

## **Aim Statements**

(The good, the bad, and the ugly)

The Aim Statement describes what is to be accomplished and should be specific, measurable, achievable, realistic, and timely.

Review the following Aim Statements. Are they acceptable?

Aim Statement #1:

Some patients at the outpatient clinic complain that they wait too long. Reduce the number of complaints related to waiting.

What is wrong with Aim statement #1?

Aim Statement #2:

Reduce the number of patient falls on 3-South.

What is wrong with Aim statement #2?

Aim Statement #3:

Reduce the number of adverse drug events from the current average of 30% to less than 5% on all units by Q42010.

What is wrong with Aim statement #3?

Aim Statement #4:

Provide timely care for all our patients seen in the outpatient clinic. Provide same day access to the primary care physician and appointments for specialists in 2 days. Patients will not wait more than 15 minutes to see the physician.

What is wrong with Aim statement #4?

Aim Statement #5:

Improve communication between the nursing units and Imaging services during 2010.

What is wrong with Aim statement #5?

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Aim Statement #1:

Some patients at the outpatient clinic complain that they wait too long. Reduce the number of complaints related to waiting.

What is wrong with Aim statement #1?

Not specific, measurable, timely. Rather than reducing the number of complaints, we should reduce the wait time after we find out where/what the problem is. Why is this important?

Aim Statement #2:

Reduce the number of patient falls on 3-South.

What is wrong with Aim statement #2?

Reduce falls from what number (where are we now) to what number (is zero achievable)? Over what time period,

Aim Statement #3:

Reduce the number of adverse drug events from the current average of 30% to less than 5% on all units by Q42010.

What is wrong with Aim statement #3?

Not a bad statement – is a 5% reduction good enough? Maybe a longer term goal to zero?

Aim Statement #4:

Provide timely care for all our patients seen in the outpatient clinic. Provide same day access to the primary care physician and appointments for specialists in 2 days. Patients will not wait more than 15 minutes to see the physician.

What is wrong with Aim statement #4?

This covers 2 goals (no rule against it). Goals are stated, reason is stated. A good Aim statement starting point. A tweek to this statement after some data is gathered could be to add where the measures are today and when do we expect to meet the goal.

Aim Statement #5:

Improve communication between the nursing units and Imaging services during 2010.

What is wrong with Aim statement #5?

This is rather vague. How do you know communication is the problem (this is already hinting at a solution of a problem that is not defined)? What is your measure of communication improvement; where is that measure today and where do you want it to be?