

Quality Metrics, Scorecards and Dashboards

Presented October 11th, 2008




LOS ANGELES
Section

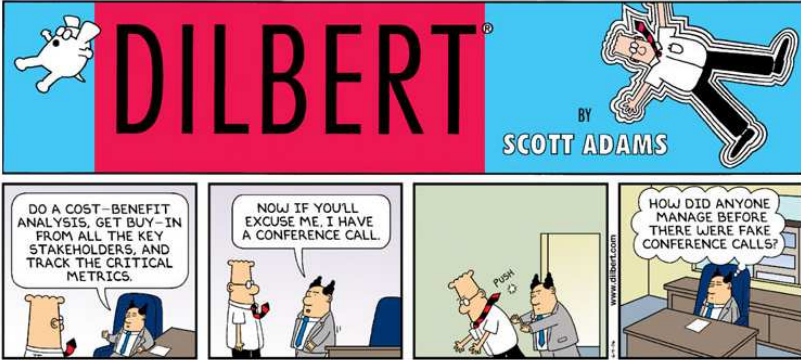


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Quality Metrics, Scorecards and Dashboards



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Quality Metrics, Scorecards and Dashboards

What will be addressed:

TOPICS

- **Some Definitions**
 - What are Quality Metrics?
 - What are KPI's?
 - What are Dashboards?
 - What are Scorecards?
- **Quality Management System Considerations**
 - What Do Standards and Regulations Require with Regard to Quality Metrics?
 - How do Quality Metrics directly support the Quality Management System?
 - Where in the QMS should Quality Metrics be established?
- **Tips for Selection of Quality Metrics**
- **Scorecards and Dashboards**
 - Elements of an Effective Scorecard
 - Elements of an Effective Dashboard
 - Scorecard and Dashboard Pitfalls to Avoid
- **Quality Metrics References**
- **Some Quality Metrics Tools**

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Quality Metrics, Scorecards and Dashboards

Some Definitions

- What are Quality Metrics?
- What are KPI's?
- What are Dashboards?
- What are Scorecards?

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Quality Metrics, Scorecards and Dashboards

Some Definitions

- **What are "Quality Metrics"?**
 - A "metric" is a measure.
 - "Quality" is something a "customer" defines.
 - A "Quality Metric", therefore, is a measure of quality as defined by the customer.
 - NOTE 1: A "customer" might be defined as anybody with an expectation of receiving something of value in exchange for something else of value, either external to or internal to an organization.
 - NOTE 2: Not all "Metrics" are "Quality Metrics"

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Some Definitions

- **What are KPI's?**
- **KPI = Key Performance Indicator**

There are **MANY** definitions:

 - **Chosen factors** that directly and indirectly influence the effectiveness of a product or process.
 - A **significant measure** used on its own, or in combination with other key performance indicators, to monitor how well a business is achieving its quantifiable objectives.
 - A **proxy measure of the success** of part of an organization, or a manager of that part. A type of indicator. The future of the unit or person depends on achieving a satisfactory figure.
 - Also known as Key Success Indicators (KSI). **Financial or non-financial metrics** used to reflect the critical success factors of an organization.
- **NOTE 1: All KPI's are also Metrics, but not all Metrics are KPI's.**
- **NOTE 2: Not all KPI Metrics are Quality Metrics.**

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Some Definitions

- **What are Dashboards?**
 - A dashboard is a dynamic set of indicators about the state of a process, piece of equipment, or business metric *at any specific point in time.*
 - A Quality Metrics Dashboard is analogous to the dashboard in a car or the cockpit in a plane but, instead of driving a car, the user is “driving” a process.


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Some Definitions

- **Dashboard Example 1**
<http://www.primedonline.com/PulseMonitor.htm>




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• Dashboard Example 2
(<http://www.enterprise-dashboard.com/sitemap/>)

Some Definitions



Executive Summary
Total Members: 85,875
Total Collections: 15,851

Wish List Stats
Most Popular Widget:
Orange Large Bag
Total: 863

Collection Stats
Most Popular Widget:
Orange Handy
Total: 2249

Site Stats
Top Stores:
1. Store NorthWest
New York, NY
2. Store North

Members
Users: by Month
Sep. to March
12000
6000
0
September October November December January February March

