



Quality Management Office

e - CIRCULAR



Issue 1

May, 2011

KELLY'S CORNER



MRMC QMO HIGH LIGHT

Hello Everyone!

Thank you for taking the time to visit the USAMRMC Quality Management Office web page to peruse our eCircular. I hope you find this site informative and educational. During my first few months as the Director of the Quality Management Office, I've heard quite a few people ask about our role within the command. So I thought I'd take a few moments to share my views on the role of the Quality Management Office (QMO). USAMRMC Regulation 10-1 states that, "As the Sponsor's and Commander's Quality Representative, QMO provides guidance and coordinates all quality assurance and regulated activities within USAMRMC." This means our role is to Inform, Educate, and Assist each quality and regulatory organization by: developing regulations, formulating policies, conducting quality audits, and coordinating quality and regulatory activities throughout USAMRMC. These activities permeate the Medical Acquisition Lifecycle, from basic research through advanced development to the fielding of medical materiel. Communication is the key component of Informing, Educating, and Assisting our quality and, regulatory partners So, we can eliminate information gaps and share knowledge. Through collaborative efforts such as the Quality Working Group, QMO provides a forum which allows us to be consistent with our message and persistent in our approach for providing guidance and coordination. Ultimately our goal is to work together more effectively so we may solve problems, make decisions, and achieve results.

I'm looking forward to working with everyone and appreciate your efforts!
Warmest Regards,

Kelly

QMO would like to High Light the MRMC HQ Functional Area leaders and staff for the hard work and enthusiasm demonstrated during our Strategy Deployment Workshops. Since October 2010, QMO has facilitated 19 workshops and trained 139 personnel in support of the MRMC Strategic Plan.

Using the Balanced Scorecard framework, MRMC's future depends on everyone knowing the what, when, and why of the Strategic Plan's Objectives and Initiatives. Thanks to everyone for focusing on the MRMC Big Picture by getting out of your comfort zone to provide pertinent and useful data during the planning process.

Trust is the foundation of total quality, and trust is made up of both character (what a person is) and competence (what a person does).

[Stephen Covey](#)

INSIDE THIS ISSUE

1. Kelly's Corner
2. QMO High Light
3. What's Does the QMO Do??
Improvement (POCs)
Quality (POCs)
Strategy Deployment (POCs)
Licensing and Credentialing (POC)
4. OTSG Recommended reading
5. Strategy Deployment:
What we've accomplished and where we are going



What Is QMO?? What Does QMO Do??

The QMO is made up of four complementary sections - each providing products and services essential to improving QUALITY throughout MRMC.

CONTINUOUS IMPROVEMENT /LEAN SIX SIGMA

- Training in: LSS Yellow Belt and Project Sponsorship. Referral and sponsorship of Green/Black Belt candidates to Army Trg.
- Facilitates Green/Black Belt LSS projects for MRMC and Subordinate Commands.
- Quarterly Update to Command on status of all projects
- Coordinate with organizations to identify and define potential projects for improvement.
- POC: 301 619-1067

LICENSING AND CREDENTIALING

- Train and support the LC Points of Contacts at each Subordinate Commands
- OIP at the SC's in the LC section
- Report of gains and losses of Healthcare Providers (HCP) within MRMC
- Investigate the CCQAS records of the HCP and ensure valid licensure
- Oversee the LC Program at MRMC
- POC: 301 619- 6434

QUALITY (COMPLIANCE OVERSIGHT)

- Sponsor's Quality Assurance representative
- IPT Support
- Policies/PAMs/Regs
- Audits/SAV/OIP/FDA
- Coordinate MRMC's Quality Working Group
- POC: 301 619-6977
301 619-6978
301 619-1055

