



**WORLD  
QUALITY  
WEEK**

**06-10 NOVEMBER 2023**

**“This theme for  
this year, Quality:  
realizing your  
competitive  
potential.”**



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1. Zambia continues to actively participate in laboratory research.
2. QA processes in Ghana.
3. East Africa gives some key messages on accredited laboratories.
4. Client expectations can change in Botswana.
5. Eswatini outstanding service as they exceed their clients needs and wants.
6. Mozambique speaks out on quality assurance guidelines.
7. Nigeria talks about quality on-air.
8. Zimbabwe, in the spotlight.
9. ICL speaks about their large network.

# WORLD QUALITY WEEK 2023

## Key Points addressed:

01

Understanding the needs and expectations of interested parties our customers

02

Uniquely differentiate your products and services from competitors

03

Maintaining a competitive advantage through our services

04

Delivering high Quality products & services consistently

05

Embrace Innovation - Continuously Improve processes

06

Performance Evaluation ( Customer feedback, Internal Audits , External Audits and MRM)

07

Global recognition ( ISO 15189 Accreditation & ISO 9001 Certification)- 100% commitment to Quality



**CLA – Kelebogile Vilakazi - Group QA Manager**



**Our team aptly operates to uphold the 5 factors listed below that are cardinal to realizing our complete potential in the laboratory business.**



01

## Understanding our customers

Through our business development and client services teams, we reached out to our customers' to ask their opinions on our services and we have used this information to redefine our activities with a focus on their needs and expectations. Our quality management system has formulated tools that enables our client services department to meet the goal on daily basis like the electronic customer surveys platform, focus groups which includes awareness campaigns, and statistical analysis.



02

## Quality is our culture

Lancet Laboratories Zambia is renowned for its quality laboratory services, with well-trained staff continuously undergoing regular training within the CLA group to ensure high-quality performance.



03

## Maintaining a competitive advantage through our services

Our quality system adheres to SOP's and is monitored by quality managers and CLA's Johannesburg-based group. Results are reviewed by highly qualified pathologists, providing support for pathology diagnosis to clients. Our results are not just released based on acceptable IQC & EQA standards; rather, we have a very good number of highly qualified pathologists who review results before they are released and offer to our client doctors support pathology diagnosis based on reports.



04

## Improving our processes continuously

We are undergoing validation of our new laboratory equipment and over 10 tests previously conducted at Lancet in Richmond to ensure continuous service value.



05

## Innovation

We actively participate in laboratory research and test samples for clients, valuing quality as a key factor in our competitiveness. We strive to understand our customers, develop a quality culture, improve processes, and embrace innovation to stay ahead of the competition and deliver value to our clients.

At MDS-LANCET, Management has made Quality a way of life in all our work processes, encouraging staff to conform to improve our service delivery.



01



## Understanding our customers

Our customers are categorised into two main streams- External and Internal. To satisfy the needs of our clients and exceed their expectations leading to customer retention, management instituted mechanisms (survey calls & Client maintenance) to constantly engage our corporate, walk-in, and social media clients' to understand their needs and concerns for swift and effective redress. The feedback is used to enhance the quality service delivery for continuous improvement in the system.

02



## Developing a culture of quality

Departments such as the Quality Assurance/Health and Safety, Human Resources, Clients Services and distribute awareness tips and information as part of awareness creation to stakeholders; a means of creating a quality culture.

03



## Maintaining a competitive advantage through our services

MDS-Lancet is the leading private medical laboratory in Ghana and accredited with ISO 15189 2012. Due to its accredited status, activities are conducted to fulfil requirements of the standard of accreditation, statutory laws of Ghana, CLA policies and procedures and In-country policies and procedures all to meet the needs and expectations of our customers. The implementation of these requirements is done through a rigorous Quality Management System maintained by the Quality Assurance Department with huge support from Management and other Support Departments.

04



## Improving our processes continuously

With our quest to continuously improve on our activities, incidents identified or received in the form of non-conformances and complaints are investigated to determine the root cause, corrective and preventive actions implemented. Suggestions received from staff during meetings are evaluated and feedback given to the staff for implementation or otherwise. Audits are also conducted either through planned audits or spot audits to identify gaps in the Quality Management System and measures put in place for improvement. Trainings are also given to staff of different categories based on training needs identified for improved services.

