



BExcellence

"A thinking, fact-based, continuous improvement culture across the franchise"

FEBRUARY 2009 NEWSLETTER

Cordis WW Productivity Improvement Program

One of the most important initiatives for Cordis WW Product Supply in 2009 is the Productivity Improvement Program. The financial success of the Cordis Corporation will depend a lot on the Performance of the Strategy of the Productivity Program that has been aligned across the organization for this year. With a goal of delivering \$143MM in savings a new process has been created to Create, Engage, Execute and Track Productivity Ideas.



By **Angel Garcia**

practices and bench marking in the Medical Devices Market we found our solution in a Company named Instantis.

Instantis is the leading provider of enterprise software for managing top-down initiatives to improve financial performance and achieve

performance excellence. They do this by providing an end-to-end solution

to manage, track, and report on enterprise strategies, processes, proposals, projects, programs, people and benefits.

Instantis Enterprise Track is a secure, 100% web-based application that will allow us to easily and securely generate and share project information at any phase of the project life cycle from ideas to proposals to project execution to metrics and results.



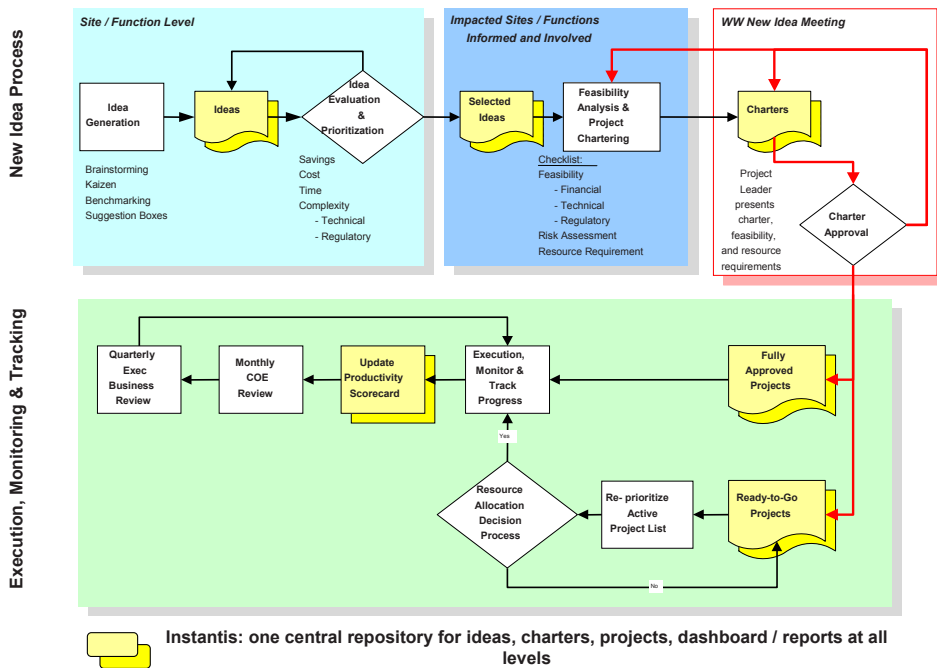
"We found our solution in a company named INSTANTIS."

Our new process for Productivity is divided in two main areas: New Idea Process (NIP) and Execution, Monitor and Tracking Processes. The New Idea Process will be lead by Yuqing Sun and will focus on the idea generation, idea evaluation and prioritization and selection of ideas to be converted into Productivity Projects. With the help of the Instantis Software, we will be able to create a "Job Jar" of ideas to be ready to enter the Productivity Project Pipeline at any time.

The second part of the WW Productivity Process is the Execution, Monitor and Tracking of the Projects in the Pipeline. This part of the process will be lead by Angel Rivera. This new process will help us Execute and Monitor our projects in a more efficient way. We will



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QFD & CTQ - Design Excellence A JOURNEY MORE THAN A DESTINATION

By Peter Krijger

The Design Excellence (Dex) methodology provides an ideal forum to get a project team on the same page. With the help of Marion van Werven-Franssen, Tena Olson, and Don Depalma, our team learned first hand how to apply Dex tools.

Quality Function Deployment (QFD) is a means of systematically deploying customer's requirements into the specifications, functional requirements, design requirements and process variables of a product or process. To determine what is Critical to Quality (CTQ) for our customers, we needed some preparation.

Light bulbs were going off among team members throughout the session. Depalma explained that a good Technical Design Input (TDI) needed to be a functional or performance measurement and not a dimensional measurement. As an example, it is not just the diameter that defines the ability to fit a catheter through a CSI, it is also the material choice and lubricity. These are all captured in the force to push the catheter through the CSI. Yes Don, we get it now. Functional, not dimensional!

The Value of QFD

So, how valuable is it that the QFD is used in a group setting? It provides a forum to discuss how people are interpreting a statement. We could zero in on areas of ambiguity and clarify the wording.

Later we selected our top 4-6 TDIs as being New, Unique or Difficult. It gave the whole team an understanding of why we needed to really track the few, critical project TDIs.

At the end of the day, we had great discussions and came to a consensus on critical design aspects that we have to keep our focus. The QFD and CTQ documents are important in their own right. The lesson that we took to complete the documents was just as valuable.

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be using the Tollgate Methodology to move our projects from Phase to Phase to make sure that we cover all the different aspects of the projects in order to have a successful implementation.

The process shown in the diagram above details the new WW Productivity Process. If you have any questions, please do not hesitate to contact Angel Garcia for more information.

The Quest of Excellence and Productivity

Recognizing Exceptional Leadership and Performance

Productivity improvement has long been a major element in the selection and deployment of Business Excellence projects. The Quest of Excellence Competition and Showcase recognizes exceptional continuous improvement teams and individuals who have provided outstanding value to customers, shareholders, employees and other stakeholders.

This annual event - sponsored by Cordis Global Product Supply, begins at the site level where teams share their successful performance strategies. Local winners are invited to share their project work at the Cordis franchise event.

Cordis is currently accepting nominations. For more information, please contact Terry Idle at tidle@its.jnj.com.