# **Identifying the Needs of Your Organization**

Aligning CMM with the goals and strategic priorities of your organization is critical. Highlighting how CMM services bring value to your organization and to the patients it serves is a key first step for establishing CMM services or expanding CMM within your organization.

**Organization Goals** 

**CMM Bold Aim** 

**Implementation** or **Improvement Goals** 

**Organization Goals** are the key priorities of your organization and the outcomes they are most interested in improving. These outcomes can be clinical or cost-related and are the 'metrics that matter' the most to your organization.

#### Examples:

- Improving chronic disease quality metrics (e.g., HEDIS measures, UDS measures)
- Improving access
- · Reducing readmission rates
- Closing clinical care gaps (e.g., decreasing HbA1c to ≤9% in 70% of patients with HbA1c>9% within 18 months; meeting system BP goals in 80% of patients by Dec 2022)

Your team's **Bold Aim** is the overarching aim of your CMM implementation or improvement effort. Your aim statement should be created by your team and should align with your organization's goals. Your team's Bold Aim will be the driving force for your CMM work.

#### Examples:

- "By the end of 2022, our CMM program will increase the number of patients we see to 6,000 unique patients and our CMM clinical data will exceed clinical quality goals."
- "Reduce A1c from ≥9% to <9% and BP from ≥140/90 to <140/90 for 200 patients with uncontrolled DM and HTN by improving medication adherence to 70% within 9 months."
- "Decrease Medication Therapy Problems (MTPs) by 75% in our 1250 CMM patients from September 2021 through August 2022."

An **Implementation** or **Improvement Goal** is a goal your team sets for a specific area targeted for implementation or improvement.

### Examples:

- "Within the next two weeks, develop a protocol for identifying patients who will be offered CMM services."
- "Schedule follow-up visits with 80% of our CMM patients over the next 3 months."
- "Follow-up on 60% of our documented Medication Therapy Problems (MTPs) over the next 6 weeks."









## List the key priorities and goals of your organization.









