

Excellence Exchange Corner

Q: My organization is considering applying for “Baldrige.” What is this?

A: Signed into public law by President Ronald Reagan in 1987, the Malcolm Baldrige National Quality Award is the only Presidential award for performance excellence, and the highest level of recognition an organization can receive for performance excellence. Originally designed for business, there are now five industry-specific awards including healthcare. The award has seven key components: leadership; strategic planning; customer and market focus; measurement, analysis, and knowledge management; human resources focus; process management; and lastly, results. Scoring is dominated by the results of the organizational outcomes in all the component areas.



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