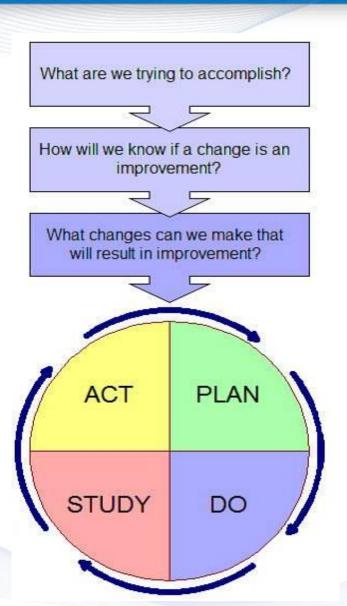
Set an aim and level of ambition

Crafting a mission statement







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 preconceived "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

