

# Healthcare & Hospital Management

22<sup>nd</sup> International Conference & Expo on

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# Nutrition, Fitness and Health Management

September 19-20, 2018 | Vancouver, Canada

## The impact of creativity and innovation trends on the implementation of TQM in healthcare sector in Jordan

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This study tries to investigate the relationship of creativity and innovation among health care managers and the implementation of TQM thought, in particularly the most implemented TQM initiatives efforts, the level of understanding and knowledge of TQM, and the critical success factors of TQM implementation. In this study, the population is the healthcare managers in the Jordanian hospitals and the sample consists of 292 respondents from six Ministry of Health hospitals, representing the three different territories of the country (north, middle, and south). Data were collected through a self-administered questionnaire, distributed among all employees in the above-mentioned hospitals who are holding a managerial position. The study findings suggested that the creativity and innovation has a strong impact on the TQM initiatives efforts in all the hospitals from the perspective of healthcare managers. In terms of the study assessment for the effect of the creativity and innovation on the level of understanding and knowledge of TQM, it is implicit by the respondents' pattern of creativity and innovation that it has a significant effect on their level of knowledge and understanding of TQM benefits. The survey findings suggest that the pattern of creativity and innovation has a very significant impact on the critical success factors of TQM implementation in the Jordanian healthcare sector. More importantly, the pioneer comparison between different patterns of creativity and innovation for healthcare managers revealed that TQM initiatives, there was a difference between the healthcare managers' patterns of creativity and innovation in all surveyed TQM initiative efforts. Based on their patterns of creativity and innovation, healthcare managers have agreed on all of the surveyed factors to be critical for success such as the organizational structure adjustment supports the success of TQM implementation, leadership and support from top management, and conducting continuous improvement.

### Biography

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