Top 10 Products by Collection
Chart by: Collection
14.70% 27.16% 31.31% 10.40% 8.00%


Members/Store Clicks by State
24000
19000
12000
6000
4000
0
0 40 80 120 160 200 240 280
Stores per State

Top 5 Stores
600
500
400
300
200
100
0
Store NorthWest Store East Store South

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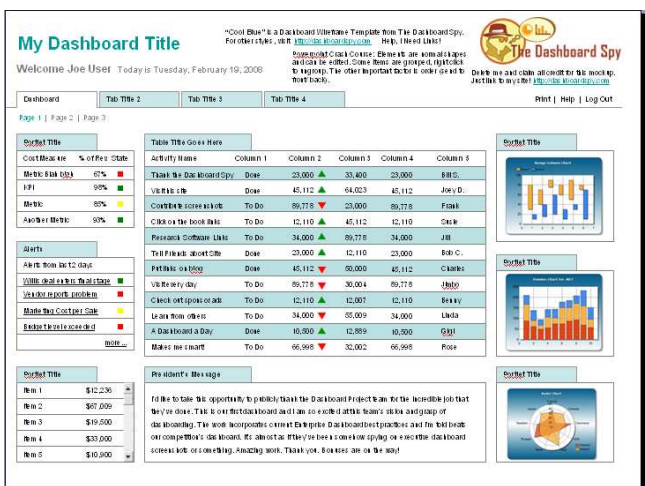
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• Dashboard Example 3
(<http://dashboardspy.com/templates-wireframe-coolblue.html>)

Some Definitions



My Dashboard Title
Welcome Joe User Today is Tuesday, February 19, 2008

Dashboard | Tab Title 2 | Tab Title 3 | Tab Title 4 | Print | Help | Log Out

Page 1 | Page 2 | Page 3


Activity Name	Column 1	Column 2	Column 3	Column 4	Column 5
Think the Dashboard Spy	Done	23,000	▲ 31,400	23,000	58%
Verify the	Done	45,112	▲ 64,023	45,112	Joe D.
Complete scorecards	To Do	89,778	▼ 23,000	89,778	Frank
Click on the book site	To Do	12,110	▲ 45,112	12,110	Steve
Research software links	To Do	34,000	▲ 89,778	34,000	Jim
Test friends about site	Done	23,000	▲ 12,110	23,000	Bob C.
Participate on blog	Done	45,112	▼ 80,000	45,112	Charles
Write every day	To Do	89,778	▲ 30,004	89,778	John
Check out sponsor ads	To Do	12,110	▲ 12,007	12,110	Bobby
Learn from others	To Do	34,000	▼ 80,009	34,000	Linda
A Dashboard a Day	Done	10,000	▲ 12,889	10,000	Gary
Makes me smart	To Do	66,968	▲ 32,002	66,968	Pete

Pre-incident's Message
Failure to take this opportunity to properly thank the Dashboard Project team for the incredible job that they've done. This is our first dashboard and as a result of their team's tireless outpour of dedication, the work incorporates content that bridges dashboard practices and the real world out competition's dashboard. It's almost as if they've been a working spy on a real dashboard screen job of creating amazing work. Thank you, because you are the best!

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Some Definitions

- **What are Scorecards?**
 - A scorecard is part of a broader corporate methodology or management discipline and is a report card of how a given person, business unit or entity performed with respect to certain goals over a previously defined period of time (such as quarterly or annually).
 - An Executive Scorecard is analogous to a student's Report Card.
 - There are two popular formats for "Balanced Scorecards" (BSC's):
 - 1.) Customer, Employee, Shareholder, Process
 - 2.) Customer, Learning/Growth, Financial, Internal Business Process/Operation

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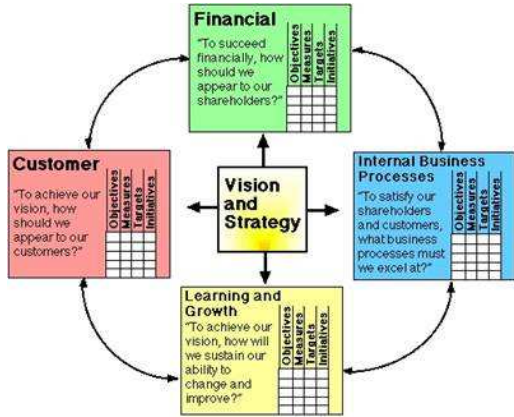
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Some Definitions

