



Cerba Lancel
Africa

2025

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Matters

Why does quality
matter to you?

Pledge for better
outcomes

Engage, Iniate
and Win



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WORLD QUALITY WEEK

The PDCA Cycle

PLAN (Hypothesize) | DO (Test)

CHECK (Analyze) | ACT (Implement)

Customer Requirements → PLAN → DO → CHECK → ACT → Customer Satisfaction

13 NOV 2025: World Quality Day

10 - 14 NOV 2025: World Quality Week



Celebrating World Quality Week/Month

Eswatini embracing a new perspective for quality



By adopting the theme “Think Differently,” Cerba Lancet Eswatini transformed the message of Happy Quality Day into a business strategy. Acknowledging that quality lies at the heart of our operation, it is no coincidence but for the team to “Engage, Innovate & Win”.

Under the “Think Differently” theme, staff, doctors, and clients came together **to engage** in quality-focused activities, share feedback, and spark creativity. Social media buzzed as clients were invited to like, follow, and share, helping us build a culture of continuous improvement and client-centred service. This highlights that excellence is not just a goal; it is a fundamental aspect of our business philosophy.

The campaign featured **a series of interactive, engagement-driven activities** for staff, doctors, and clients alike. From friendly competitions to creative challenges, it aimed to promote continuous improvement, encourage valuable client feedback, and spark innovation and collaboration across our network. The result was a celebration of quality that was fun, inspiring, and memorable, showing how thinking differently drives excellence in every aspect of laboratory services.



You are a Winner

Dlamini Thandanani - pre-analytical department

And the Winner is...



Dlamini Thandanani - pre-analytical department

In Botswana, capturing memorable moments

World Quality Day brought a positive and energetic atmosphere, providing the perfect opportunity to acknowledge staff efforts while reinforcing the importance of quality in everyday laboratory operations.

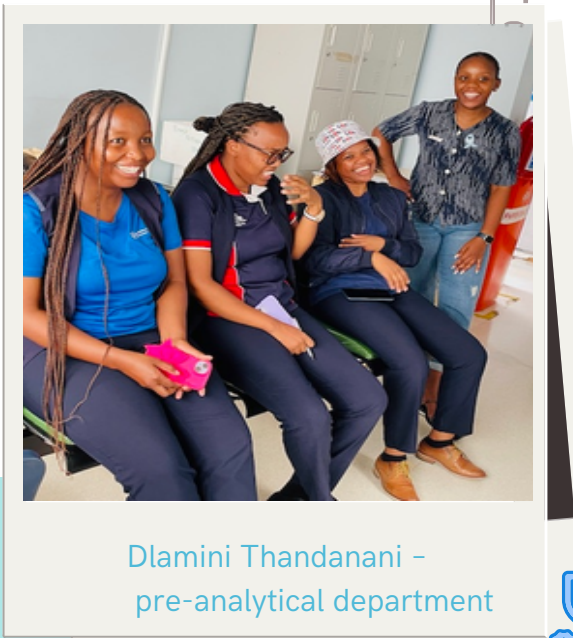
From learning to doing—quality took center stage

The program focused on interactive learning, starting with a 10-question quiz on quality principles, which saw excellent staff participation and three perfect scores.

A second tie-breaker quiz, featuring true/false and matching questions, promoted critical thinking and determined the overall winner.



Celebrating Quality. One Quiz for all?



Dlamini Thandanani - pre-analytical department

Key highlights meant a lot of determination and strong teamwork across sites in Botswana. The experience also demonstrated the value of interactive, gamified approaches to quality education, proving to be both fun and impactful, a refreshing change from traditional training and discussions. 2025 really did capture the moment.



Key Highlights, Lessons Learned & Innovative Ideas

- Creative, innovative thinking from staff: The quiz challenge surfaced many thoughtful ideas. The proposal for a “Quality Failure Friday” suggested dedicating time to reflect on mistakes, learning and improvement rather than blame. This idea emphasises psychological safety, openness, and a learning culture.
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- Improved client-centred communication: Several proposals focused on standardising “Thank You” messages to clients, improving follow-up communications, and social channels to strengthen relationships and client satisfaction.
- Empowerment of frontline contributors: By inviting ideas from both staff and doctors, we tapped into real-world expertise and frontline experience. This builds ownership, engagement, and a sense of collective responsibility for quality.
- Set in a culture of continuous improvement: The campaign moved quality beyond a one-off event to a mindset – staff embraced continuous learning, viewed feedback as valuable, and showed readiness to translate ideas into action.

