

## QUALITY DEFINITION

MUSC Medical Center formally adopts the Institute of Medicine's definition of quality which is " the degree to which health services for individuals and populations increase the likelihood of desired health outcomes and are consistent with current professional knowledge". (Committee on Quality of Health Care in America *Crossing the Quality Chasm*, Washington, DC, National Academy Press, 1999, p. 232)

However, the translation of the intent of this formal definition is described in the following phrase which serves as a branding tool for quality, safety and performance improvement.

"Do the right thing the right way".

Technically competent care, grounded in a context of good communication and shared decision-making in a culturally sensitive model characterizes the quality and safety of the patient care culture at MUSC Medical Center.