

## Conceptual Framework

This project will utilize Kotter's "Change Management Theory" as a foundational basis for process change. Kotter's theory was selected due to its relevance in implementing the "STI Risk Assessment Questionnaire" in order to increase extragenital screening for gonorrhea and chlamydia in men who have sex with men. In order to address some of the major barriers for accomplishing routine screening, this project focuses on clinicians better identifying patients eligible for screening and in making patients feel more comfortable in disclosing valuable information for identifying their risk.

In order to successfully implement this process change and make it sustainable long-term, Kotter's eight steps for change management will be closely followed. In step one, an urgency is created, identifying a need for the change to occur. This step has already been completed as the principal investigator for this project has identified the need for change within the project implementation (clinic) site. This step also includes identification of key stakeholders within the clinic site who will serve to help build a coalition for change in subsequent steps.

In step two this coalition of stakeholders, particularly clinicians, will support the need for change identified in step one. Steps three and four involve creating a vision for what the change will look like and then clearly communicating that vision to others. This will occur in the form of a meeting and presentation that includes valuable information regarding how the "STI Risk Assessment Questionnaire" will be implemented.

Step five addresses barriers to change. Many times barriers to change exist and even unforeseen barriers might threaten to derail the change. Addressing these barriers carefully and quickly allows for increased chance of long-term success. Step six focuses on creating short-term

wins. Not all change happens at once - this project will celebrate any improvement in screening rates. Steps seven and eight seek to build upon those early successes in order to build on the change and anchor it into the office culture so that it becomes a new norm. This enables long-term sustainability.