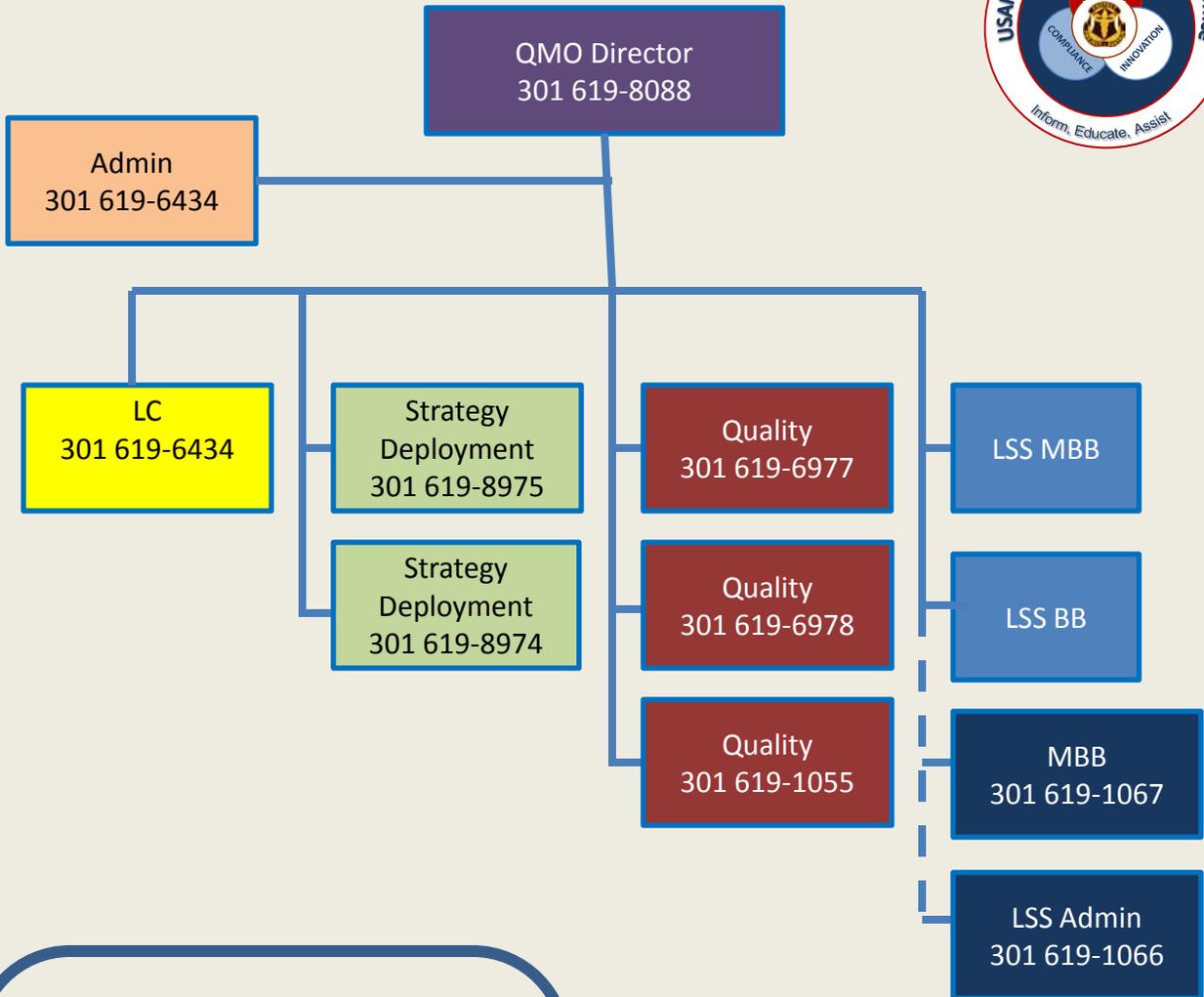
STRATEGY DEPLOYMENT

- Strategy Deployment / Balanced Scorecard training
- Customer Identification exercises
- SWOT Analysis
- Group facilitation
- Strategic Management System (SMS), training and assistance.
- POC: 301 619-8975
301 619-8974





QMO Function, Organization and Phone Numbers



KEY TO PROGRAM AREA

- LICENSING & CREDENTIALING
- STRATEGY DEPLOYMENT
- QUALITY
- LEAN SIX SIGMA
- LSS CONTRACTOR
- ADMINISTRATION

INFORM

EDUCATE

ASSIST



JUST FYI and Reading Pleasure: LTG Schoomaker Referenced this Article During the BSC VTC on 28 Mar 2011

The CEO's Role In Business Model Reinvention

A forward-looking CEO must do three things: Manage the present, selectively forget the past and create the future. By Vijay Govindarajan and Chris Trimble

Consider a few of the great innovation stories of the past decade: Google, Netflix, and Skype. Now ask yourself, why wasn't Google created by Microsoft? Netflix by Blockbuster? Skype by AT&T? Why do established corporations struggle to find the next big thing before new competitors do? The problem is pervasive; the examples are countless. The simple explanation is that many companies become too focused on executing today's business model and forget that business models are perishable. Success today does not guarantee success tomorrow.

To assess your company's vulnerability, try this diagnostic: On separate index cards, write down all the important initiatives under way in your organization. Then create three boxes and label them **"Box 1: Manage the Present," "Box 2: Selectively Forget the Past,"** and **"Box 3: Create the Future."**

Next, take a few minutes to imagine your industry in five, 10, or even 20 years—as far out as you can reasonably foresee. Consider all the forces of change your industry faces—technology, customer demographics, regulation, globalization, and so on. With those forces in mind, put your organization's initiatives in the appropriate boxes: those intended to improve today's business performance in box 1; those aimed at stopping something—underperforming products and services, obsolete policies and practices, outdated assumptions and mind-sets—in box 2; and those that prepare your organization for the long term in box 3.

