



Developing an AIM Statement

Based on the IHI Breakthrough Series collaborative, the nursing home collaborative will follow a trial-and-learn approach to quality improvement, which combines three important questions with small cycles of change:

1. What are we trying to accomplish?
2. How will we know that a change is an improvement?
3. What changes can we make that will result in an improvement?

Question 1 is answered in an aim statement, the overarching goal of your facility's collaborative.

S - **Specific**
M - **Measurable**
A - **Achievable**
R - **Realistic**
T - **Time based**

Your aim statement should be short enough for everyone to easily remember and should be SMART.

Aim statement example: "During the next two months, increase the number of care plans that provide for medication on a regular schedule from 50 to 75 percent."

Tips to Create a Successful Aim Statement

1. Align aim statement with your organization's strategic goals.
2. Involve senior leaders. Senior leaders must align the aim with the strategic goals of the facility, provide personnel necessary for support and offer resources from information systems, finance and reimbursement, nursing, etc.
3. Base your aim on data or facility needs. Examine data within your facility, and focus on issues that matter at your facility.
4. State the aim clearly and use numerical goals. Teams make better progress when they have a clear, specific aim.

Setting numerical targets clarifies the aim, helps create tension for change, and directs measurement.

Goal Setting Worksheet



Directions: Goal setting is important for any measurement related to performance improvement. This worksheet is intended to help QAPI teams establish appropriate goals for individual measures and also for performance improvement projects. Goals should be clearly stated and describe what the organization or team intends to accomplish. Use this worksheet to establish a goal by following the SMART formula outlined below. Note that setting a goal does **not** involve describing what steps will be taken to achieve the goal.

Describe the business problem to be solved:

Use the SMART formula to develop a goal:

SPECIFIC

Describe the goal in terms of 3 'W' questions:

What do we want to accomplish?

Who will be involved/affected?

Where will it take place?

MEASURABLE

Describe how you will know if the goal is reached:

What is the measure you will use?

What is the current data figure (i.e., count, percent, rate) for that measure?

What do you want to increase/decrease that number to?

Use the QAPI-at-a-Glance “[Goal Setting Worksheet](#)”, which incorporates SMART, to help create your aim statement.

Note: Use of QAPI tools is not mandated by CMS for regulatory compliance nor does completion ensure regulatory compliance. Nursing homes are encouraged to adapt these tools to meet the facility’s needs.



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