Dr Mark Lawrence Zeidel is the Herrman Ludwig Blumgart Professor of Medicine at Harvard Medical School, as well as the Physician-in-Chief and Chairman of the Department of Medicine at the Beth Israel Deaconess Medical Center (BIDMC), Boston, Massachusetts.

He will be speaking at the NUH Grand Rounds on “Quality Improvement: Raising the Bar”.

The talk describes the transition of medicine from a craft-based to a profession-based approach to providing care. Dr Zeidel will go on to review different models of industrial quality improvement, and describe the application of mass customization and Toyota Lean approaches at a leading American academic medical center, Beth Israel Deaconess Medical Center. Aside from improving specific areas of care, the overall effort has created a culture of quality within the medical center, and has begun the training of a new generation of physicians, who have the tools to improve quality wherever they practice.

**Chairperson**
Professor John Wong
Deputy Chief Executive, National University Health System
Dean, NUS Yong Loo Lin School of Medicine

**Time & Date:**
7.30am / Friday, 19 March 2010

**Venue:**
CRC Auditorium, MD11