- **What are Scorecards? (continued)**
 - A popular scorecard concept model (<http://www.balancedscorecard.org/basics/bsc1.html>):




The diagram illustrates the Balanced Scorecard Concept Model. At the center is a yellow box labeled "Vision and Strategy". Surrounding it are four colored boxes, each representing a different perspective: "Financial" (green, top), "Internal Business Processes" (blue, right), "Learning and Growth" (yellow, bottom), and "Customer" (red, left). Each perspective box contains a question, a list of "Objectives", "Measures", "Targets", and "Initiatives", and a small grid. Arrows connect the four perspective boxes in a circular fashion, indicating their interrelationship and how they all contribute to the central vision and strategy.

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Some Definitions

- **What are Scorecards? (continued)**
 - Another scorecard concept model (www.capatrak.com):

	Objectives/ Plans (Strategy) (Tie to Quality Policy)	Metrics (KPIs)	Targets/ Goals	Initiatives/ Actions (Tactics)
Customer Relations	(Customer Satisfaction, Regulatory Compliance)			
Finance	(low risk/continual improvement, growth)			
Operations	(continual improvement, best in field, capable processes)			
Organization Sustainability	(competent personnel, employee satisfaction, world class)			

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Some Definitions

- **What are Scorecards? (continued)**
 - Another scorecard concept model (detail):

	Objectives/ Plans (Strategy)	Metrics (KPIs)	Targets/Goals	Initiatives/Actions (Tactics)
Customer Relations	Tie to Quality Policy (Customer Satisfaction, Regulatory Compliance)	Examples: • Retained Customers/Qtr • Repeat Orders per Customer/Qtr • Customer Satisfaction/Yr • Complaints/Qtr	Examples: • 30% of Customers place at least one order within prior 3 months • Of Customers that place orders, at least 60% will have Ordered an item at least once before • On a scale of 1 to 10, Average Customer Satisfaction is to improve by at least ½ point in 6 of 7 areas of concern • Reduce Complaints by a minimum of 15% over each prior quarter until complaints are eliminated	Examples: • Launch purchase with purchase promotion targeted toward existing customers • Offer "customer loyalty" incentives (discounts, buy one get one packages, etc.) • First quarter: Perform Customer Satisfaction phone survey to identify areas of concern. • Second and Third quarters: Develop and implement improvement strategies. • Fourth quarter: Re-survey in third quarter. • Hold weekly Corrective Action Review Board Meetings with Top Management. • Implement Automated Corrective Action Tracking System. • Add Corrective Action Dashboard to Monthly Operations Review Agenda.

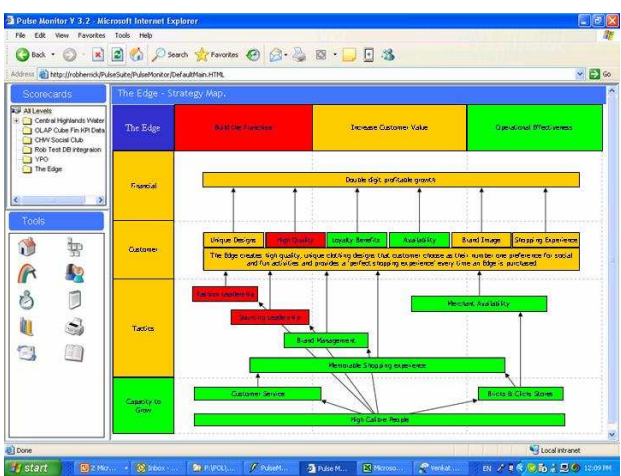
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- **Scorecard Example 1**
<http://www.primedonline.com/PulseMonitor.htm>


Some Definitions



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- **Scorecard Example 2**
<http://www.hospitalsoup.com/public/scorecardshell.pdf>

Some Definitions

Hudson River Psychiatric Center
 BALANCED SCORECARD - FIRST QUARTER (JANUARY, FEBRUARY, MARCH) 2000

FINANCIAL PERSPECTIVE Score: /12 %	CUSTOMER PERSPECTIVE Score: /16 %
INTERNAL BUSINESS PERSPECTIVE Score: /32 %	INNOVATION AND LEARNING PERSPECTIVE Score: /20 %
OVERALL SCORE: /80 (%)	

