

## **The Level of Applying Malcolm Baldrige Award Criteria at the (JCIA) Accredited Private Jordanian Hospitals**

The aim of this study is to investigate the application level of the seven Malcolm Baldrige award criteria: leadership, strategic planning, focusing on markets and customers, information analysis, human resources and business results at the JCIA accredited private Jordanian hospitals, and to explore the differences in the application levels of the award standards at those hospitals. The study carried out by a questionnaire distributed to a sample of (71) employees of the middle managerial level at the JCIA accredited Jordanian hospitals. A total of 40 questionnaires were completed and returned 56% (response rate). Following to data analysis and hypothesis testing, the following conclusions were arrived at :

1- No statistical evidence (at  $\alpha = 0.05$ ) was available for the existence of an accepted level of Applying Malcolm Baldrige Award Criteria in the JCIA accredited Jordanian private hospitals. And despite the availability of statistical evidence of the good level of applying the criteria of leadership and business results, but the apparent weakness of the level of applying the criteria of information analysis, human resources, and strategic planning, negatively impacted the level of applying the combined criteria of the award at those hospitals.

2- No significant evidence was available in the examined hospitals for the differences in the level of application of the Award Criteria. And despite the availability of significant evidence for the difference between hospitals examined in applying the criteria of customer focus, information

analysis, and processes, but no significant evidence appeared for the application of the criteria of leadership, strategic planning, human resource and business results.