For companies to endure, they must get the forces of preservation (box 1), destruction (box 2), and creation (box 3) in the right balance. Striking that balance is the CEO's most important task, but most companies overwhelmingly favor box 1. Forces of preservation reign supreme. Forces of destruction and creation are overshadowed, outmatched, and out of luck.

To be sure, the work of preservation—the day-to-day execution of the existing business model—is vitally important. CEOs must get box 1 right or their tenures will be short. They must concentrate daily on performance excellence and continuous improvement, as companies such as Wal-Mart and Southwest Airlines have done for years. The best box 1 companies are sleek and efficient, like a well-designed automobile. They coordinate an astonishingly complex array of human actions like so many gears, pistons, and camshafts.

But CEOs are not *just* responsible for box 1. They must also get boxes 2 and 3 right. Sadly, most chief executives ignore destruction and creation until it is too late. They bow to a myriad of short-term pressures: intense demands for quarterly earnings, risk aversion, discomfort with uncertainty, resistance to change, linear extrapolation from past experience, and unwillingness to cannibalize established businesses. As a result, many companies fail to transform themselves.

Copyright © 2010 Harvard Business School Publishing Corporation. All rights reserved.

Continuation of article can be found in the January-February 2011, Harvard Business Review

OUR CUSTOMERS



Please contact us if you have something you'd like to highlight in the QMO eCircular. QMO would like to share your good news with the rest of MRMCC – please let us know when things happen that we can celebrate as a TEAM.

Please send information to: lane.wingate@us.army.mil or Cynthia.Barlow@us.army.mil

Just a Thought:

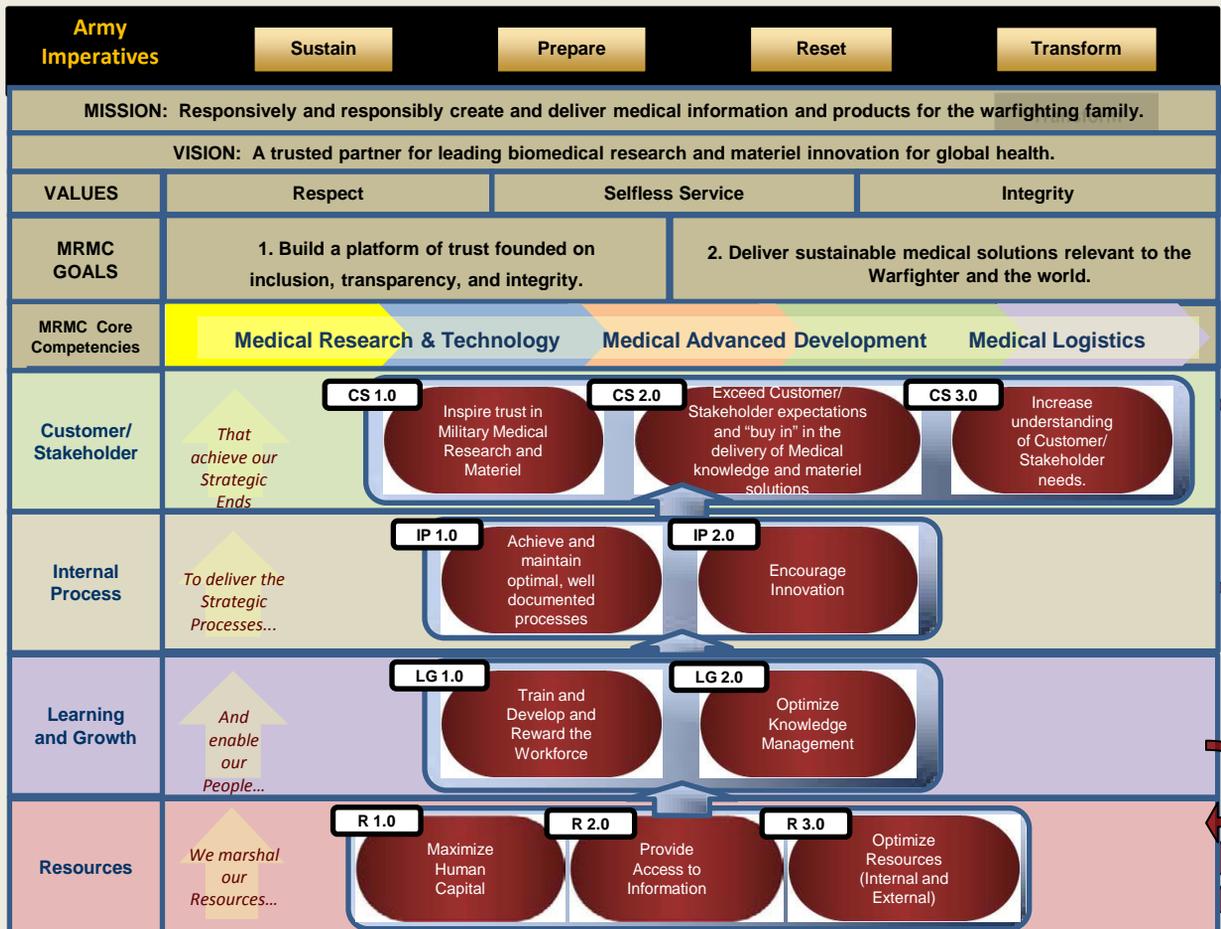
"The glue that holds all relationships together - including the relationship between; the leader and the led is trust, and trust is based on integrity". ~