FINANCIAL

PERSONAL SERVICES Score: /4
NON-PERSONAL SERVICES Score: /4
ROBS Score: /4
Total: /12

CUSTOMER PERSPECTIVE

INCREASE CUSTOMER/STAKEHOLDER SATISFACTION WITH SERVICES Score: /16
Total: /16

INTERNAL BUSINESS

QUALITY TREATMENT SERVICES Score: /16
PROVIDE SAFE THERAPEUTIC ENVIRONMENT Score: /16
Total: /32


INNOVATION/LEARNING

DEVELOP STRATEGIC SKILLS AND COMPETENCIES Score: /8
IMPROVE TECHNOLOGY INFRASTRUCTURE Score: /4
CLINICAL OUTCOMES ASSESSMENT Score: /8
Total: /20

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Quality Management System Considerations

- **What Do Standards Require with Regard to Quality Metrics?**
- Compliance with **ISO 9001 and ISO 13485** are addressed in the following sections of the standard:
 - **"5.4.1 Quality objectives**
Top Management shall ensure that quality objectives, including those needed to meet requirements for product are established at relevant functions and levels within the organization. The *quality objectives shall be measurable and consistent with the quality policy.*"
 - **"7.1 Planning of product realization**
... In planning product realization, the organization shall determine the following, as appropriate:
 - a) *quality objectives and requirements* for the product;
...
 - c) records needed to provide evidence that the realization *processes and resulting product meet requirements.*"

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Quality Management System Considerations

- **What Do Regulations Require with Regard to Quality Metrics?**
- Compliance with the Code of Federal Regulations governing Quality Systems for Medical Device & Equipment/Software Manufacturers, **21 CFR Part 820**, is addressed in the following subparts and subsections of the Code:
 - **"820.20 Management responsibility**
 - (a) Quality policy. Management with executive responsibility *shall establish its policy and objectives for, and commitment to, quality.*
 - (b) Organization.(3) Management Representative. ... shall have ... responsibility for:
 - (i) Ensuring that quality system requirements are effectively established and effectively maintained in accordance with this report; and
 - (ii) *Reporting on the performance of the quality system* to management with executive responsibility for review.

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Quality Management System Considerations

- **What Do Regulations Require with Regard to Quality Metrics? (continued)**
- Compliance with the Code of Federal Regulations governing Quality Systems for Medical Device & Equipment/Software Manufacturers, **21 CFR Part 820**, is addressed in the following subparts and subsections of the Code:
 - "820.20 Management responsibility
 - (c) Management Review. ... shall review the suitability and effectiveness of the quality system at defined intervals and with sufficient frequency according to established procedures to **ensure that the quality system satisfies** the requirements of this part and the manufacturer's **established quality policy and objectives**."

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Quality Management System Considerations

- **What Do Regulations Require with Regard to Quality Metrics? (continued)**
- Compliance with the Code of Federal Regulations governing Quality Systems for Medical Device & Equipment/Software Manufacturers, **21 CFR Part 820**, is addressed in the previously noted and following subparts and subsections of the Code:
 - "820.70 Production and process controls.
 - General. Each manufacturer shall develop, conduct, control, and **monitor production processes to ensure that a device conforms to its specifications**.

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Quality Management System Considerations

- **How do Quality Metrics directly support the Quality Management System?**
 - 1.) Quality Metrics can be flowed down from the Quality Policy of an organization into every major element of the Quality Management System and the Procedures that support them.
 - 2.) Quality Metrics can be flowed from Customer Requirements into Product and Process Specifications.

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Quality Management System Considerations

- **Where in the QMS should Quality Metrics be established?**
 - Break the **Quality Policy** into discrete subparts.
 - Establish **Quality Objectives** for each subpart of the Quality Policy.
 - Create Scorecards for Quality Objectives that involve multiple processes. These will be used in **Quality Management Reviews**.
 - Establish Quality Metrics requirements within **Operating Procedures** that support each Quality Objective.
 - When feasible, consider establishing Dashboard requirements within **Production Procedures, Work Instructions, or Process, Material and Product Specifications** for critical Quality Metrics.
 - When products or processes are outsourced, flow requirements for Quality Metrics to Suppliers via their **Contracts or Purchase Orders**.

