

Topic: Total quality management
(TQM)
Unit III
MPH: 103 T
(Modern Pharmaceuticals)

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TQM

- Total Quality management refers to the continuous effort made by the management as well as employees of a particular organization to ensure long term customer loyalty and customer satisfaction

- Since the pharmaceutical industry is a vital section of health care system so it is regulated heavily because; any mistake in product design or production can be severe, even fatal
- The poor qualities of drug may cause health hazard and can also result in financial setback to the government and patient both
- The maintenance of the quality with continuous improvement is very important for pharmaceutical industries. From this concept, Total Quality Management (TQM) came into existence

objectives

- Provide best quality drug product to patient
- Process improvement
- Defect prevention
- Continuous improvement of process

Principles of TQM

Continuous
improvement

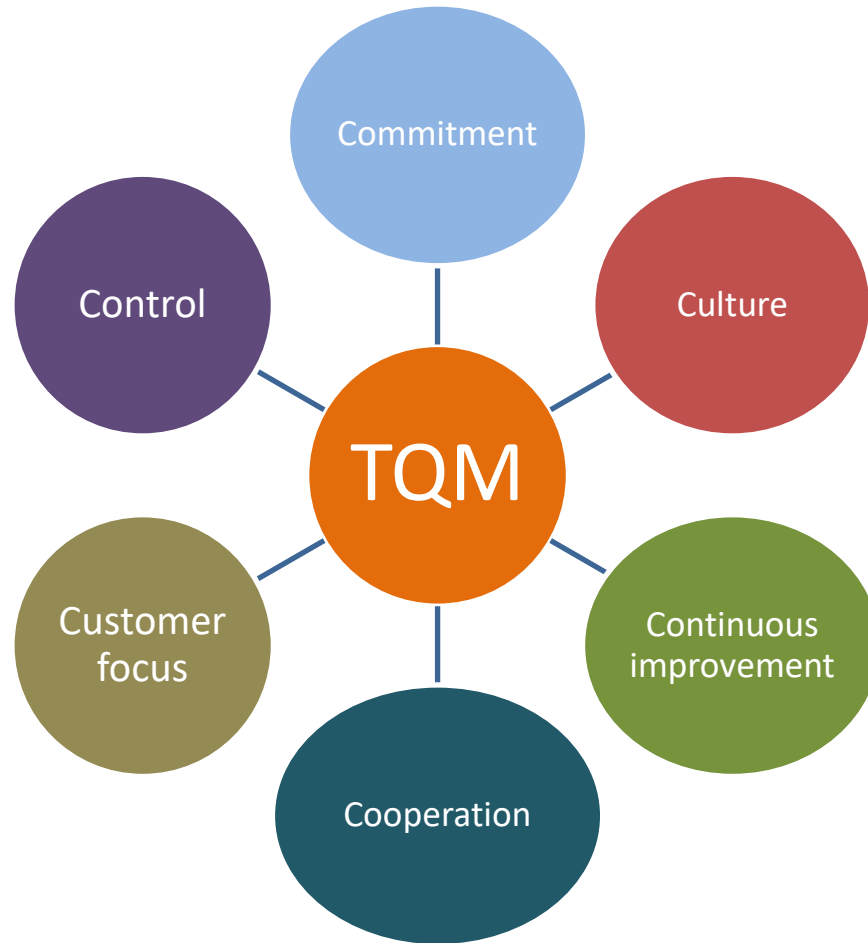
Management
commitment

TQM

Fact based
decision making

Employee
empowerment

Techniques for implementing TQM (6C's)



Elements of TQM

- Ethics: is the discipline concerned with good and bad in any situation
- Integrity: Integrity implies honesty, morals, values, fairness, and adherence to the facts and sincerity
- Trust: Trust is a by-product of integrity and ethical conduct. Without trust, the framework of TQM cannot be built
- Training: Training is very important for employees to be highly productive
- Teamwork :Teams provides more permanent improvements in processes and operations
- Leadership: Leadership in TQM requires the manager to provide an inspiring vision, make strategic directions that are understood by all and to instil values that guide subordinates
- Communication: means a common understanding of ideas between the sender and the receiver

Phases of TQM

- Planning Phase

Planning is the most crucial phase of total quality management. In this phase employees have to come up with their problems and queries which need to be addressed. They need to come up with the various challenges they face in their day to day operations and also analyze the problem's root cause. Employees are required to do necessary research and collect relevant data which would help them find solutions to all the problems

- Doing Phase

In the doing phase, employees develop a solution for the problems defined in planning phase. Strategies are devised and implemented to overcome the challenges faced by employees. The effectiveness of solutions and strategies is also measured in this stage

- Checking Phase

Checking phase is the stage where people actually do a comparison analysis of before and after data to confirm the effectiveness of the processes and measure the results. Acting Phase [?] In this phase employees document their results and prepare themselves to address other problems.

Advantages of TQM

1. Improves reputation Faults and problems are spotted and sorted quicker.
2. Higher employee morale Workers are motivated by extra responsibility, team work and involvement in decisions of TQM.
3. Lower cost Decrease waste as fewer defective products and no need for separation.