**Critical to Quality (CTQ)**

A tool to translate unspecified, vague or undefined goals into specific, measurable, actionable metrics

**WHY**

Quality must be defined for each product or service based on what the customer wants through measurable, critical-to-quality characteristics. Project needs must be refined from general to specific; from hard-to-measure to easier-to-measure; and from personal perspective to measurable proof.

**WHEN**

Initial phases (Define/Measure) of process improvement

**HOW TO**

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| Move across the CTQ Tree from left to right, asking questions with increasing specificity: |
| **Critical to Quality (CTQ) Tree** |
| * ***Needs*** - Begin with the high-level, broad goals, the desired outcomes, what you want to accomplish (e.g., quality, safety, health, efficiency)
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| * ***Drivers*** – Ask, what are the drivers (components responsible for creating or delivering that high-level goal)? (e.g., accurate, reliable, timely lab results)
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| * ***Critical To Quality*** - Ask how the drivers can be placed in quantifiable, measurable terms (e.g., percentage of all viral load laboratory results that are completed within the 7-day target turnaround time)
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**Template:**

* Critical to Quality Tree