**Defining Quality**

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

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 In my opinion, quality refers to maintaining high standards in any field. These high standards ensure that the delivery of product or service is immaculate and of high value that results in the satisfaction of the customer. Quality ensures that the service is up to a high standard that fulfills the requirements and is centered on the customer's wellbeing. It also refers to the degree to which it meets the requirements of the customers.

 The famous theorist Joseph M. Juran has provided an extensive framework regarding the meaning of quality, its standards and the ways to manage the quality of the services and products. According to his theory, quality management is the process that ensures that the needs of the customers are met. His quality theory is centered around the setting goals of improvement, organizing goals, problem-solving, communication aspects and maintain the data and results to evaluate the performance regarding the quality of service of products (Abraham, 2019).

 In my opinion, my definition of quality is similar to his quality standard and definitions as they both are focusing on satisfying the customer. A major aspect of quality is mountainous of high standards.

 As a customer, I have experienced different flaws in healthcare. I broke my leg last year and was admitted to the hospital. It was an emotional and upsetting experience for me. While I was admitted to hospital I felt upset, lonely and upset. Hospital staff from nurses to the doctors gave me perfect medical treatment but they were unable to give me emotional support that I required. They never communicated with me clearly and discussed my concerns. In my opinion, customer-centered approach means satisfaction of the customer, in this case, they were to satisfy me and my concerns regarding the treatment. I think quality healthcare is about holistic care of the patient, in terms of medical care, communication and safety("What is Quality of Care and why is it important?", 2019). Our system of healthcare is failing to provide the customer with satisfactory healthcare. Our hospitals need to adopt the palliative approach to increase the patient-satisfaction rate(F, 2013).

**References**

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