**Phase 2: Get Started**

**2.10 Aim Statement**

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| Team name |  |

**Learning Objectives**

* Draft an organizational aim statement.
* Select performance measures and goals to include in the aim statement.
* Obtain baseline performance data on measures.

**About**

An aim statement…

* Will help keep your focus clear and your work productive.
* Includes the rationale for why you have selected a specific area for targeted improvement in order to help build the case for change and motivate people involved in the changes.
* **S**pecific
* **M**easurable
* **A**chievable **A**mbitious
* **R**elevant
* **T**ime-bound
* Is *SMART* and includes specific patient populations and measures with numerical goals.

**Instructions**

* Complete the second column.

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| **1. What challenges do you want to address and what makes them urgent?** | *Describe your organization’s current state. Consider information from your organization self-assessment.* |
| **2. What high-level focus areas will you improve?** | *Consider the results of the Clinical Focus Area Worksheet (from Activity 2.5). Include information about the conditions you are selecting (e.g., mild-moderate, SUD, SMI, etc.).* |
| **3. By when?** | *Include a time-bound date.* |
| **4. What patient populations will you improve? How much will you improve?** | *Obtain baseline performance data on key measures, including the following fields:*   * *Population* * *Baseline rate* * *Target rate (based on benchmark)* * *Relative improvement (calculated relative improvement from baseline to goal)* |
| **5. At which project site will you be piloting BHI?** | *Identify the project site you will be piloting the BHI project.* |
| **6. How will you address health equity?** | *Include how your project will support health equity (e.g., balancing measure to make sure care access does not decline for key populations)* |
| **7. Complete the aim statement summary.** | We [org name]:   * will improve *[high-level focus area, e.g., health of our patients, operational efficiency, patient experience, etc.]* * by [*reducing, decreasing, increasing, raising, etc.]* [*specific area of focus or patient population, e.g., diabetes management, breast cancer screening, etc.]* * and [*health equity component]* * from *[baseline]* to [*target goal]* by *[target date – specific]* at [*project site*]. |