

# 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