Possible Outcomes

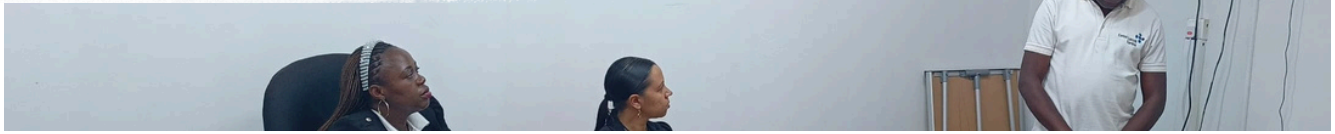
A significant number of completed electronic surveys and client satisfaction feedback have been submitted, providing us with valuable insights for improvement.

Improved client and community engagement on social media – helping expand our outreach and brand presence.

A collection of many practical, innovative quality-improvement ideas from doctors and staff, ready for review and possible implementation

High staff engagement and enthusiasm, demonstrating strong buy-in and commitment to quality and organisational excellence.

In Zambia, Results Spoke for themselves, lets find out why?



In Zambia, teamwork transformed the convo.

The presentations were held on 14 November 2025. Embracing the theme “Think Differently,” one group stood out by introducing an interactive quality assurance quiz featuring **ten questions**, which was conducted after all six presentations. Staff participated through volunteering or random selection, creating an engaging and informative experience that left everyone with valuable new insights. Our technical staff and nurses across all sites accepted and rose to the occasion.

What was the goal?

An open invitation was sent out, inspiring teams to present innovative quality assurance practices closely tied to their everyday roles, setting the tone for an energetic and insightful celebration of quality.

This initiative sparked collaboration across sites, encouraged fresh thinking, and brought teams together strengthening quality through knowledge, creativity, and teamwork.



How did this experience change the team's perspective on quality?

- ✓ Test our understanding of Quality Management System (QMS) procedures
- ✓ Spot knowledge gaps—and turn them into learning opportunities.

QUALITY

HIGH

Exceptional Service Delivery in the Laboratory

The presentation walked through the entire testing journey, from pre-analytical to analytical and post-analytical phases.

It highlighted the critical role of proper specimen handling upfront, followed by analytical excellence across Microbiology, Chemistry/Serology, and Hematology/PCR. The session concluded by reinforcing the importance of the post-analytical phase, where timely reporting and customer satisfaction play a vital role in delivering high-quality, patient-centred care.



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To add some extra sweetness, management, through the Office of the General Manager and HR, prepared two boxes of chocolates for the 1st and 2nd best presentations, perfectly aligning with this year’s theme. Staff across sites, with similar roles, were grouped in teams of 2 or 3 to discuss and create presentations based on their specific sections and responsibilities. Adding to the learning experience, the Quality Manager delivered an overview of the Quality Management System, aligned with ISO 15189:2022 requirements, providing valuable context for all

Presentations from a pair of Barthlomew and Emmanuel on analytical (chemistry/serology) was awarded first prize and Quality manager presentation and organization got the second. Nominators for the award included Alzera Hussein GM, Venna Belemu HR & Anna Michelo Admin team leader. Staff in other site participated via teams.

SPOTLIGHT ON QUALITY: THE WALL THAT TALKS

In Zimbabwe, Quality Wall created a platform for staff to share their ideas for improvement, suggestions, inspiring quotes about quality, and appreciation for colleagues who promote excellence. To infuse some fun and excitement, a "Spin the Wheel" feature was introduced, adding a playful element that kept everyone engaged and smiling.



Caps and lanyards were provided for staff



How did this experience change the team's perspective on quality?

✓ Outcomes / Highlights: Forums allows staff ideas, which can promote ongoing improvement and enhance patient care throughout the organization.



Posters were created and distributed to all outstations and depots for display.



Quality Services spread through the week

World Quality Week 2025 at Cerba Lancet Nigeria was a dynamic and inspiring five-day event that brought together staff across all branches to celebrate excellence, creativity, and continuous improvement. Aligned with the global theme “Quality: Think Differently,” the week challenged us to reimagine how quality is practiced every day—beyond compliance, beyond routine, toward innovation and strategic thinking.

1

DAY 1: Corporate Dress & Cerba Lancet Colours: The celebration began with corporate outfits infused with Cerba Lancet colours. Each branch captured group photographs, reflecting unity and professionalism.

2

DAY 2 – Quality Quiz & Live Raffle Draw: Staff participated enthusiastically in an interactive online quiz and a two-round raffle draw. Excitement was high as winners emerged and were celebrated.

3

On Day 3, staff dressed in Cerba Lancet shirts and jeans participated in an awareness road walk. The Quality Assurance Manager, Mr. Víctor Dirikebamor, and Medical Director, Dr. Fred John, hosted an informative radio presentation to enhance public visibility.

4

On Day 4, Cultural Day, all branches showcased Nigeria’s cultural richness with a vibrant display. Staff wore diverse native attire to promote unity and inclusion, with awards for the best dressed and the best cultural branch.

5

DAY 5 – Football Match & Closing Celebration The week concluded with a lively football match between Technical and Admin teams, followed by an evening celebration that strengthened team spirit.



