

## Practice Aim

Every QI initiative needs a clearly defined aim. The aim should always answer the question, “What are we trying to accomplish?” It should also be:

- **Clear** – To create a clear plan, you need a clear aim.
- **Time-specific**- Set a goal date for when you want to accomplish your aims.
- **Stretchable**- To justify the investment in people’s time to participate, establish a goal that is more than a very small incremental change ( e.g. moving from below average to average , or changing by 10% ) as this does not represent a real breakthrough in quality. If you are able to find examples of what the leaders in the field are doing, then this will help in setting a stretchable goal. If there are no clear examples of leading practices, then aim to decrease sub optimal care or undesirable wait times by half as a first step.
- **Providing real value**- Ensure that your aim has real value to your patients and clients.

The **Aim Statement** should be worded so that it is specific and measurable so that there is a clear focus and pace and something of value to the patient.

### EXAMPLES:

#### Poor aim statement-

“We will create a truly interdisciplinary team to provide specialized patient –centered care for those with chronic conditions.”

#### Good aim statements-

“We will improve management of patients living with diabetes here at XXXX Clinic. By May of next year, we will aim to increase the percentage of patients meeting their targets for A1C and blood pressure from 35% to 75%.”

“We will offer 80% of patients same day access to their primary care physicians within nine months.”

# Step by Step Guide for writing your AIM

1. What will improve? \_\_\_\_\_

---

---

---

---

2. When will it improve? \_\_\_\_\_

---

---

---

---

3. How much will it improve? \_\_\_\_\_

---

---

---

4. For whom will it improve? \_\_\_\_\_

---

---

---

