

# Crafting a SMART Aim

## A Critical Foundation For Improvement



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**IBD  
QORUS™**

**CROHN'S  
& COLITIS  
FOUNDATION**

# Learning Objectives

## Define

Define a SMART Aim and link it to the first 2 key questions in the Model for Improvement.

## Review

Review the 5 key components of a SMART Aim.

## Critique

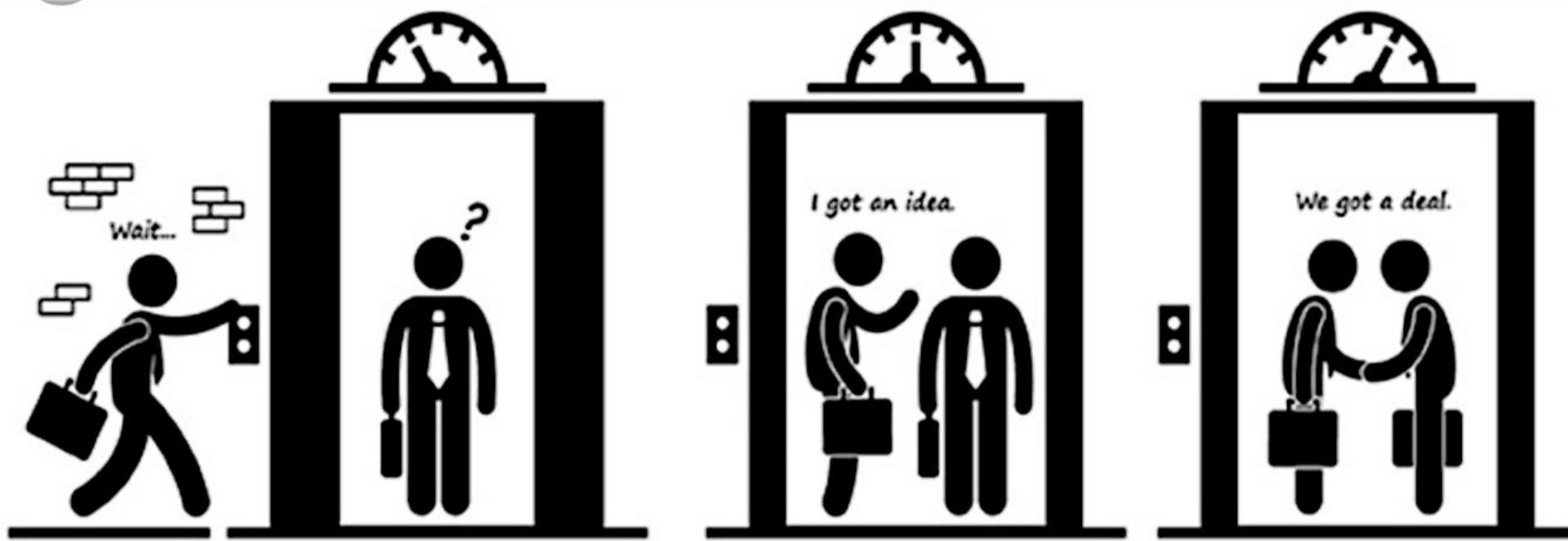
Critique SMART aim statements as a strategy to improve your own SMART aim for your QI project.

# What is a SMART Aim?

Clear and explicit statement that guides the improvement project.

States what your team will accomplish over time using a measurable goal.

SMART Aim = Specific, Measurable, Attainable, Relevant, and Timebound.



