

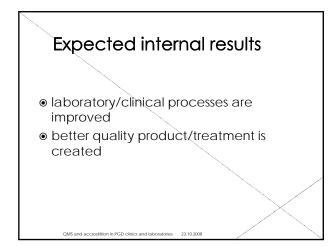
QMS in clinical/laboratory milieu

The aim is the same

• demonstrate "process and product" quality

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 improve the professional efficiency and reduce the risk (= unsucces, low pregnancy rate, misdiagnosis, etc.)





- Higher perceived quality in the Marketplace
- Improved client satisfaction

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- ${\scriptstyle \bullet} \ {\rm Competitive \ edge}$
- Reduces client-required quality audits
- Increase market share

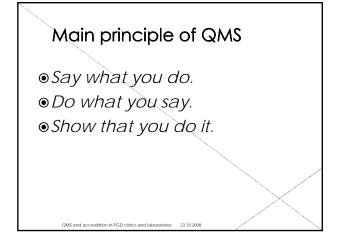
Other benefits

- meet market needs
- satisfy both clients and legislative requirements
- price "goods" competitively

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• generate profit in order to be effective in business

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The aim of the QMS is to support your:

- Ability
- Team Building
- Credibility
- Durability
- Effectivness
- Flexibility
- Gurantee
- Hard pleasure customers

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Improvements

QMS implementation step by step

Observing and evaluating the processes

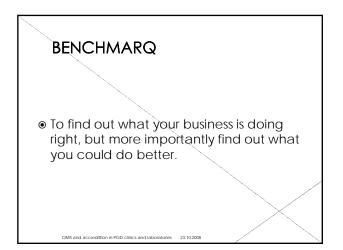
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- Documenting the processes
- Implementing a Quality Management System
- Reviewing the processes and operations

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- Identifying inefficiencies and gaps
- Implementing actions to eliminate problematic areas





BenchmarQ can:

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a) Improve client satisfaction and loyalty
b) Increase client benefits and company profits
c) Reduce the risk of losing clients

Your patients have an opinion of your services. They are more likely to give an honest opinion to a questionnaire, rather than to you directly.

This feedback is an extremely valuable source of management information that can be used to meet your patients' expectations.

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What to do first ?

- Look at your day-to-day clinical/lab activities
- Observe what your people are doing
- Observe the clinic/lab the rooms, offices, operating theatre, embryological lab, andrological lab, cytogenetical/molecular lab, documentation, etc.
- Hear what your people are saying to the clients, how they are communicating

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What to do first ? Try to reply the questions: "Is it 100% well what I am observing or are there any imperfections ?"