Quality Services spread through 5 days



World Quality Week 2025 showcased Cerba Lancet Nigeria's commitment to innovation and excellence, emphasizing fresh perspectives on quality that reinforced trust, improved patient outcomes, and supported sustainable growth.

Objectives & Outcomes

- Reinforce the global theme "Think Differently."
- Enhance awareness and practice of quality across all branches.
- Foster teamwork, creativity, and cross-departmental collaboration.
- Expand visibility of Cerba Lancet's quality culture internally and externally.



Staff Recognitions

- Best Dressed (Male): Beremoye Shola
- Best Dressed (Female): RukayatAlabi
- Best Cultural Location: Cerba Lancet Ikeja
- Raffle Draw Winner: Chisom Iheanacho
- Winner of QMS Quiz: Temitayo Rufai

Together, we proved that quality is not a department, it's a culture we live, every day

Testing Minds, Strengthening Quality in East Africa

The “CLA–East Africa Quality Quiz 2025” campaign united staff from Kenya, Uganda, Tanzania, and Rwanda to celebrate quality and quiz on key topics, with prizes for top performers.

Aligned with the “Think Differently” theme, the quiz reinforced that quality is everyone’s responsibility, central to patient safety, accurate diagnosis, and the trust placed in us by our communities.



CONGRATULATIONS TO OUR WINNERS

1. Casypianus Charles – From Tanzania – Operation Department
2. KARENZI VALENS – From Rwanda – Technical and QA Department
3. Evelyne Masete – From Kenya – Technical and QA Department
4. Beatrice Oimboh – From Kenya – Technical and QA Department

Certificate of Participation awarded to the list below :

1. PENINAH WANJIRU MACHARIA - Kenya
2. Casypianus Charles - Tanzania
3. ESEZA TIBENDA - Uganda
4. WAEMA WAMBUA - Kenya
5. KARENZI VALENS - Rwanda
6. Evelyne Masete - Kenya
7. MUSHIMIYE LIEVIN - Rwanda
8. Emmanuel Hakizimana - Rwanda
9. SHUMBUSHO Ezechiel - Rwanda
10. Derick Magumba - Uganda
11. Loyce Gevedi - Kenya
12. ASAPH LEE NSADHA, - Uganda
13. Linus M Kinyina - Tanzania
14. Victor Makokha - Kenya
15. Beatrice Oimboh- Kenya
16. Paul Wafula, - Kenya
17. Januaryst Wambua Musembi, - Kenya
18. JAMES MBOCHI, - Kenya

Turn around Time is the focus of discussion in Mozambique

World Quality Week 2025 provided Cerba Lancet Mozambique with an opportunity to reflect, innovate, and strengthen our commitment to delivering high-quality, patient-centered laboratory services. Under the theme "Think Differently," our teams embraced new ways of working, challenged traditional processes, and focused on improving service excellence across all departments.

Throughout the week, we conducted departmental discussions on process improvement, TAT optimisation sessions, staff engagement exercises, and awareness campaigns highlighting accountability and learning.

- The "Quality Wall, Think Differently" showcased quality pledges.
- Identification of practical ways to reduce sample processing delays.
- Reinforcement of the need for continuous training and documentation
- Emphasis on collaboration & communication during high workload periods.



Turn around Time is the focus of discussion in Mozambique

Staff Participation

All departments including Admin, Phlebotomy, Microbiology, Chemistry, Reception, and IT actively participated. Staff contributed improvement ideas, shared personal pledges on the Quality Board, and engaged in discussions on service excellence. Management encouraged open dialogue and innovation.



Objectives and Outcomes

1. Improved awareness of internal quality gaps and improvement opportunities.
2. Strengthened teamwork and interdepartmental communication.
3. Renewed focus on Turnaround Time (TAT) reduction and workflow coordination.
4. Increased staff ownership of customer experience.
5. Identification of new quality improvement ideas to implement in 2026.

Innovation & New Ideas

- Daily meet ups to address TAT challenges.
- Weekly departmental meetings on Mondays
- Monthly Quality Bulletin to share performance trends.
- Stronger patient feedback mechanisms for service improvement- QR Code system

MDS-Lancet Lab Ghana Limited. World Quality Week 2025

MDS-Lancet Lab Ghana Limited joined the global celebration of Quality during the Quality Week from 10th to 14th November 2025.

Staff Participation

This year's World Quality Week was celebrated with excitement across the organization, under the theme "Quality: Think Differently." The theme encouraged staff to challenge traditional approaches, embrace innovative thinking, and explore new ways to enhance quality in everyday operations. The highlight of the celebration was the Quality Day Puzzle Competition, which required participants to apply creativity, analysis, and innovation to solve problems. This competition, which was a crossword puzzle, required participants to use clues provided to answer questions to fill in gaps in a black and white grid table either horizontally or vertically.



What is Quality Week to you?

“Every challenge serves as a seed for growth, nurture it with intention and guide it with purpose.”