Civil Money Penalty (CMP) Reinvestment Application Tips for Writing Realistic, Actionable Goals and Quantifiable Objectives

Introduction:
As a component of the CMP application process, it is imperative that applicants state *realistic, actionable* goals and objectives. Setting *realistic, actionable* goals and measurable objectives is a good way to plan the steps needed to make your project achievable.

What is a goal?
A goal is a desired result you want to achieve, and is typically broad and long-term.
- Example: *To provide person-centered care to improve the quality of life of residents living with dementia.*

What is an objective?
- An objective defines the specific, measurable actions the nursing home must take to achieve the overall goal.
- Typically, one may use the SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) method or a similar method to define and measure specific objectives.

Tips for Writing Smart Objectives

SPECIFIC	Clear, detailed description of what needs to be achieved – who, what, details?
MEASUREABLE	Quantifiable to track progress
ACHIEVABLE	Realistic and attainable
RELEVANT	Relevant and have a rationale
TIME-BOUND	Specify a timeframe for completing the objective- by when?

To develop SMART objectives, use the template below and fill in the blanks:

By_____/_____/_____, _____

[WHEN—*Time bound*]   [WHO/WHAT—*Specific*]

from_____to_____.
[MEASURE (number, rate, percentage of change and baseline)—*Measurable*]

(Source: State Heart Disease and Stroke Prevention Program Evaluation Guide: SMART Objectives Evaluation Guide (https://www.cdc.gov/dhdsp/docs/smart_objectives.pdf)

Example SMART Objective:

*By December 31, 2021 **(WHEN)**, X Nursing Home Corporation **(WHO)** will implement a Dementia Care Training Program for 70 staff in five nursing homes **(WHAT)**, and have 90% of staff participants receive a passing score on the Dementia Care Certification exam **(MEASUREABLE).***

SPECIFIC	• Who: X Nursing Home Corporation • What: Implement a Dementia Care Training Program for 70 staff in five nursing homes
MEASUREABLE	• How many: 90% of staff participants receive a passing score on the Dementia Care Certification exam
ACHIEVABLE	• Attainable: We have time to plan and the resources to implement
RELEVANT	• This is a person-centered, evidence-based dementia care training program
TIME-BOUND	• When: By December 31, 2021

In closing, by writing *realistic, actionable* goals and measurable objectives, you can develop clear applications for review; enable participants to understand the intent of the plan; and increase the potential for your project to be deemed successful.