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## QUOTED. June 29, 2018. Steve Silverman.

by

AdvaMed is finishing up work on a "Quality Culture Playbook" that it says will help push quality as an organization-wide concern within device firms. See what the industry advocacy group's VP of technology and regulatory affairs, Steve Silverman, said about quality culture here.

"Quality culture has to be truly enterprise-wide, from the CEO down to the frontline employee. This commitment to quality culture needs to be understood and shared. It does have to be a shared and practiced principle, and without that continuous top-level support and bottom-level engagement, and side-to-side across the enterprise, achieving quality culture becomes much, much more difficult." –Steve Silverman, VP of technology and regulatory affairs, AdvaMed

- Find out more: [New 'Quality Culture Playbook' Aims To Drive An Organization-Wide Quality Mindset, AdvaMed Says](#)

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