

CREATING AN AIM STATEMENT

What is an Aim Statement?

A written statement of the accomplishments expected from improvement effort

The aim statement should be easy to remember and include:

- What system will be improved? (what you expect to happen)
- For whom (the sub-population of patients)
- How much? (remember to specify number goals for outcomes)
- By when? (time frame)

They should be Measureable and an Achievable (but not too easy or too hard)
Consider a STRETCH goal; this gives you something to work toward...not business as usual.

EXAMPLE: If your practice has a 40% immunization rate, don't aim for 45% or 100%; you may want to consider 65%. After that is accomplished, then aim for 85%, etc. It is important not to make your goals unattainable.



- Don't try for 100% - it's not always achievable.
- Be flexible and prepared to refocus
- Gather baseline data to help you set your goal
- Consider what similar practices are doing.
- Some is not a number, soon is not a time

EXAMPLE:

Increase the percentage of flu vaccinations given to asthmatic patients at QTIP Pediatrics to 85% by the end of flu season in March 2016.

This aim statement can be broken down:

- ✓ SYSTEM to be improved" percentage of flu vaccination
- ✓ SPECIFIC POPULATION: asthmatics
- ✓ MEASURABLE: 85%
- ✓ TIME: by the end of flu season in March 2016.

MEASUREMENT

"You can't manage what you don't measure"

Why is measurement important?

- Measures are used to guide improvement and test changes. It is important to integrate measurement into daily routine and plot data for the measures over time and annotate graph with changes
- A balanced set of measures helps assure that the **system** is improved and not just one part of the system

Three types of measurement

1. Outcome Measures: "voice of the customer". How is the system performing? What is the result? (this is related to the AIM statement)
2. Process Measures- "workings of the system". Are the parts/steps in the system performing as planned? (this tells us about changes in the system)
3. Balancing Measures- Looking at a system from different directions. What happened to the system as we improved the outcomes/process (e.g. unanticipated consequences, or other factors influencing outcome)? This is used to show if you are improving one part of the system at the detriment or at the expense of another part of the system.



- Data for measurement should be easy to collect when at all possible
- Use graphics to show change over time (i.e. run charts)