# Why Use a SMART Aim?

Provides direction for your project

Engages and aligns stakeholders

Aids in identifying measures

Illustrates your goal in 30 seconds or less

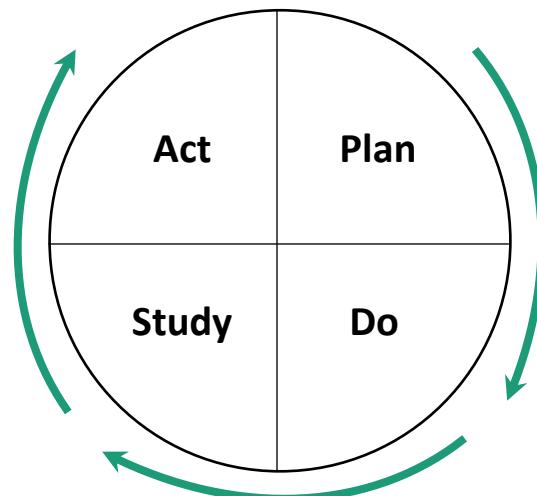
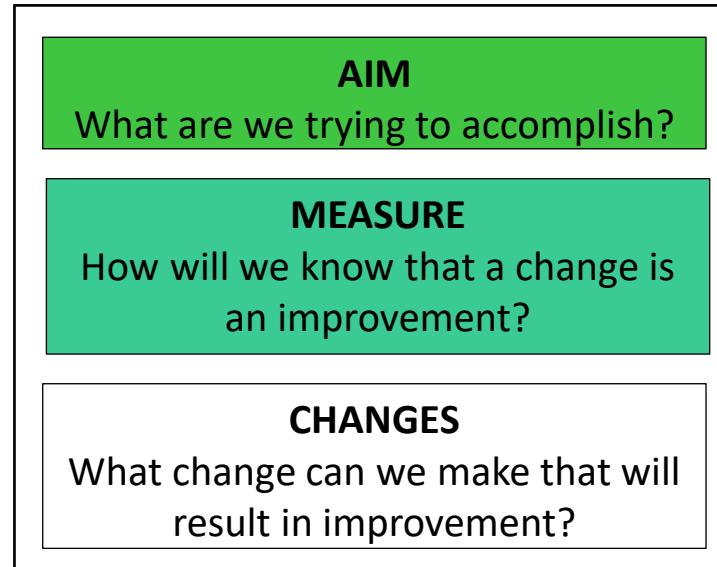
Avoids scope creep

