

Example Aim Statements

Aim Statement: We aim to increase the use of the five major components of a brief tobacco cessation intervention – “5 A’s: *Ask, Advise, Assess, Assist, Arrange*” – in a model pilot site with a champion provider for low income Medicaid-eligible, uninsured and underinsured tobacco users by the end of December 2011. Our goals include:

- Increase correct use of EHR templates from 0% to 100%
- Increase percentage of patients “Asked” about tobacco usage in Vital Signs from 9% to 100%.
- Increase percentage of patients “Advised” to quick tobacco use in SOAP Notes from 11% to 100%
- Increase the percentage of patients “Assessed” of tobacco usage from 11% to 100%.
- Increase the percentage of patients “Assisted” with tobacco cessation from 9% to 100%.

Aim Statement: We aim to analyze and improve service time for walk-in customers seeking Vital Records documents (birth, death, marriage and divorce certificates), shorten walk-in customer wait time and increase customer satisfaction. We will accomplish this by October, 2011. Our goals include:

- Improve walk-in customer wait time from 34 minutes to 28 minutes
- Increase walk-in customer satisfaction from the 76% to 85%
- Reduce walk-in customer window transactions per visit from baseline by 25%.