Diffusion into Practice

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For Diffusion to Occur

The innovative model must be attractive to:

- Patients, caregivers
- Insurers
- Physicians
- Provider organizations
- Nurses
- Nursing educators
- Policy-makers
Diffusibility Factors

- Relative advantage over current practice
- Compatibility with current culture and practice
- Simplicity
- Observability
- Trialability
- Timing of ROI

Everett Rogers, The Diffusion of Innovations
Promoting Diffusion

- Designing the innovation for diffusion
  - Stakeholder advisory committee
- Communicating relevant results to stakeholders:
  - Satisfaction data to nurses, physicians, managers
- Distributing technical support for early adopters
  - Implementation/operation manuals
  - Content/functions of EHR
- Providing courses and certification
- Aligning with current trends
- Securing adequate funding for diffusion activities
Guided Care Supporters & Partners

The Jacob & Valeria Langeloth Foundation
Agency for Healthcare Research and Quality

National Institute on Aging
KAISER PERMANENTE
JOHNS HOPKINS MEDICINE
JOHNS HOPKINS HEALTHCARE
MedStar Physician Partners
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