AIM STATEMENT WORKSHEET: EXAMPLE

An aim statement is a clear, explicit summary of what your team hopes to achieve over a specific amount of time including how much change you will achieve. Every practice-change initiative should have an aim statement. The following is a tool for developing an aim statement for an immunization-focused practice-change effort using practice data.

**STEP 1  CHOOSE WHAT YOU WANT TO IMPROVE**
Your aim statement should focus on improving a specific outcome related to the recommended immunization schedule. Below are some suggested measurable outcomes you might choose.
- Childhood immunizations up-to-date by age 2
- Adolescent immunizations up-to-date by age 13
- Influenza immunization of children age 6 months and older
  □ Other: ____________________________

**STEP 2  IDENTIFY TARGET POPULATION**
For the outcome you choose, identify a target population (e.g., children age 9-35 months; all patients under age 19, etc.)

**STEP 3  IDENTIFY DATA SOURCE**
Select a single data source from which you will measure progress on the intended outcome over time.

**STEP 4  IDENTIFY BASELINE DATA**
Using the data source selected in step 3, identify your practice’s current rates for the outcome.

**STEP 5  IDENTIFY HOW MUCH YOU WANT TO IMPROVE**
Considering your current baseline measure, how much do you want to improve the outcome you identified for your target population?

**STEP 6  IDENTIFY YOUR DEADLINE**
By when do you want to achieve this goal?

---

**EXAMPLE**

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Target Population</th>
<th>Data Source</th>
<th>Baseline</th>
<th>Goal</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriate immunization of patients ages 6 months through 18 years with influenza vaccine</td>
<td>Children on our active patient panel age 6 months through age 18</td>
<td>□ Registry/IIS  ☑ EMR system  □ Other: * Choose only one data source</td>
<td>30% of children we consider to be on our active patient panel age 6 months through 18 years received appropriate influenza immunization from September 1, 2018 through June 30, 2019</td>
<td>Increase immunization rate by 20% of baseline (to at least 36%)</td>
<td>June 30, 2020 - this is when 2019-2020 influenza vaccine expires</td>
</tr>
</tbody>
</table>

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Immunization Rate Assessment Practice-change Tools: Aim Statement Worksheet: Example
AIM STATEMENT WORKSHEET: EXAMPLE

STEP 7  DRAFT YOUR AIM STATEMENT

By (date identified in Step 6), our practice will improve (outcome measure identified in Step 1) for (population identified in Step 2) by (goal identified in Step 5) as measured by (data source identified in Step 3).

EXAMPLE AIM STATEMENT

By June 30, 2020, our practice will improve influenza immunization rates for children we consider active on our patient panel age 6 months through age 18 by 20% of baseline as measured by influenza immunization reports from our EMR system.

STEP 8  APPROVE YOUR AIM STATEMENT

A great aim statement is a SMART-ACT, meaning it is Specific, Measurable, Achievable, Realistic and Time-bound, in Alignment, under your Control, and including the whole Team.

Use this checklist to be sure your aim statement meets that criteria.

- SMART: Our aim is Specific, Measurable, Achievable, Realistic and Time-bound
- Alignment: Our aim is aligned with our organization’s mission and goals
- Control: This is something we have control over
- Team: We have who we need involved in order to be successful

Below are examples of strong and weak aim statements

<table>
<thead>
<tr>
<th>WEAK Aim Statement</th>
<th>STRONG Aim Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>More children will get influenza vaccines.</td>
<td>By June, 2020, ABC Health Center will improve the percentage of children 8 and under who receive influenza vaccines by 25% as measured by the IIS.</td>
</tr>
<tr>
<td>We will increase the number of Meningococcal catch-up vaccines.</td>
<td>XYZ Health will increase the percentage of 11-12 year old patients who receive catch-up Meningococcal vaccines from 20% to 60% in all of its health centers by December, 2020.</td>
</tr>
</tbody>
</table>

BEST PRACTICE: Reconcile your data between your EMR and the Registry/IIS to make sure your patients’ immunization status is up-to-date in all data sources!
AIM STATEMENT BLANK WORKSHEET

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The following is a tool for developing an aim statement for an immunization-focused practice-change effort using practice data.

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☐ Other: ___________________________________________

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**STEP 6  IDENTIFY YOUR DEADLINE**

By when do you want to achieve this goal?

Complete the chart below.

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<td>☐ EMR system</td>
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AIM STATEMENT BLANK WORKSHEET

STEP 7  DRAFT YOUR AIM STATEMENT

By (date identified in Step 6), our practice will improve (outcome measure identified in Step 1) for (population identified in Step 2) by (goal identified in Step 5) as measured by (data source identified in Step 3).

STEP 8  Approve your aim statement. (Check boxes below.)

☐ SMART: Our aim is Specific, Measurable, Achievable, Realistic and Time-Bound
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