

**SMARTIE AIMS**

An effective Aim Statement contains specific characteristics, which will naturally provide a clear intention for the project.

**MODEL FOR IMPROVEMENT**

**FUNDAMENTALS**

* **S**pecific – Use explicit language which succinctly details the intended outcome of your change initiative
* **M**easurable – Quantitatively define what success will look like, using baseline data and stating the intended outcome, which will facilitate progress tracking
* **~~A~~**~~chievable/~~**A**mbitious – Consider how good you want to be; are you meeting a threshold (just hitting a target) OR are you stretching beyond (setting a new bar)?
* **R**elevant – Should explain who or what the project will impact (e.g., population of people) and provides rationale of why this is important
* **T**ime-bound – Establishes a date by which you want to accomplish this change (remember soon is not a time!)
* **I**nclusive – Brings impacted people into processes and activities in a way that shares power
* **E**quitable – Seeks to address inequity



**TEMPLATE: AIM STATEMENT**

|  |  |
| --- | --- |
| **We** |  |
| *Organization name* |  |
| **Will improve** |  |
| *High level broad focus area: operational efficiency, patient experience, etc. (****Specific)*** | |
| **By** |  |
| *Reducing/decreasing or raising/increasing project focus: diabetes management, breast cancer screening, etc. (****Relevant****)* | |
| **For** |  |
| *Patient population (****Inclusive****;* ***Equitable****)* | |
| **From** | **to** |
| *Baseline* | *Target goal (****Measurable****;* ***Ambitious****)* |
| **By when** |  |
| *Target date – specific exact date (****Time-Bound****)* | |