

# DESIGN FOR DISSEMINATION

Engaging Adopters



# PREPARING TO ENGAGE ADOPTERS

This guide walks you through the steps for preparing to engage adopters. Use this guide when you are in the design phase of your innovation. Featured topics are:

- Understanding the potential value of your innovation
- Identifying potential adopters
- Questions to ask adopters

This process will help you build trust with the organization, focus on your target population and involve them from the beginning. Using this guide will assist you in filling out a Pre-Call Planning Sheet that will help make your call a successful one!

## *What is an adopter?*

The decision-maker from an organization (community or health system) that takes up an innovation and implements it to benefit its target group (e.g. community members, patients).

## *Why is an adopter important?*

Input from adopters in innovation design will likely improve its adoption. Acquiring adopter input earlier in the innovation design phase will often help with its wider dissemination.

## PRE-CALL PLANNING SHEET

### *What is a Pre-Call Planning Sheet?*

The Pre-Call Planning Sheet is a worksheet that helps you prepare for your call with adopters, and ultimately assist with your innovation design. (e.g. does it need to be adapted, how is it going to spread, what are the potential barriers, etc.)

### *Why is a Pre-Call Planning Sheet important?*

Pre-Call planning helps you to be fully prepared before picking up the phone. Think of it as the blueprint to your conversation. It will also help you anticipate and prepare for some questions the adopter may ask.

*The Pre-Call Planning Sheet - see page 6 or download a copy:*  
<https://bit.ly/d4d-call>



“Designing for dissemination is an active process that helps to ensure that health interventions, often evaluated by researchers, are developed in ways that match well with adopters’ needs, assets, and time frames.”<sup>1</sup>

### *Benefit/Risk Analysis*

This tool provides a step-by-step method for calculating the Return on Investment (ROI) for a new innovation implemented to improve performance on one or more of the AHRQ Quality Indicators (QIs).

<https://bit.ly/ahrq2020>



# KNOW YOUR INNOVATION'S POTENTIAL VALUE

## ELEVATOR SPEECH (THE PITCH)

### *What is an elevator speech?*

A short, concise and memorable description of your innovation that makes it easy to understand and appealing (it can be explained in 20-30 seconds).

### *Why is an elevator speech important?*

The elevator speech helps communicate to the adopter the most important details of your innovation in a short amount of time.

### *Guiding Questions:*

- What is your potential innovation?
- What benefit does your innovation potentially offer to the adopter?
- What problem does your innovation solve?
- Who is your target population?
- How big is the scale of the problem? (include statistics on the number of people facing the problem)
- How would the intervention be potentially delivered? (in-person, on-line etc.)

### *Example Elevator Speech – Stepping On*

According to the CDC, nationally, falls were the leading cause of non-fatal injuries for those 65 and older and corresponded to 800,000 hospitalizations and 2.8 million emergency department (ED) visits in 2014. That's a hospitalization every 40 seconds and an ED visit every 11 seconds. This problem would be addressed through small group community settings over seven weeks, meeting once a week for two hours each. Professionals such as physician therapists, vision experts, community safety specialists and medication experts would be included throughout this multi-faceted program to reduce falls through behavior change.

***Fill in your elevator speech on page 6!***

## VALUE PROPOSITIONS (THE IMPACT)

### *What is a value proposition?*

An innovation, service, or feature intended to make a company or product attractive to stakeholders (e.g. adopters, purveyors, end-users, etc.).

### *Why is a value proposition important?*

The value proposition helps with uptake, spread and sustainability of the innovation. It is typically different for each stakeholder.

### *Guiding Questions:*

- Why should the adopter be interested?
- How will it add value (quality, patient safety, financial, operational, etc)?
- How is the innovation better than the competition or alternatives?
- What are the potential features and benefits of your innovation?

### *Example Value Proposition – Stepping On*

Our intervention is for reducing falls in older adults who are unaware of the information and strategies to help reduce falls. Our program seeks to teach older adults how to maintain balance and physical strength. Unlike other fall prevention programs, the goal is to design Stepping On to be feasible for adopters to implement. Through this program we will help promote healthy communities for the aging population and help maintain their independence by following the key elements that reduce falls.

