

# ISO, TQM, Medical Tourism & Patient Safety Best Practices

## Proceedings of the

**16<sup>th</sup> International Conference on ISO & TQM 16-ICIT**

**+ 8<sup>th</sup> Cooperation & Competition Conference 8-C&C**

11-13 July 2012 at Linnaeus University Conference Centre, Vaxjo, Sweden

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# 16<sup>th</sup> International Conference on ISO & TQM **16-ICIT** + 8<sup>th</sup> Cooperation & Competition Conference **8-C&C**

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## **PREFACE**

Welcome to the 16<sup>th</sup> International Conference on ISO & TQM (16-ICIT) and 8<sup>th</sup> Cooperation & Competition Conference (8-C&C) organised by the Linnaeus University (LU), Swinburne University (SU), University of Technology, Sydney (UTS), University of Alberta in Edminton (UAB), Hong Kong Buddhist College (HKBC), and APBEST Academy (AA). The history of the ICIT is summarized in the following table:

<b>ICIT</b>	<b>Year</b>	<b>Host (on Easter Mon.-Wed. every year since 1996)</b>	<b>Hosting Country</b>	<b>Theme</b>	<b>Papers</b>	<b>Delegates</b>	<b>Countries</b>
1	1996	Leicester Business School, De Montfort Uni.	England, UK	Inaugural	45	80	10
2	1997	Luton Business School, Luton University	England, UK	Business Excellence	75	100	12
3	1998	School of Business, HK Baptist University	HKSAR, China	ISO 9000 & TQM	104	160	18
4	1999	School of Business, HK Baptist University	HKSAR, China	TQM & Innovation	130	180	20
5	2000	Productivity Quality Research Centre, NUS	Singapore	Action 2000: Imperatives for Change	119	160	26
6	2001	Paisley Business School, Uni. of Paisley	Scotland, UK	Integrated Management	95	150	21
7	2002	Centre for Mangt. Quality Research, RMIT	Australia	Change Management	160	250	29
8	2003	National Quality Institute, Montreal	Canada	Business Excellence	84	150	24
9	2004	Foundation for TQM Promotion	Thailand	TQM Best Practices	80	280	20
10	2005	Shanghai Academy of Quality Management	Shanghai, China	TQM & 6-sigma for Competitiveness	140	300	26
11	2006	AA & Hang Seng School of Commerce	HKSAR	TQM & Corporate Governance	85	150	22
12	2007	AA and NCUT & CSQ in Taiwan	RoC	Going for Gold	68	120	17
13	2008	AA and SIRIM, MPC & UiTM, Malaysia	Malaysia	Innovation for Competitiveness	77	220	25
14	2010	AA and University of Scranton, USA	USA	Lean Management	55	80	20
15	2011	AA and UNITEN, SIRIM, MPC, UiTM, CIOB(M) in Malaysia	Malaysia	Sustainable Development through Innovation	98	160	21

In the past, around 20% of the papers have been published in refereed journals as a result. Riding on this success, the **16-ICIT & 8-C&C** use **“ISO, TQM, Medical Tourism & Patient Quality/Safety Best Practices”** as a theme for the further development of ISO and TQM into the service industry, in particular in the field of medical tourism and health quality.

**International Standards Organisation (ISO)** series sets out the methods that can be implemented in an organization to assure that the customers' requirements are fully met. Moreover, the organization's requirements will be met both internally and externally and at an optimum cost. This is the result of efficient organization of the resources available, including material, people and technology. The most important standard in the ISO Series is obviously ISO 9000. Over the past fourteen ICIT's the focuses were on ISO 9000. However, with the advancement of mankind, there is a pressing need for other equally important standards for organizations to develop and compete. Such examples include, but not limited to:-

- ISO 9000 - Quality Management Systems
- ISO 13485 - Medical Devices Quality Management Systems
- ISO 14000 - Environmental Management System
- ISO 14064 - Green House Gases
- ISO 14067 - Carbon Footprint for Products
- ISO 14155 - Clinical investigation of medical devices for human subjects - Good clinical practice
- ISO 15765 - Carbon Emission for Road Vehicles
- ISO 16949 - Quality Management Systems for the Car Industry
- ISO 22000 - Food Safety Management System
- ISO 50000 - Energy Management System

As a result, during the closing meeting of the 14-ICIT in April 2010 at the Scranton University, USA, the Organising Committee decided to rename the word 'I' to represent 'ISO', instead of 'ISO 9000'.