# The Cornerstone of Our Methodology: The IHI Model for Improvement

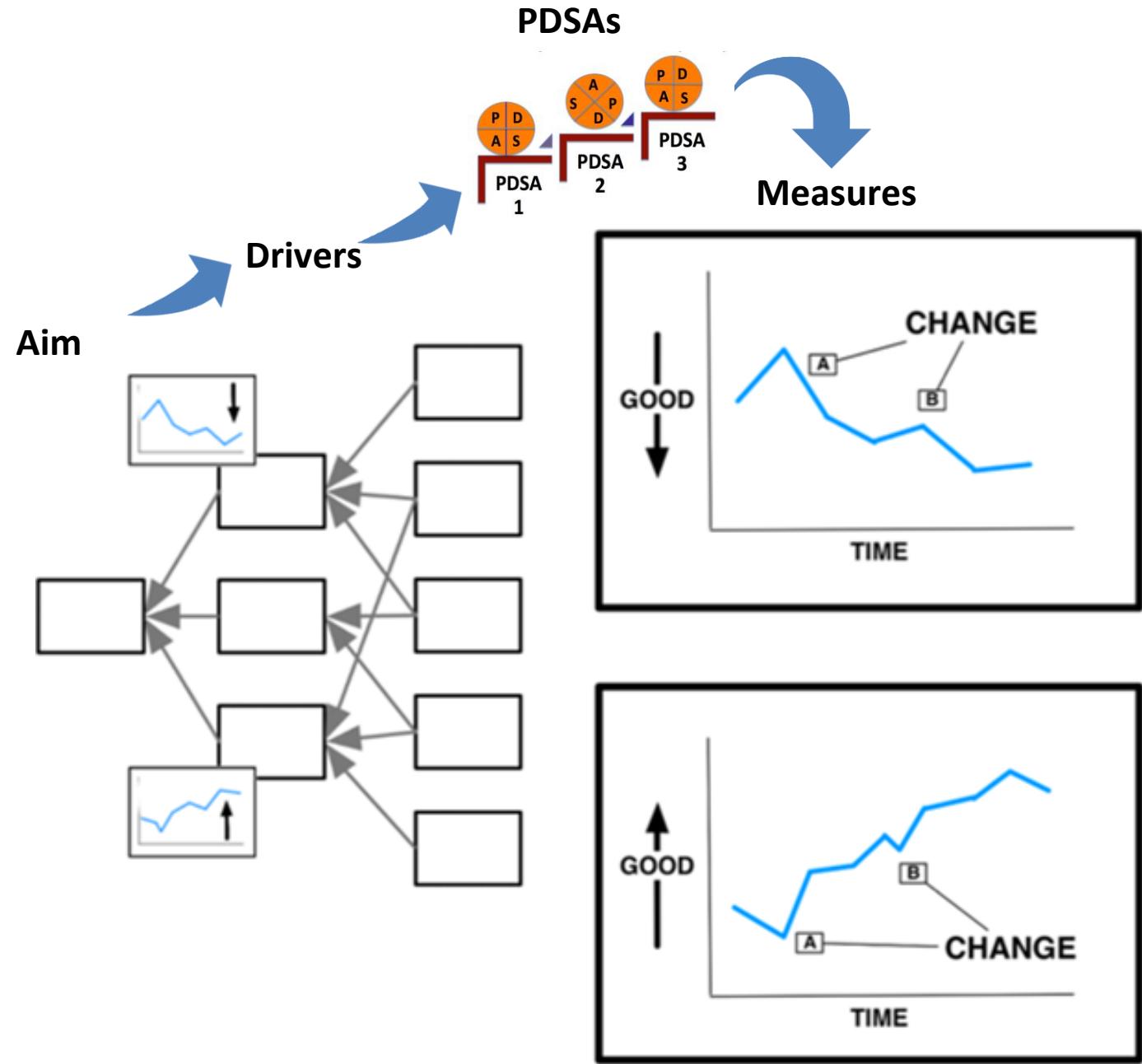
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Your SMART  
Aim is the  
Foundation of  
Your QI Work



# FIVE Key Components of a SMART Aim



# A Simple Recipe for a SMART Aim

What

- We will (increase / decrease) what [insert practice or outcome] from X (baseline rate) to Y

Who

- Insert patient population or setting

When

- Insert Date

# SMART Aim Example

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“We aim to increase the % of Treat-to-Target surveys completed by IBD Qorus patients at NYU Langone IBD Center from 0% to 75% by June 1, 2021.”



NYU Langone IBD Center  
IBD Qorus Learning Collaborative  
New York, New York

# Does NYU Langone's Aim Statement Pass the SMART Aim Test?

“We aim to increase the % of Treat-to-Target surveys completed by IBD Qorus patients at NYU Langone IBD Center from 0% to 75% by June 1, 2021.”





Share Your SMART Aim – Make a Public Commitment and Keep it Visible!

# Summary

## SMART Aim key components

Specific

Measurable

Attainable

Relevant

Timebound



Critical Foundation For Every Project



Share your Aim Statement with your team



# Resources

- Katakam, L. and Suresh, G., 2017. Identifying a quality improvement project. *Journal of Perinatology*, 37(10), pp.1161-1165.
- Setting Your SMART Aim (6:24)  
<https://qi.kentcht.nhs.uk/smart-aims-and-an-aims-statement/>

# Next Steps

ACTIVITY	MATERIALS
<b>Review SMART Aim lesson and share with key members of your team</b>	SMART Aim micro-lesson
<b>View Instructional Video on SMART Aims</b>	<a href="https://qi.kentcht.nhs.uk/smart-aims-and-an-aims-statement/">https://qi.kentcht.nhs.uk/smart-aims-and-an-aims-statement/</a>
<b>Review SMART Aim Examples</b>	SMART Aim Examples
<b>Craft a SMART Aim and Perform a Check-up On Your SMART Aim</b>	SMART Aim Worksheet
<b>Share &amp; Compare</b>	Email your SMART Aim to: alice.m.kennedy@dartmouth.edu