Quality and Safety Series

SMART Goals
OBJECTIVES

• Describe what a SMART goal is.
• Examine how to write and apply a SMART goal.
• Review the HSAG HQIC* SMART Goal worksheet.

* HSAG = Health Services Advisory Group
HQIC = Hospital Quality Improvement Contract
SMART Goals

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound
Goal As a Vision

The SMART goal serves as your team’s vision.

• Indicates where your team/organization is going.
• Sets direction and purpose.
• Gives context to the goal.
• Helps the team see bigger picture.
• Should be articulated frequently.

Example of Building a SMART Goal

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-Bound

"Within the next 30 days, I will make a marinara sauce my spouse and two kids will eat."
<table>
<thead>
<tr>
<th>SMART Characteristics</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>S</strong> Specific</td>
<td>Make marina sauce.</td>
</tr>
<tr>
<td><strong>M</strong> Measurable</td>
<td>Spouse and two kids will eat it.</td>
</tr>
<tr>
<td><strong>A</strong> Attainable</td>
<td>This is a realistic goal. No one in the family hates tomatoes or has tomato allergies.</td>
</tr>
<tr>
<td><strong>R</strong> Relevant</td>
<td>Aligns with my goal of family dinners.</td>
</tr>
<tr>
<td><strong>T</strong> Time-Bound</td>
<td>Complete within the next 30 days.</td>
</tr>
</tbody>
</table>
SMART Goal and the PDSA Cycle

- **Plan**: Develop a SMART goal. Plan to carry out the experiment and collect data. What is your expected outcome?
- **Do**: Carry out the plan and record results.
- **Study**: Analyze results and compare to your expected outcome. What worked and what didn’t work?
- **Act**: Are changes needed?
- Repeat PDSA cycle, as needed.
## Marinara Sauce Data

<table>
<thead>
<tr>
<th>Experiment: Prepare: Do Eat: Study</th>
<th>Responsible</th>
<th>Expected Outcome</th>
<th>By When</th>
<th>Actual Outcome</th>
<th>Next Steps: Act</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sauce A</td>
<td>Me</td>
<td>Spouse and kids will eat it</td>
<td>02/01/2021</td>
<td>Susie said there were slimy things in the sauce</td>
<td>Omit mushrooms</td>
</tr>
<tr>
<td>Sauce B</td>
<td>Me</td>
<td>Spouse and kids will eat it</td>
<td>02/01/2021</td>
<td>Spouse thought sauce was not as flavorful</td>
<td>Add mushrooms back in and blend</td>
</tr>
<tr>
<td>Sauce C</td>
<td>Me</td>
<td>Spouse and kids will eat it</td>
<td>02/01/2021</td>
<td>Spouse and kids loved it</td>
<td>Use Sauce C moving forward</td>
</tr>
</tbody>
</table>
Goal Setting: Creating SMART Goals

A goal is a clear statement of an intended improvement and how it will be measured. Your goal should answer the question, “What do we want to accomplish?” A goal should be short enough for everyone to remember. Well-written goals should also be SMART.

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-bound

Post your goal as a visible reminder for all staff members. Use it to stay focused, establish boundaries for what is and is not included, and define your success. Write your goal in the space below.

Example: Over the next two months, increase the number of care plans that provide for medications on a regular schedule from 30 percent to 75 percent in patients with chronic pain.

Our goal

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
Key Take-Aways

- A goal keeps your team on track.
- The SMART goal analogy will assist you in writing a goal.
- A goal serves as a foundation for your quality improvement model.
Thank you!

Questions: hospitalquality@hsag.com