

Innovations and Diffusion: The Informationist Program

Frank Davidoff, MD

MLA Informationist Conference

April 4, 2002

“This is the relationship too many practitioners have with the medical literature – clearly visible, but utterly inaccessible”

Drummond Rennie

Diffusion of innovations: Factors

- Perceptions of the innovation

Diffusion of innovations: Factors

- Perceptions of the innovation
- People who adopt it

Diffusion of innovations: Factors

- Perceptions of the innovation
- People who adopt it
- Contextual factors

Diffusion of innovations: Perceptions

- Benefit

Diffusion of innovations: Perceptions

- Benefit
- Compatibility

Diffusion of innovations: Perceptions

- Benefit
- Compatibility
- Complexity

Diffusion of innovations: Perceptions

- Benefit
- Compatibility
- Complexity
- Trialability

Diffusion of innovations: Perceptions

- Benefit
- Compatibility
- Complexity
- Trialability
- *Observability*

Diffusion of innovations: People

- Innovators

Diffusion of innovations: People

- Innovators
- Early adopters

Diffusion of innovations: People

- Innovators
- Early adopters
- *Early majority*

Diffusion of innovations: People

- Innovators
- Early adopters
- Early majority
- Late majority

Diffusion of innovations: People

- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards (traditionalists?)

