Prioritization Matrix

What is it and how can it help me?

When embarking on a quality improvement effort, it is sometimes difficult to know where to start.
A prioritization matrix is a brainstorming tool that organizes ideas by impact and difficulty.

A prioritization matrix:

- Narrows activities allowing you to get the most important tasks done first.

- Provides clear direction when there are multiple solutions to a problem.

- Focuses quality improvement efforts when there is little time and limited resources.

How to use this tool:

1. Bring together members of your team and identify your desired outcome at the top of the page.

2. Brainstorm ideas or changes that could contribute to the achievement of your outcome. Rate each idea by level of difficulty and impact, writing each in the corresponding box (level of difficulty vertically, level of impact horizontally).

3. Once all ideas are on paper, identify the items that are the least difficult and will have the greatest impact. These may be the best place to start!

Example

Difficult

CHANGE PUBLIC ATTITUDES REDUCE STIGMA ↓ MISINFORMATION ↑ AWARENESS	↑ CONTRACEPTIVE OPTIONS AVAILABILITY MAKE ALL METHODS FREE TO ALL
PR/MARKETING ↑ DEMAND FOR SERVICES CHANGE EDUCATIONAL MATERIAL AVAILABLE	↑ ACCESS TO CARE CHANGE COUNSELING METHODS USED

Simple

Low Impact   High Impact

Priority Matrix

Difficult

Simple

Low Impact

High Impact