05



## Embracing Innovation

With the introduction of CLA systems such as Logis Online app, MDS -Lancet Laboratories have been able to deploy other benefits of the software which originally was for sample tracking to also ship samples from our collection depots by engaging the Operations Manager, Pre-Analytical, I.T and QA departments in Ghana and the Group CLA-Operations Manager. An audit trail which originally was not a feature has been added through the exploration process of embracing new technology. This has also reduced the use of paper hence, improved efficiency in work and created cost effectiveness.

Living a quality life enable us to realize our competitive potential and seek to continuously improve what we do.

06-10 NOVEMBER 2023

"This theme for this year, Quality: realizing your competitive potential."



## Understanding our customers



01



Positioning & messaging

Accredited ISO 15189:2012 Laboratories across East Africa Region. Our main laboratories in country and majority of our branches are ISO 15189:2012 Accredited as a stand alone.

Quality control is to ensure the patient result's being sent out are always accurate and repeatable, This means that that the test results are precise

1. Reliable & accurate results
2. Internal & external quality control participation
3. ISO 15189- accredited laboratories
4. CAPA management protocol
5. Good turnaround for test .

what is the purpose of quality control?



Our customer needs depend on

1. Reliable & accurate results
2. Internal & external quality control participation
3. ISO 15189- accredited laboratories
4. CAPA management protocol
5. Good turnaround for test .



Background



Product



Quality



Target Audience

Medical Practitioners & Institute  
Corporate Clients  
CLA Staff

East Africa QA Manager : Haji Hajimara



# Positioning & messaging

## Differentiating message

"This theme for this year, Quality: realizing your competitive potential."



### Key Message #1

The main laboratories [SANAS & SADCAS Accredited] and branches [KENAS Accredited] across the East Africa region and in different major cities are ISO 15189:2012 Accredited, thus receiving reliable and accurate results is guaranteed.



### Key Message #2

Wide range of tests accredited are available in each laboratory scheduled of accreditation. The schedule of accreditation can be observed from the external bodies' website



### Key Message #3

With results from our accredited laboratories delivers correct diagnosis to the patient hence doctors' satisfaction in patient management health condition. Saving cost to patient of re-testing in case referred to referral or another hospital due to difficulties in case management from the primary health facility.





## Accreditation Status

# Quality Culture in East Africa

In adherence and commitment to our CLA Policy in compliance and maintenance of the ISO 15189:2012 international standards. Cerba Lancet Africa Laboratories in East Africa has 23 independent laboratories accredited for ISO 15189 across East Africa region.

The main accreditation bodies are SANAS, SADCAS and KENAS which are recognized internationally and by ILAC. In Kenya 14 laboratories are accredited, Uganda 5 laboratories are accredited, Tanzania 3 laboratories are accredited, and Rwanda 1 laboratory is accredited.

Accreditation is recognition that a facility can produce “accurate results” within acceptable limits on a consistent and sustainable basis OR Produce “competent results” within acceptable limits on a consistent and sustainable.

Quality control is a process by which entities review the quality of all factors involved in production.

Quality is the standard of something as measured against other things of a similar kind: the degree of excellence of something.





# KEY BENEFITS

- 1.Improved on international recognition, test results are accepted everywhere in the world
- 2.Verifies the robust quality system for the laboratory for all tests which are performed.
- 3.Reduces the risk of getting in correct results/or diagnosis.
- 4.Eliminates double testing and saves time
- 5.Enhances public confidence in the test results which are produces from the accredited facilities
- 6.Improvement in the healthcare system

## 3 key benefits listed in order of priority

1

Support #1  
Performance of internal  
and External Quality  
Controls.

2

Support #2  
Detailed Tests final  
report.

3

Support #3  
Facility accreditation  
certificate and schedule  
of accreditation.



## Continuous Improvement

Performing root cause analysis, implementing corrective actions and instituting preventive actions

1

Monitoring quality  
indicators.

2

Identification and  
control of non-  
conformances.

3

Risk Management and  
opportunities for  
improvement.



