advertising – Reduce to level needed to retain loyal customers • Sales promotion – Reduce to minimum level

THE CONCEPT OF PRODUCT DEVELOPMENT

MMA Labs

TO ACHIEVE SUCCESS & GROWTH IN AN ORGANIZATION, YOU MUST FOCUS ON:

- the consumer
- quality
- innovation & Efficiency

GHLI
Ghana Healthcare Leaders Institute

CLOSING REMARKS

MMA Labs

QUALITY STATEMENT

The training aimed to make available the thinking behind standardization. We chose one of the best standardization protocols, the ISO, and we have explained using the integrated management approach

GHLI
Ghana Healthcare Leaders Institute

CLOSING REMARKS

MMA Labs

QUALITY STATEMENT

You will agree with us that standardization is for everyone independent of the field of work or the profession one belongs to. Let us begin to put in the necessary standard protocols in our endeavours to ensure quality outcomes

BEGIN WITH

1. Development of policies and protocols
2. Documentation
3. Getting consumer feedback
4. Training

GHLI
Ghana Healthcare Leaders Institute

CLOSING REMARKS

ANNOUNCEMENT

GHLI

Ghana Healthcare Leaders Institute

CLOSING REMARKS

MMA Labs

ANNOUNCEMENT

CERTIFICATE

https://mmalabs.com.gh

CLOSING REMARKS

MMA Labs

ANNOUNCEMENT

FUTURE

https://mmalabs.com.gh

CLOSING REMARKS

CONTACTS

0501672748 /9

https://mmalabs.com.gh

mma@mmalabs.com.gh

YouTube mmalabs

CLOSING REMARKS

MMA Labs

CONTACTS

EVANS KYEREMEH

CEO, MMALABS

0240352524

https://mmalabs.com.gh

e.kyeremeh@mmalabs.com.gh

mrevanskyeremeh

THANKYOU