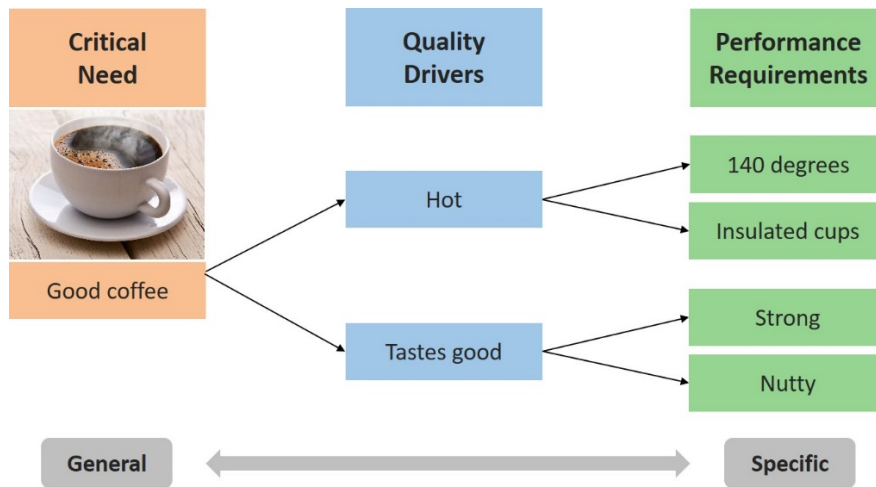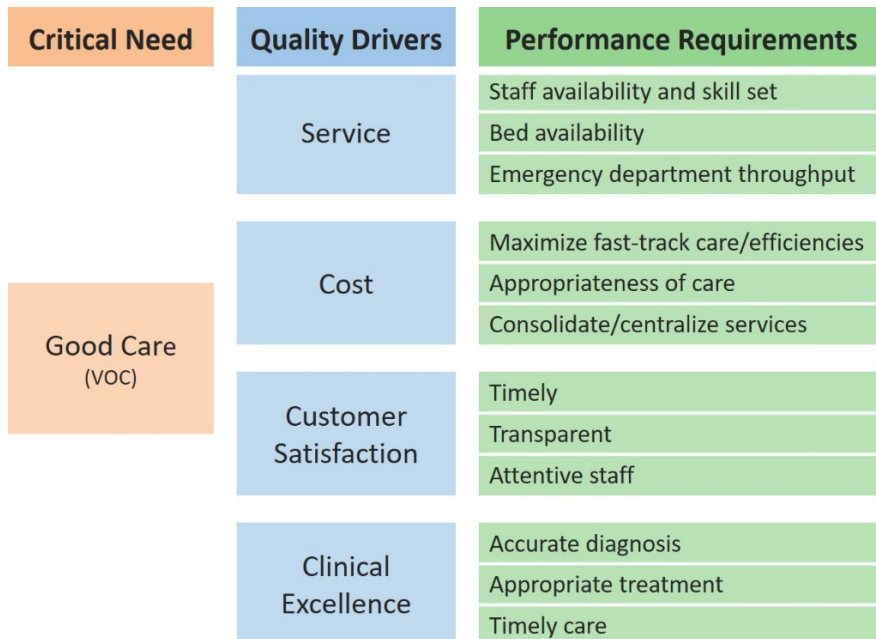# Critical to Quality (CTQ) Tree

A CTQ Tree is a tool used to translate the voice of the customer (VOC) or critical need into measurable requirements.

1. Identify the VOC or critical need.
   It is the overall goal at a very high level.

2. Identify the quality drivers.
   These are the characteristics that are used to further define the critical need.
   The quality drivers become more granular.

3. Identify the performance requirements that are metrics used to evaluate the outcome.
   The requirements are very specific and further define the critical need.

Example 1: Good Coffee

Critical Need	Quality Drivers	Performance Requirements
Good coffee	Hot	140 degrees
		Insulated cups
	Tastes good	Strong
		Nutty

General ⟷ Specific

Example 2: Good Care

Critical Need	Quality Drivers	Performance Requirements
Good Care (VOC)	Service	Staff availability and skill set
		Bed availability
		Emergency department throughput
	Cost	Maximize fast-track care/efficiencies
		Appropriateness of care
		Consolidate/centralize services
	Customer Satisfaction	Timely
		Transparent
		Attentive staff
	Clinical Excellence	Accurate diagnosis
		Appropriate treatment
		Timely care

Critical Need	Quality Drivers	Performance Requirements

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