## Embracing Innovation

1

CLAXON system use for  
internal audit purposes  
and its management

2

Microsoft online survey  
for customer and health  
providers

3

Introduction on nYna  
system will greatly assist  
in QC management

## How is quality a competitive potential?

“The degree to which a product meets the design specifications offering a satisfaction factor that fulfils the expectations of the customer.”



01

### Understanding our customers

- Delivering high-quality products and services efficiently and effectively is critical to stay ahead of the competition.
- Our mandate as an organisation is to meet the needs of our users as is also a requirement of the ISO 15189. So, the first step is understanding the customers' needs and expectations, based on the survey and customer feedback received, the customers are generally happy with the service they are getting with only 2 exceptions, our prices are high and wish to be reduced. They also wish to be informed through SMS when their results are ready.
- The price issue was addressed by the exemption of private companies from paying % VAT and our customers were extended the same gesture. With the SMS, the organisation is in the process of transitioning to a new LIS which we hope will help in-cooperate sending SMS to patients for their results.

### Developing a culture of quality

- Organizations that deliver high-quality products and services have a culture where staff understand what they are doing and why they are doing it. When staff know what they are doing and what impact it has on the customer they do it with an open heart. In our profession, they do it knowing that our product means a client's life.
- Creating this culture of quality requires ongoing training, education and development, availability of resources, empowering staff and regularly review the processes and competency.

02



03



### Maintaining a competitive advantage through our services

- Empowering staff entails providing adequate training, providing the resources needed to do their work and exceed expected performance. Creating an environment where they are free to air their suggestions without being shot down and given opportunities to implement improvement processes and receiving the credit for their work.

“ Quality can be attained through laboratory leadership.”

Quality then becomes a critical factor in achieving a competitive advantage in any industry, because customers always expect high-quality products and services that meet their needs and exceed their expectations

04



## Improving our processes continuously

Continually improving the services and products will help maintain your competitive advantage because you will be a step ahead. Therefore, employees must be empowered to identify and solve problems, to suggest and implement process improvements.

## Embracing Innovation: Cost Saving

Being quality conscience helps one do it right the first time, when quality is incorporated from the word go, it helps save the company unnecessary costs of troubleshooting, reactive actions, complaints and even lawsuits. It helps with customer retention because the happy customers will help bring more business by returning and referring others. They develop trust in the services and products of the organisation.

05



“ A distinctive attribute or characteristic possessed by someone or something.”

The commitment to improving the quality, enhancing the customer experience, and by setting policies in place.



**Bostwana QA Manager : Ananyang Makuku**



01

## Understanding our customers

- Primary step in realizing your competitive potential is fully understanding clients' needs by collecting and assessing data on customer feedback, complaints and compliments. We at Lancet Laboratories Eswatini make use of customer surveys and Healthcare stakeholders visits to gain better understanding of our product expectations and service needs. Customer feedback maintained and monitored monthly via surveys, complaints, and compliments. The General Manager frequently visit doctors, all complaints are logged and resolved.



02

## Developing a culture of quality

Next step is maintaining a quality culture, Staff trained and understands the importance of quality in our laboratory. Management and staff are committed to meeting and exceeding customer and stakeholder's expectations and also devoted to deliver high-quality results and services continuously.



03

## Maintaining a competitive advantage through our services

To be on competitive market advantage, Management at Lancet Laboratories Eswatini monitors and measure the performance and effectiveness of the quality management system by looking at Turnaround time (service delivery time), assessment of customer feedback and other quality objectives tools. Management reviews are held once a year to review effectiveness of the quality management system implemented, assessing opportunities for continuous improvement and need for changes, while keeping abreast with up-to-date laboratory systems.



04

## Improving our processes continuously

To maintain competitive potential, Continuous improvement is necessary in all departments in the laboratory. Quality indicators and objectives are in place in our Laboratory, constantly reviewed on current achievements and targets not achieved actioned. Furthermore, Lancet Laboratories Eswatini is committed to 100% accreditation for all tests performed. Currently main laboratory Mbabane is accredited and 1 more lab has been put forth for accreditation in 2024.



05

## Embracing Innovation

Lastly, Innovation is a requirement in competitive advantage. Currently, Lancet Laboratories Eswatini is on a mission to minimize paper usage, Customer surveys now performed electronically, results available on MobileApp installed for some Eswatini doctors.

