

Customer Focus Expectations for MDH

To help achieve a quality culture, MDH set agency-wide expectations for customer focus. Customer focus contributes to improving our services to meet customer needs. It is a guiding principle of quality improvement that is imbedded in public health accreditation.

A customer-focused approach is not more work; it is a cultural shift towards better work. MDH is better able to achieve its mission and health equity strategic priorities by fulfilling the customer focus expectations.

The more efficiently and effectively MDH serves its customers, the better it protects, maintains, and improves the health of all Minnesotans.

These customer focus expectations provide a framework for divisions and programs to implement customer-focused efforts.

Expectations for Customer Focus at MDH

- **We know our customers** and understand what is important to them.
- **We engage our customers** by routinely seeking their input into the design of products and services.
- **We regularly evaluate our customers' experiences** and make improvements.
- **We are transparent with and respectful of our customers** by maintaining open communication and feedback loops.
- **We establish customer-focused performance measures.**

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