Diffusion of innovations: Context

- Communication

Diffusion of innovations: Context

- Communication
- Incentives

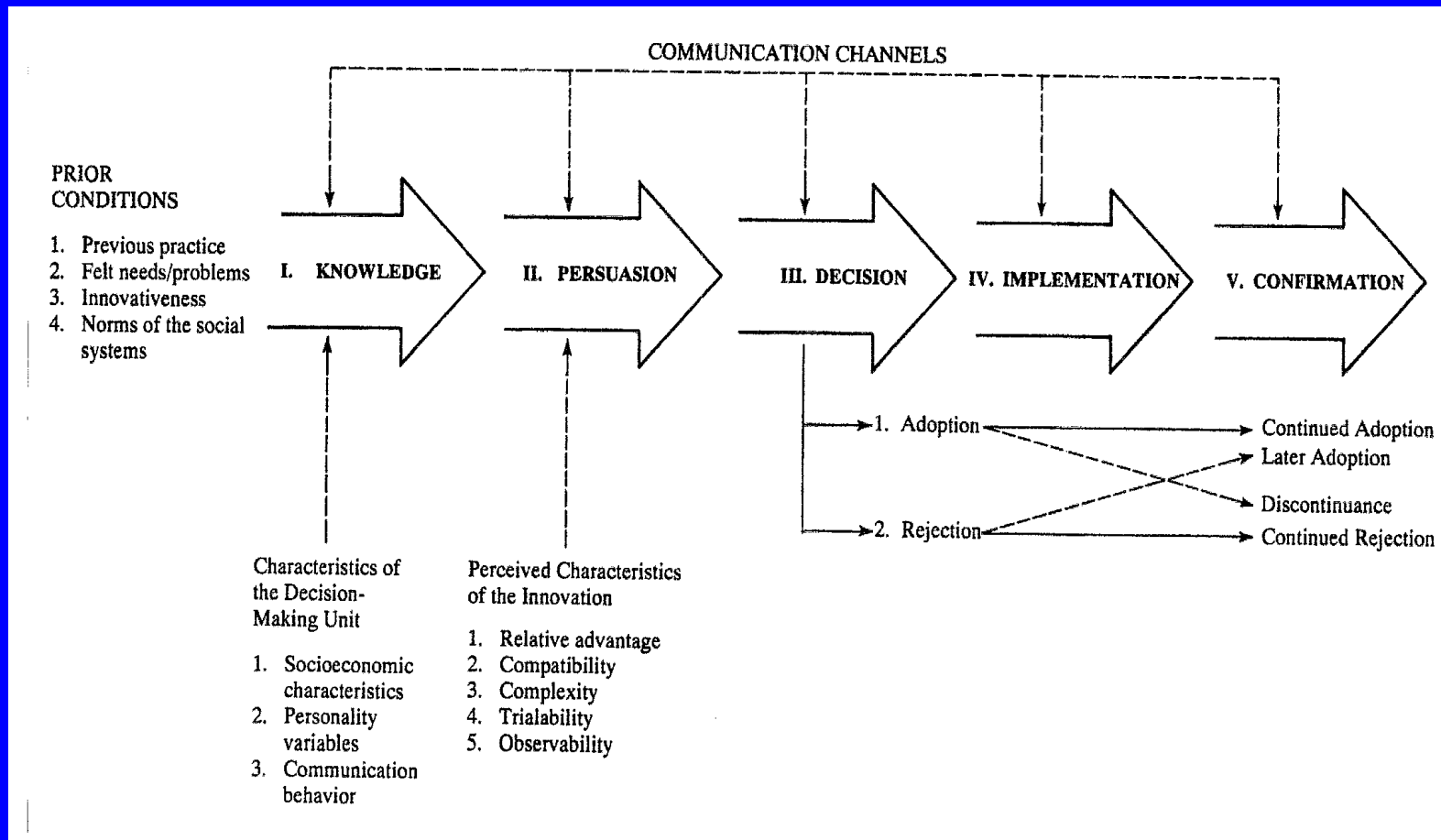
Diffusion of innovations: Context

- Communication
- Incentives
- Leadership

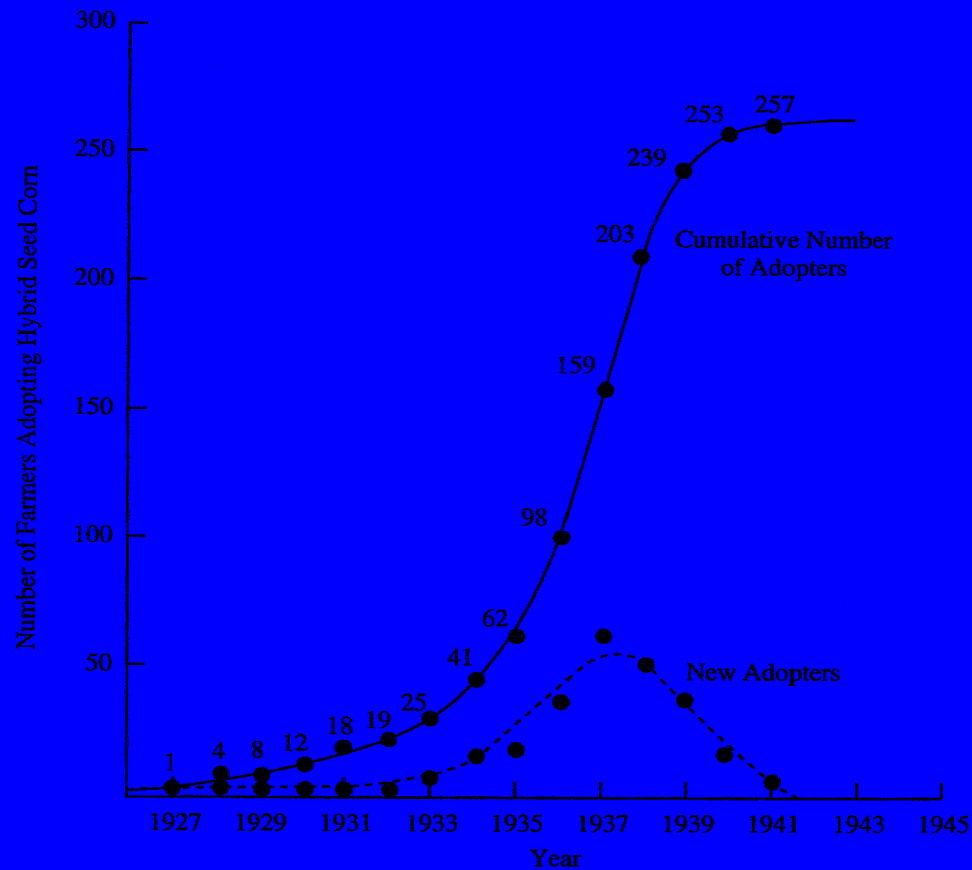
Diffusion of innovations: Context

- Communication
- Incentives
- Leadership
- Management

Diffusion of innovations: Stages



Diffusion of innovations: Time course



Informationists in the diffusion of medical innovations

- Knowledge stage

Informationists in the diffusion of medical innovations

- Knowledge stage
- Persuasion and decision stages

Informationists in the diffusion of medical innovations

- Knowledge stage
- Persuasion and decision stages
- **Implementation stage**

Informationists in the diffusion of medical innovations

- Knowledge stage
- Persuasion and decision stages
- Implementation stage
- Confirmation stage

If informationists didn't exist,
we'd have to invent them

Why, then, aren't informationists ubiquitous?

The informationist model is an
innovation

Informationists: Current perceptions

- Perceived benefit: not enough – yet!

Informationists: Current perceptions

- Perceived benefit: not enough – yet!
- Compatibility: not clear – but likely

Informationists: Current perceptions

- Perceived benefit: not enough – yet!
- Compatibility: not clear – but likely
- Complexity: substantial!

Informationists: Current perceptions

- Perceived benefit: not enough – yet!
- Compatibility: not clear – but likely
- Complexity: substantial!
- Trialability: Definitely yes – scaling up?

Informationists: Current perceptions

- Perceived benefit: not enough – yet!
- Compatibility: not clear – but likely
- Complexity: substantial!
- Trialability: Definitely yes – scaling up?
- Observability: Modest, but gaining fast

Informationists: Current people

- Was there an innovator? Yes, primarily Gertrude Lamb

Informationists: Current people

- Was there an innovator? Yes, primarily Gertrude Lamb
- Early adopters? A few

Informationists: Current people

- Was there an innovator? Yes, primarily Gertrude Lamb
- Early adopters? A few
- Early majority? No – we're stuck here!

Action agenda for diffusion

Berwick's rules

- Find sound innovations

Action agenda for diffusion

Berwick's rules

- Find sound innovations
- Find and support innovators

Action agenda for diffusion

Berwick's rules

- Find sound innovations
- Find and support innovators
- Invest in early adopters

Action agenda for diffusion

Berwick's rules

- Find sound innovations
- Find and support innovators
- Invest in early adopters
- Make early adopter activity observable

Action agenda for diffusion

Berwick's rules

- Find sound innovations
- Find and support innovators
- Invest in early adopters
- Make early adopter activity observable
- Trust and enable reinvention

Action agenda for diffusion

Berwick's rules

- Find sound innovations
- Find and support innovators
- Invest in early adopters
- Make early adopter activity observable
- Trust and enable reinvention
- Create slack for change

Action agenda for diffusion

Berwick's rules

- Find sound innovations
- Find and support innovators
- Invest in early adopters
- Make early adopter activity observable
- Trust and enable reinvention
- Create slack for change
- Lead by example

Informationist action agenda: Summing up

- The need is there

Informationist action agenda: Summing up

- The need is there
- The invention that can help is available

Informationist action agenda: Summing up

- The need is there
- The invention that can help is available
- The working agenda for change is laid out

What are we waiting for?