**Eswatini QA Manager : Shirley Shabangu**

Quality Assurance, QA, includes all aspects of laboratory activities that affects the results produced, from the choice of methods, to the education of personnel, to the handling of specimens and reporting results.



# 1 Customer focus

Quality system begins & ends with the patient



## Quality Assurance vs Quality Control



### What is Quality Assurance?

An overall management plan to guarantee the integrity of data. (The "system")



### What is Quality Control?

A series of analytical measurements used to assess the quality of the analytical data (The "tools")

•The real purpose of QA activities is to determine how correct or incorrect the results emanating from the lab are, and to allow those managing the lab to determine whether or not the lab is fulfilling its functions satisfactorily.



## Competitive Key Elements

1. Maintenance of the analyzer
2. Mitigating Analyzer Breakdown
3. Calibrate your Instrument
4. Monitor Turn Around Time (TAT)
5. Proper Waste Management
6. Record retention



## 1. Maintenance of the analyzer

- Follow the manufacturer's manual
- Perform maintenance regularly
- Daily
- Weekly
- Biweekly
- Monthly
- Annually
- Maintain record of maintenance



## 2. Breakdown of analyzer

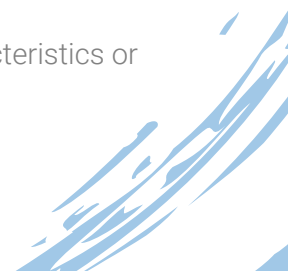
- Try to correct at operator level if possible or
- Call the service engineer for help
- Maintain a record of any breakdown observed
- Nature
- Time
- Error detected
- Corrective action
- QC checked
- Service report



## 3. When to calibrate?

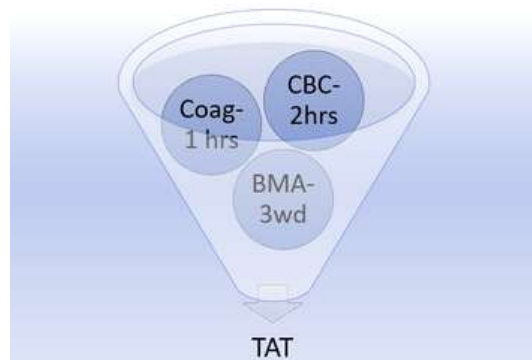
You should calibrate your instrument:

1. At installation.
2. When there is change of lot number
3. After the replacement of any component that involves dilution characteristics or the primary measurements (such as the apertures).
4. When advised to do so by your service representative.



## 4 Turn Around Time (TAT)




The laboratory takes responsibility for reporting the results within the specified turn around time.



The requester i.e. the clinician is notified in case of delay in examination only in such cases where the delay can compromise patients care.

Quality Indicator – “TAT shall be monitored on periodic basis for continual improvement”

## 5 Waste Management

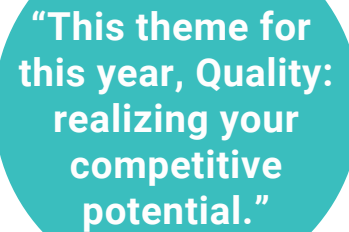
Color Coding	Type of Container	Waste Category
	Yellow /RED Plastic Bag	Waste from laboratory contaminated with blood and body fluids including cotton, gloves, and other contaminated material
	Yellow Puncture proof container	<b>Waste sharps</b> Needles, syringes, glass; etc. that may cause puncture and cuts.
	Black Plastic bag	Paper, stationeries and non-contaminated wastes

## 6 Record retention

- Reason for retention: prompt retrieval of the information
- Retention time: the length of time that reported data are retained may vary as long as medically relevant.


An error which varies in an unpredictable manner, in magnitude and sign, when a large number of measurements of the same quantity are made under effectively identical conditions.

“ The degree of excellence is something.”



“This theme for this year, Quality: realizing your competitive potential.”

## What is Quality?



In Clina-Lancet, World Quality Day is a unique opportunity to rekindle our commitment to improving our quality management system with the aim of enhancing customer satisfaction and experience, by setting and achieving specific objectives arising from the monitoring and assessment of our policies, processes, procedures, and resources in line with evidence-based best practices and prevailing market forces.