Brian Tracy

Steps Taken to Complete the MRMC Strategy Map and Scorecard

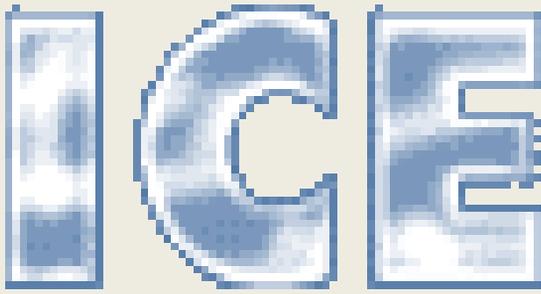
- Input: 19 HQ Functional Areas and 139 personnel, (most twice), from 1 NOV 2010 through 31 JAN 2011
- Process: Identify and Align Functional Area Key Processes with MRMC Strategic Objectives.
- Output: Unconstrained brainstorming of measures resulted in approximately 56 measures.
- Outcome: Draft MRMC Scorecard with additional key measures necessary for clarity and decision making.
- Next Steps: Visit, train and facilitate all Subordinate Commands.

USAMRMC Strategy Map as of 25 Mar 2011



Feedback Adjusts-Resourcing-Directs

This is a dynamic, living document



The Quality Management Office now has Interactive Customer Evaluation (ICE) comment cards online for customers to fill out concerning interaction with, or suggestions for, the QMO to help us identify improvement opportunities.

The information/comments we receive through ICE help us improve our products, services and events for you!!

On the ICE card there is a space for your name and contact information. This is optional, however, when provided this information it helps our office to identify our customers and provide answers to them directly.

Please go to the following LINK to provide comment or ideas of how we can improve in any of our areas of operation.

http://ice.disa.mil/index.cfm?fa=service_provider_list&site_id=438&service_category_id=1&dep=*DoD

Thank you for communicating with us through this systematic method. Your feedback is very important to the QMO.

The QMO will be the proponent for ICE throughout the MRMC HQ. If you want to establish ICE comment cards for your operation, please contact Jane Wingate, jane.e.wingatge@us.army.mil or call 301 619-8974.

**BE PROUD TO BE AN AMERICAN...
WORKING FOR USAMRMC!!!**

MRMC product development supporting the AMEDD.

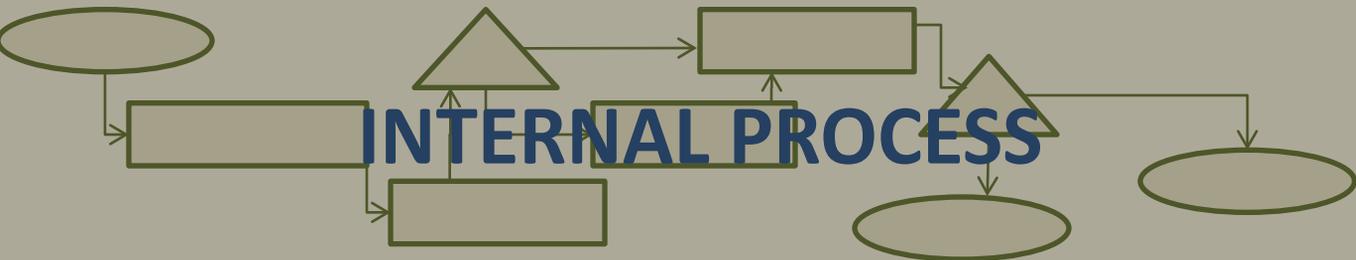
Research and Development to aid in prevention,
treatment and Warfighter care:

- Combat Application Tourniquet
- Chitosan Hemorrhage Control Dressing
- Golden Hour Blood Container
- Demand Oxygen Controller
- Improved First Aid Kit



ARMY MEDICINE
Bringing Value...Inspiring Trust

CUSTOMER STAKEHOLDER



INTERNAL PROCESS



LEARNING AND GROWTH



RESOURCES