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Tips for Selection of Quality Metrics

- **Tips for Selection of Quality Metrics**
 - Use the S.M.A.R.T. criteria:
 - S** SPECIFIC
 - M** MEASURABLE
 - A** ATTAINABLE
 - R** RELEVANT
 - T** TIME-CONSTRAINED

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Tips for Selection of Quality Metrics (continued)

- Avoid being UN-S.M.A.R.T. :

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- **Tips for Selection of Quality Metrics (continued)**
 - Other helpful selection criteria (<http://web.mit.edu/tdqm/www/tdqmpub/PipinoLeeWangCACMApr02.pdf>):

Dimensions	Definitions
Accessibility	the extent to which data is available, or easily and quickly retrievable
Appropriate Amount of Data	the extent to which the volume of data is appropriate for the task at hand
Believability	the extent to which data is regarded as true and credible
Completeness	the extent to which data is not missing and is of sufficient breadth and depth for the task at hand
Concise Representation	the extent to which data is compactly represented
Consistent Representation	the extent to which data is presented in the same format
Ease of Manipulation	the extent to which data is easy to manipulate and apply to different tasks
Free-of-Error	the extent to which data is correct and reliable

Dimensions	Definitions
Interpretability	the extent to which data is in appropriate languages, symbols, and units, and the definitions are clear
Objectivity	the extent to which data is unbiased, unprejudiced, and impartial
Relevancy	the extent to which data is applicable and helpful for the task at hand
Reputation	the extent to which data is highly regarded in terms of its source or content
Security	the extent to which access to data is restricted appropriately to maintain its security
Timeliness	the extent to which the data is sufficiently up-to-date for the task at hand
Understandability	the extent to which data is easily comprehended
Value-Added	the extent to which data is beneficial and provides advantages from its use

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Scorecards and Dashboards

- **Elements of an Effective Scorecard**
(Ref.: The Certified Manager of Quality/Organizational Excellence Handbook)
 - Tracks total Organizational Performance against a Strategic Plan and is Management-driven
 - Represents longer term intervals (weeks, months, quarters)
 - Includes Goals for every Metric
 - Balances Financial Considerations against all Other Considerations (Quality, Schedule, etc.)
 - Emphasizes Use of Metrics that are Leading Indicators
 - Note:
 - Leading Indicators Predict Future Performance
 - Lagging Indicators Report Past Performance

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Scorecards and Dashboards

■ **Elements of an Effective Dashboard**
(<http://www.datamanagementgroup.com/Resources/Articles/Articles.asp?offset=50/>)

- Provides Tactical Indicators about the State of a Process, Piece of Equipment or Business Metric and is Worker-driven
- Represents Near Term Time Intervals (minutes, hours, days)
- Information is Dynamic and is “Real-time” (or as close to “Real-time” as possible)
- Information is Very Visible and Is Used “Close” to the Process that Generates it
- Trend Lines are Used
- Goals Are Not Necessary but Action Limits Are

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Scorecards and Dashboards

■ **Scorecard and Dashboard Pitfalls to Avoid**
(http://www.dmreview.com/white_papers/library.html)

- Measurement Pitfalls
- Approach Mistakes
- Technology Red Flags

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Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Measurement Pitfalls
 - Information Overload (keep it simple)
 - Functional Bias (be crossfunctional)
 - Hindsight (look forward)
 - Limited Perspective (see the forest AND the trees)
 - Inconsistent Definitions (collaborate)
 - Irrelevant Metrics (use metrics that can be controlled by the user or could significantly impact action taken by the user)

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Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Approach Mistakes
 - Strategic Confusion (NO Scorecards without Strategic OBJECTIVES)
 - Tactical Confusion (NO Dashboards without Action Limits)
 - Destination Unknown (focus as much upon where to go as where the organization has been)
 - No Executive Mandate (See Next Slide for Explanation)

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Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Approach Mistakes (continued)

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Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Approach Mistakes (continued)
 - Misalignment (Prioritize, Harmonize, Integrate, etc.)
 - Big BANG (Avoid 'One Hit Wonders', Adopt Metrics as the Way of Doing Business Throughout the Organization)
 - Incorrect Results a.k.a. "Solution Suicide" (Use only Validated Data from Qualified Sources)
 - Unguided Exploration (Train Everybody and Make How-To Information Readily Available)