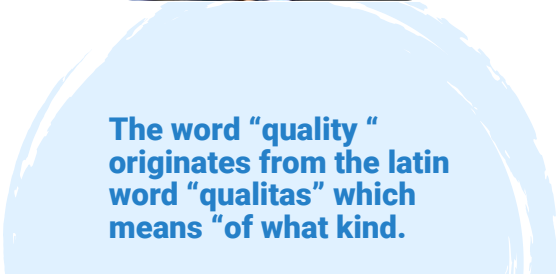
The theme for this year” Quality: realizing your competitive potential” heralds a new era in the laboratory medicine industry.



Clina-Lancet Laboratory Nigeria has the competitive potential of becoming the preferred destination and diagnostic hub for molecular pathology and laboratory quality management in West and Central Africa. As part of WQW 2023, CLA-Nigeria QA lined up a three-day program of activities to engage colleagues, stakeholders and the public at different fora and platforms.

Dr Fred John Obiajulu (Medical Director) and Dr Jean Njab (Quality Assurance Manager) extensively showcased the impact of quality in healthcare, the challenges and opportunities for improvement in Nigeria.

World Quality Day (WQD) is observed all over the world, primarily by quality professionals in the corporate industry, to emphasize the critical importance of quality at work, in life and improve organizations’ standards and visibility.



The word “quality” originates from the Latin word “qualitas” which means “of what kind.”



On day 1 (Wednesday 08/11/2023), we had a quality walk in our immediate environment, raising awareness, creating visibility and demand for wellness checks. The photo here shows the team celebrating the success of the walk.



On the same day, we went on air (radio show) to highlight the importance of quality in laboratory medicine and the role that Cerbalancetafrica plays as a pacesetter, trailblazer and pathfinder in Nigeria in particular and Africa in general.

On day 2 (Thursday, November 9, 2023), Dr Jean Njab made a presentation on this year's World Quality Day. This presentation was followed by a panel discussion, proffering solutions to our current challenges in terms of TAT.

**Dr Fred John Obiajulu (Medical Director) and Dr Jean Njab (Quality Assurance Manager) extensively showcased the impact of quality in healthcare, the challenges and opportunities for improvement in Nigeria.**



## Evolution of Quality Concepts

**Happy Quality Week**

**Nigeria QA Manager : Dr Jean Njab**

## INTERNATIONAL CLINICAL LABORATORIES, (ICL), IS A VITAL HEALTHCARE PROVIDER THAT HELPS DOCTORS DIAGNOSE AND TREAT PATIENTS

Developing a culture of quality is by partnering with quality laboratory services

International Clinical Laboratories (ICL) Ethiopia is the leading reference laboratory for clinical and anatomic pathology in the country. With unparalleled experience and reputation, ICL provides uniform quality laboratory services in 8 regions and 12 cities, partnering with more than 50 government hospitals since 2004. In September 2022,

ICL joined Cerba Lancet Africa, the largest provider of medical laboratory and pathology services in Africa, to offer the highest quality laboratory services to patients and healthcare professionals across the continent.



### ICL PROVIDES UNIFORM QUALITY LABORATORY SERVICES IN 8 REGIONS AND 12 CITIES

International Clinical Laboratories (ICL) is a vital healthcare provider that helps doctors diagnose and treat patients. To provide excellent customer service, ICL groups its customers into three categories: healthcare providers, patients, and administrative personnel.

Each group with unique needs and expectations, ICL addresses through streamlining processes, training staff, ensuring clear communication, integrating technology, and complying with regulatory standards.



## Understanding our customers allows us to gather valuable information

To assess the needs and expectations of physicians and health care providers, ICL's Client representatives' officers and sales representatives continuously engage with Physicians to address concerns, evaluate needs, take suggestions, and complaints.



Furthermore, our team members directly engage with physicians to conduct need assessment surveys on different platforms, such as scientific conferences, morning seminars, health exhibitions, etc., to gather valuable information that allows for the development of new tests, capacity building, service improvement, and ascertaining ICL's competitive advantages.

Moreover, ICL conducts focused customer surveys and statistical analysis in order to understand customer needs and expectations.

## Maintaining a competitive advantage through our services



### Improving our processes continuously.

This information helps ICL develop new solutions and services, such as its new client portal, which will revolutionize the way test requests are made and results are delivered.



