

Civil Money Penalty (CMP) Reinvestment Application Tips for Writing Clear Goals and Quantifiable Objectives

Introduction:

As a component of the CMP application process, it is imperative that applicants state clear goals and objectives. Setting clear 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)
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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	<ul style="list-style-type: none"> Who: X Nursing Home Corporation What: Implement a Dementia Care Training Program for 70 staff in five nursing homes
MEASUREABLE	<ul style="list-style-type: none"> How many: 90% of staff participants receive a passing score on the Dementia Care Certification exam
ACHIEVABLE	<ul style="list-style-type: none"> Attainable: We have time to plan and the resources to implement
RELEVANT	<ul style="list-style-type: none"> This is a person-centered, evidence-based dementia care training program
TIME-BOUND	<ul style="list-style-type: none"> When: By December 31, 2021

In closing, by writing clear 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.