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Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Technology Red Flags
 - Complex User Experience (Again, Keep it Simple, Avoid Esoteric Metrics, Unnecessary Barriers to Access, Challenging On-Line Navigation, etc.)
 - Only Used for ad hoc Research (Again, Avoid 'One Hit Wonders', Adopt Metrics as the Way of Doing Business Throughout the Organization)
 - No Knowledge Retention (Collect and Use "Lessons Learned")

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Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Technology Red Flags (continued)
 - Inflexible (Enable the Metrics to Change as the Organization Changes without Losing Data Integrity or Access to Past Metrics Information)
 - Segregated (No standalone systems like Excel spreadsheets, integrate with other existing systems like MRP and CRM, include financial reporting)


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 **Quality Metrics, Scorecards and Dashboards**

Scorecards and Dashboards

- **Scorecard and Dashboard Pitfalls to Avoid (continued)**
 - Technology Red Flags (continued)
 - Dead-end Results (Finish What You Start! Maintain Forward and Backward Traceability for Information Used and Actions Taken)
 - Outdated Information (use near real-time data to support as many metrics as possible, establish alerts for instances where action limits are approached)

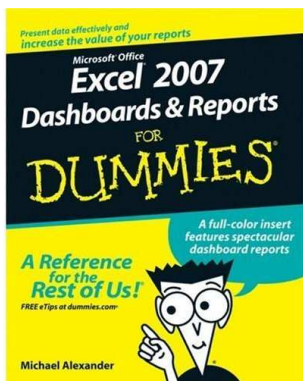
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Scorecards and Dashboards

- **Scorecards and Dashboards – When All Else Fails**
(<http://www.dummies.com/WileyCDA/DummiesTitle/Excel-2007-Dashboards-Reports-For-Dummies.productCd-0470228148.html>)

Excel 2007 Dashboards & Reports For Dummies
By Michael Alexander
ISBN: 978-0-470-22814-2
Pages: 336 Pages
Pub. Date: March 2008
Price: \$24.99



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Quality Metrics References

- **Quality Metrics References have been cited throughout this presentation but are summarized on the next few pages**
 - Dilbertisms: www.comics.com (paid members can sort comics by key words)
 - Definitions: Do a Google search using "Definition of ____" (www.google.com)

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Quality Metrics References

- **Quality Metrics References Summary (continued)**
 - Dashboard Examples:
 - <http://www.primedonline.com/PulseMonitor.htm>
 - <http://www.enterprise-dashboard.com/sitemap/>
 - Scorecard Models and Examples:
 - <http://www.balancedscorecard.org/basics/bsc1.html>
 - <http://www.capatruk.com>
<http://www.primedonline.com/PulseMonitor.htm>
 - <http://www.hospitaloup.com/public/scorecardshell.pdf>

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Quality Metrics, Scorecards and Dashboards


Quality Metrics References Summary (continued)

- Tips for Quality Metrics Selection:
 - <http://web.mit.edu/tdqm/www/tdqmpub/PipinoLeeWangCACMApr02.pdf>
- Elements of an Effective Scorecard:
 - Ref.: The Certified Manager of Quality/Organizational Excellence Handbook from ASQ's Quality Press
- Elements of an Effective Dashboard:
 - <http://www.datamanagementgroup.com/Resources/Articles/Articles.asp?offset=50/>
- Scorecard and Dashboard Pitfalls to Avoid
 - http://www.dmreview.com/white_papers/library.html
 - <http://www.dummies.com/WileyCDA/DummiesTitle/Excel-2007-Dashboards-Reports-For-Dummies.productCd-0470228148.html>

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Quality Metrics Tools You can Put To Use Immediately

- The following free templates will be provided to you via email upon request (send request to dkulisek@capatrak.com) and are also available from the CAPAtrak Download pages at www.capatrak.com. These include:
 - Strategic Quality Plan Template
 - Operating Procedure Template for Inclusion of Quality Metrics
 - Scorecard Template
 - Dashboard Template
- A .pdf version of the handouts for this presentation is also available for download from the CAPAtrak download page.

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THANK YOU!
May I answer Your
Questions?

Presented by
Diane Kulisek, President



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