## Embracing Innovation

ICL is a reputable private diagnostic laboratory that offers a comprehensive range of laboratory testing services, including microbiology, chemistry, hematology, molecular biology, and pathology. ICL has a track record of providing accurate and timely test results to its clients through highly qualified and experienced staff and the use of the latest technology and equipment.



## Embracing Innovation

To safeguard the community, ICL implemented a waste management and treatment system to treat infectious laboratory wastes.

# Quality Week 2023

*Realising Your Competitive Potential means to stand tall and victorious in Zimbabwe*

**Lancet Laboratories Zimbabwe**

During the COVID-19 pandemic 130 medical laboratories mushroomed in Zimbabwe.

In order to compete with the multitudes of medical laboratories in the country, Quality Management Systems were used as vital tools to compete in an ethical manner. In this way, Lancet Clinical Laboratories realised its potential to regain its place as the market leader in pathology services in Zimbabwe, producing quality results and service.

Join the Zimbabwe quality journey on how Lancet Clinical Labs had to rise up like this Victoria Falls sunrise after the COVID-19 pandemic to shine brightly as the leading medical laboratory in Zimbabwe.

The lab had to avoid disappearing into the horizon like a Great Zimbabwe sunset, near Masvingo. It required great effort, team-work and clear quality objectives to succeed. The team were guided on its journey by the standard ISO15189:2012.



**Zimbabwe QA Manager : Ilona Howard**

The laboratory used Quality tools to fight off competition like these sparring Hwange Game Reserve elephants.



SADCAS ISO15189:2012 accreditation at Blakiston Street holds Lancet Clinical Laboratories apart from other Pathology Labs in the country. Internal and SADCAS audits resulted in system improvements, making the lab more competitive. The lab realised its objective to expand the Histology/Cytology laboratory at Blakiston Street to increase testing capacity. In order to do this a new Stores and Administration building was constructed at 25 Fife Avenue.



Marketing had virtual contact with clients during COVID. Now the marketing team was able to supplement virtual contact with meeting clients in person and to plan social awareness and social corporate responsibility (CSR) events.

Lancet Clinical Laboratories cannot be complacent. The quality journey and the quest to realise competitive potential is continuous and never ending. The objective is for Lancet Clinical Laboratories to always stand victorious in Zimbabwe like this climber at the pinnacle of Worlds View in the Nyanga Mountains.



**Mutare Kwekwe**



**Bvumba**

Bulawayo staff dressed in pink during breast cancer week. Informative lab pamphlets were distributed on cancer and pink ribbons were handed out. .



Social Awareness campaigns like this were posted on the lab website and social media platforms, raising awareness of cancer testing at Lancet Clinical Laboratories Zimbabwe



Events were successfully rolled out, some at the 13 towns and cities in Zimbabwe where the lab has its footprint. Staff wore Lancet Prostate Cancer T-shirts and blue bows to support Prostate cancer day. Clients were made aware of prostate cancer testing available at Lancet Clinical Laboratories Zimbabwe.



Prize giving at a major golf competition at the Men offered PSA tests during this Lancet Lab golf event.

Self-assessment of service to clients and building bridges with clients became an urgent priority. To be competitive it was no time for the company to drift along like this Zambezi River tourist boat. Objectives on lab expansion and improvements were discussed and planned.



Maximum exposure at medical congresses, meetings, sporting events; on social media, radio and television and personal visits to clients were now possible as COVID restrictions were removed. Marketing compiled client complaint trends and client feedback. These were discussed at meetings and training was given where required, so providing quality service to clients. The local testing scope was increased, reducing turn-around times for these tests.

Doctors and nurses were made aware of the lab's scope of testing and quality service at congresses by the Marketing staff. Kariba-Surgeons' congress Nyanga-O&G Congress

Innovative ideas were generated. Front facing staff thought of a fun way of building bridges and communicating with clients as "laughter is the best medicine". Staff dressed up in their old school uniforms. Harare Blakiston Street front facing staff.



Training in person or on Teams at all levels allowed the staff to reach their potential. They understood the importance of quality and implementing quality tools in all processes. Gweru and Bulawayo Staff training also Harare