Because of the significance of the ISO Series of standards, and its close relationship to TQM, **the first objective of this Conference is to consider the impact of ISO implementation on TQM.**

**TQM** provides the overall concept that fosters continuous improvement in an organization. The TQM philosophy stresses a systematic, integrated, consistent, organization-wide perspective involving everyone and everything. It focuses primarily on total satisfaction for both the internal and external customers within a management environment that seeks continuous improvement of all systems and processes. TQM has been considered by many organizations as the way to survive and succeed. **The second objective of this Conference is therefore to provide a forum for the identification of the contemporary development in the theories and practices of TQM.**

In view of the importance of Cooperation & Competition as developed by Prof. Mosad Zineldin, **the third objective of this Conference is to research on the Cooperation & Competition approach to healthcare quality/safety and patient satisfaction as well as medical tourism.**

The Conference gives us the opportunity to benefit at first hand from the expertise and experience of eminent speakers who are senior executives of many leading edge organizations and distinguished academics contributing to the research and development of ISO and TQM. The 16-ICIT is represented by delegates from **15 countries**. The statistics of the number of papers presented is shown in the following table.

Country	Papers	Country	Papers
Egypt	6	Romania	2
Malaysia	6	Spain	2
China – HKSAR	4	USA	2
Greece	4	Canada	1
Sweden	4	China – Mainland	1
Lebanon	4	Finland	1
Iran	3	Oman	1
Australia	2	UK	1
		<b>TOTAL:</b>	<b>from 17 territories ..... 44</b>

The **44 papers** of the 16-ICIT/8-C&C have been organized according to different areas of activities in the development of ISO, TQM, Health Quality/Safety, Patient Safety & Medical Tourism. They are:

Sub-theme #	Topic	No. of Papers
1	ISO & TQM Best Practices	6
2	ISO 9000 / 14001 / 50001, OH18001, etc.	6
3	5-S, 6-σ, BPR, QFD & other Quality Tools	6
4	Lean 5-S, Lean 6-σ and other TQM Tools	6
5	OSH & Patient Safety in Healthcare	6
6	Best Practices in Healthcare and Medical Tourism	7
7	Best Practices in Education, Services & Public	7
	<b>Total →</b>	<b>44</b>

We are privileged to have the following **11** prominent keynote speakers presenting their expertise opinions on specific issues of ISO and TQM:

<b>Australia</b>	Dr. Fawzy Soliman ( <i>PhD Supervisor, University of Technology, Sydney</i> )
<b>Canada</b>	Prof. Stanislav Karapetrovic ( <i>Professor, Dept. of Mechanical Engg., University of Alberta in Edmonton</i> )
<b>HKSAR</b>	Prof. Sam Ho ( <i>Programme Director, HKBC; Founder Chair, APBEST Academy, ICIT, IISO &amp; HK5SA</i> )
<b>Lebanon</b>	Prof. Abdo Jurjus ( <i>Department of Anatomy, Faculty of Medicine, American University of Beirut</i> )
<b>Malaysia</b>	Prof. Dato' Ir. Dr. Mashkuri Yaacob ( <i>VC, Universiti Tenaga Nasional – UNITEN</i> ) Prof. Jamil Hj. Hamali ( <i>Rector, UiTM, Sarawak Branch</i> )
<b>Oman</b>	Prof. Hesham A.E. Magd ( <i>VC &amp; Dean of College of Business, U. of Baraimi</i> )
<b>Spain</b>	Dr. Palmira Lopez-Fresno ( <i>VP, Spanish Quality Association &amp; Spanish Quality Award Chief Examiner</i> )
<b>Sweden</b>	Prof. Mosad Zineldin ( <i>Professor at School of Business &amp; Economics, Linnaeus University</i> ) Ms. Valentina Vasicheva ( <i>Lecturer, School of Business &amp; Economics, Linnaeus University</i> ).
<b>USA</b>	Prof. Satya Chattopadhyay ( <i>Prof. of Marketing, Kania School of Management, University of Scranton</i> )

We would also like to thank the Technical Committee members who have helped us so readily to review the abstracts and/or edit some of the papers. We are indebted to the editors of the **supporting journals** who come to this conference because they trust there are good quality papers for their journal publications. Last but not the least, we would also like to thank all our presenters and delegates contributing to the successful experience of the 16-ICIT/8-C&C. A sincere welcome to you all and we wish you an enjoyable and fruitful sharing experience at the University of Linnaeus Convention Centre in the beautiful country of Sweden during summer!

*Sam Ho & Mosad Zineldin*

*Co-Chairs, 16-ICIT/8-C&C (on behalf of the Organising Committee)*

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