

Figure 4.2b-_: Knowledge Assets

<ul style="list-style-type: none"> • Medical process descriptions
<ul style="list-style-type: none"> • Intranet content
<ul style="list-style-type: none"> • best practices, benchmarking findings
<ul style="list-style-type: none"> • algorithms, formulas, forecasts, projections
<ul style="list-style-type: none"> • languages
<ul style="list-style-type: none"> • audio and video recordings
<ul style="list-style-type: none"> • presentations, workshops, seminars
<ul style="list-style-type: none"> • graphics, diagrams, maps, schematics, organization charts
<ul style="list-style-type: none"> • schedules, calendars
<ul style="list-style-type: none"> • balanced scorecard measures
<ul style="list-style-type: none"> • photographs, drawings, sketches
<ul style="list-style-type: none"> • databases (e.g., patient/customer records) – searchable and non-searchable)
<ul style="list-style-type: none"> • other data and information repositories
<ul style="list-style-type: none"> • training and education materials
<ul style="list-style-type: none"> • intellectual capital, including patients/customers, employees/staff, copyrights, registered designs
<ul style="list-style-type: none"> • image capital – protection/leverage of trademarks, goodwill, reputation
<ul style="list-style-type: none"> • research
<ul style="list-style-type: none"> • annual reports
<ul style="list-style-type: none"> • human memory
<ul style="list-style-type: none"> • knowledge and expertise held by employee/staff members
<ul style="list-style-type: none"> • knowledge embedded in our organizational systems

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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