

Set an aim and level of ambition

Crafting a mission statement

What are we trying to accomplish?

How will we know if a change is an improvement?

What changes can we make that will result in improvement?



Aim statement

- Statement of what the project is about
- Provides a focus for the team
- States purpose or problem to be solved
- Informs the desired state
- Used to communicate to external parties

Elements of an aim statement

- Clear statement of the purpose (WHAT)
- Measurable outcome expressed as a numerical target (BY HOW MUCH)
- Timeline for the project (BY WHEN)
- Cohort of patients (TO WHOM)
- Geographical site targeted (WHERE)

Stretch Goal

- Aspirational in nature (not pass/fail issue)
- Pushes people out of comfort zone
- Inspires and stimulates creativity
- Ambitious, achievable, but not impossible (sweet spot)

Example

To increase the % of post-Total Knee Replacement Surgery patients having a maximum pain score of <4 , from 28% to 80%, during the first 24hrs after surgery in National Joint Hospital within 6 months

Process	: Post-op pain management
Problem	: Poor Pain control 1st 24 hours after op
Target	: 80% of patients achieve pain score <4
Patient group	: Total Knee Replacement patients
Where	: National Joint Hospital
Timeline	: 6 months

Vague example

- To reduce complications after minor surgery in operating theatre in 1 year

What is meant by minor surgery?

What type of complications? Measurable?

Reduce by how much?

In which group of patients?

- Can you suggest a better mission statement?

Example

To have 95% of patients on AMI Pathway receive prescriptions for appropriate cardiac medications* upon discharge within 6 months

* Cardiac Medications

1. Aspirin
2. Beta Blocker
3. ACE Inhibitors/ARB
4. Statins

Avoiding Pitfalls

- Ensure you are not attempting to implement a pre-conceived “solution”
- Ensure you have credible evidence of problem
- Do not confuse ‘research methodology data gathering processes’ with ‘data for improvement’
- Use established best practice/evidence
- Ensure problem is aligned with organization's priorities