

# 4 Tools

TIER 2

## SMART Goal Setting and Measurement

Programs can fail because there is not a sufficient focus on goal setting and tracking. It is important to create systems to develop and track goals, to ensure the program is having the desired impact.

A useful mnemonic for developing goals is SMART – specific, measurable, attainable, relevant, and time-based.



### Specific:

**Create a goal with specific numbers and real deadlines.**

For example: “We want to screen 75% of patients in primary care for SDOH by the end of the year.”



### Measurable:

**Make sure your goal is actually countable and trackable.**

For example: If the goal is 75%, ensure you can calculate both the numerator (the number of patients screened) and the denominator (the number of patients; the number of active patients; the number of patients who have visited the clinic during the time period).



### Attainable:

**Select a goal that is challenging but possible.**

For example: A goal of 25% screening for SDOH is likely very easy; 50% is more challenging; but 75% would require relatively consistent effort across clinics and clinical staff.



### Realistic:

**Be honest with yourself about your team’s capabilities and capacity. Do not make a goal too challenging.**

For example: A goal of 95-100% may be an ideal but may be unattainable at the beginning. Consider setting a more realistic goal, if even for the short-term.



### Time-based:

**Give yourself a deadline. Goals that have amorphous deadlines are hard to measure and track.**

For example: A goal 6-12 months out provides time for ramp up, implementation, and tracking.

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## Other Considerations and Suggestions

- Consider creating short-term goals for ‘easy wins’ to gain momentum.
- Make sure to celebrate successes.
- The health system’s Community Health Needs Assessment (CHNA) report may inform goal setting. The report describes the community served and may highlight areas of need for consideration. Connect with your health system’s CHNA representative to learn more about how this can inform your SDOH screening goals.

### SMART Goal Setting & Measurement

List Goal(s)	Is the Goal...				
	Specific?	Measurable?	Attainable?	Realistic?	Time-based?