

TQM implementation in Healthcare sectors

The research attempts to study and explore the influence of TQM implementation on the gaining of the Competitive Advantage and on Business Performance in healthcare sectors.

This is an empirical research with mixed methods approach. Through review of the literature, the research variables were identified and a hypothetical research model was developed.

The sample selected was from a set of private and public hospitals from Kerala state and stratified random sampling was used to select the sample hospitals and the respondents were the top and the middle level managers who had sufficient knowledge about the TQM implementation in their respective entities.

Primary data was collected with the help of structured questionnaire and semi structured interview. The collected data were tabulated and analyzed with the help of statistical tools. The research provided empirical evidence to the linkages between the individual dimensions of TQM practices and those of gaining of the Competitive Advantage and Business Performance. The qualitative component of the research through survey as well as the semi-structured interviews had enabled the identification of specific problems encountered in TQM implementation in the hospitals and the challenges to overcome.

Based on the above findings, suggestions can be recommended to the strategic planning managers in the hospitals in order to strengthen the critical dimensions of TQM. Finally, the research can contribute a TQM Model for the hospitals which can be used by both the hospitals which have already implemented TQM to fine tune with their TQM dimensions and the hospitals which are planning to implement the TQM as it provides a clear understanding about the dimensions which need to be considered during the TQM implementation. Thus, this research has a significant contribution in the area of TQM implementation in hospitals.

Conclusion

Thus through the research, the researcher can be able to understand the great relevance of TQM in the service sector, especially in Hospitals and is convinced of the fact that if systematically implemented, TQM results in the enhancement of business performance and helps the concerned healthcare entities to gain competitive advantage in business.