

## 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 (eg, 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

| STEP 1                                                                                     | STEP 2                                                           | STEP 3                                                                                                                                                      | STEP 4                                                                                                                                                                               | STEP 5                                                          | STEP 6                                                           |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| Outcome                                                                                    | Target Population                                                | Data Source                                                                                                                                                 | Baseline                                                                                                                                                                             | Goal                                                            | Deadline                                                         |
| Appropriate immunization of patients ages 6 months through 18 years with influenza vaccine | Children on our active patient panel age 6 months through age 18 | <input type="checkbox"/> Registry/IIS<br><input checked="" type="checkbox"/> EMR system<br><input type="checkbox"/> Other:<br>* Choose only one data source | 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 | Increase immunization rate by 20% of baseline (to at least 36%) | June 30, 2020 - this is when 2019-2020 influenza vaccine expires |

## 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 **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound, in **A**lignment, under your **C**ontrol, and including the whole **T**eam.

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

- ✓ **SMART:** Our aim is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-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

| WEAK Aim Statement                                              | STRONG Aim Statement                                                                                                                                                           |
|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| More children will get influenza vaccines.                      | 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.                             |
| We will increase the number of Meningococcal catch-up vaccines. | 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. |

**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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Complete the chart below.

| STEP 1  | STEP 2            | STEP 3                                                                                                                                           | STEP 4   | STEP 5 | STEP 6   |
|---------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|----------|
| Outcome | Target Population | Data Source                                                                                                                                      | Baseline | Goal   | Deadline |
|         |                   | <input type="checkbox"/> Registry/IIS<br><input type="checkbox"/> EMR system<br><input type="checkbox"/> Other:<br>* Choose only one data source |          |        |          |

### 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 **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-Bound
- Alignment:** Our aim is aligned with our organization's mission and goals
- Control:** This is something we have control over
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**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!