

Guided Care: Diffusion into Practice
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Diffusing health care innovations into mainstream practice requires not only scientific evidence of effectiveness, but also the careful execution of a plan for diffusion. With the support of a “diffusion planning” grant, the Guided Care investigators have developed such a plan, which they are executing in sync with several phases of a randomized controlled trial (RCT) of Guided Care. In the first phase, the investigators designed the Guided Care clinical model for maximal adoptability. A stakeholder advisory committee, comprising representatives of physicians, nurses, insurers, FFS and managed care delivery systems, regulators, and consumers, revised the model and the data to be collected during the RCT. A communications consultant helped to develop descriptive messages, tools for communicating the messages, and a detailed list of target audiences. This presentation will describe the progress to date and the future directions of the planning for the diffusion of Guided Care throughout American health care.

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