

Writing an Aim Statement (2)

Format

The aim of this project is to _____ (improve, increase, decrease) the process of _____ by _____ (targeted quantitative goal) during _____ (timeframe). The process begins _____ and ends _____ (the process boundaries, if appropriate).

This is important to improve because _____ (the rationale or business case: it is a strategic goal, it is a safety concern, causes delays for patients or clinicians, is not effective, is not efficient, is not equitable, is not patient-centered, affects the staff, etc.)

Example

The aim of this project is to increase the percent of our diabetic patients that received an eye exam from 80% to 100% during the period, January 1 – June 30, 2014.

This is important to improve because it aligns with our strategic goal to improve the care of diabetic patients.