

Goals, Objectives, & Audience of the Blueprint

The objectives of this *Blueprint* are to:

- Promote the value of the change agent and their influence in facilitating and accelerating primary care transformation
- Provide each change agent group and their leaders with a map of resources available to support them on their journey
- Build a support plan for change agents to increase their effectiveness

This Blueprint is intended for the following audiences:

1. Change Agents

- To better understand their role in health system transformation
- To be aware of the required skills and competencies for their work as change agents
- To be aware of the resources to support their work

2. Decision Makers

- To understand the value of investment in change agents as a resource to accelerate change
- To plan for employing the right change agents
- To identify the supports available to change agents

3. AMA Accelerating Change Transformation Team

- To guide the development of tools and resources for change agents
- To build a common understanding of change agents and the approach to support them