***Fill in your value proposition on page 6!***

# IDENTIFY ADOPTERS

Think about what organizations are likely to adopt your innovation and make a list of potential adopters in the space below.

## RESEARCH ADOPTERS

Do your research on potential adopters to better prepare for further collaboration.

- What organizations are likely to adopt your innovation?
- What is the organizational leadership structure?
- Who are the decision-makers in those organizations? Who would decide to adopt?

If you're not sure who the decision-maker is, use your network to identify them.

## ADDITIONAL RESOURCES

Utilize additional resources available to help you connect with adopters, such as:

- Practice-Based Research Networks (See examples to the right)
- Associations and collaboratives such as:
  - Wisconsin Collaborative for Healthcare Quality (WCHQ)
  - MetaStar
- Peer groups

### *Example Adopter Organizations - Stepping On*

Aging and Disability Resource Centers  
Aging Units  
Senior Centers

***What adopter organizations fit your innovation? Make a list!***

## UW-MADISON PRACTICE-BASED RESEARCH NETWORKS



**Community-Academic Aging Research Network (CAARN)**  
Aims to augment the capacity and effectiveness of both Wisconsin's aging services network and the UW to conduct clinical and dissemination research related to aging.

*Website:* [wihealthyaging.org/caarn-healthy-aging-research](http://wihealthyaging.org/caarn-healthy-aging-research)

**Pharmacy Practice Enhancement and Action Research Link (PEARL Rx)**

A statewide research network of over 500 community, clinic and hospital pharmacists with the goal of building capacity for practice-based research initiatives in response to opportunities that can enhance and advance pharmacy practice in the state.

*Website:* [pharmacy.wisc.edu/pearlrx/](http://pharmacy.wisc.edu/pearlrx/)

**Wisconsin Public Health Research Network (WPHRN)**

A statewide research network of over 270 public health administrators and practitioners, researchers, and others with the goal to link and support researchers and local health department professionals in order to answer questions and disseminate discoveries to improve public health practice and population health.

*Website:* [wphrn.nursing.wisc.edu/](http://wphrn.nursing.wisc.edu/)

**Wisconsin Network for Health Research (WiNHR)**

Supports a statewide clinical and translational infrastructure and offers opportunities for collaborative research between institutions and communities around the state.

*Website:* [winhr.wisc.edu/](http://winhr.wisc.edu/)

**Wisconsin Research & Education Network (WREN)**

A statewide primary care, practice-based research network. Researchers may collaborate with WREN when their research involves partnerships with multi-site primary care clinicians, practices, and the communities they serve; quality improvement/enhancement; and under-served populations.

*Website:* [fammed.wisc.edu/wren/](http://fammed.wisc.edu/wren/)

**For more information about ICTR-CAP resources visit:**

[ictr.wisc.edu/community-academic-research](http://ictr.wisc.edu/community-academic-research)

# QUESTIONS TO ASK ADOPTERS

Below are questions you should consider asking during your call along with examples of follow-up questions. Remember to reflect what the key elements of the innovation are, but also be sure to gather what is most important to them, as the implementor.

## HOW WOULD THE INNOVATION FIT IN YOUR ORGANIZATION?

- Would the innovation fit into your organization?
  - Does the potential design of the innovation fulfill the needs for your organization?
- Could the innovation further the goals of the organization?
  - What needs could it fulfill? What problems could it solve?
  - Could it be compatible with the mission, value or culture of your organization? Could it be adapted to improve compatibility?

## COULD THE INNOVATION BE IMPLEMENTED IN YOUR ORGANIZATION?

- Would the staff be ready and open to the innovation? How would the stakeholders react?
- What internal changes would be needed (structural, cultural, workforce, processes)?
- What would be the potential costs?
  - What resources would be needed to implement the innovation in your organization?
  - What is the potential investment that is needed to implement the innovation in your organization?
  - What are the potential costs that the innovation would offset?
- What would it take for this innovation to be successful (champion, time commitment)?
- Is there anything about the innovation you would change?

## WHAT WOULD BE IMPORTANT TO YOUR ORGANIZATION?

- What would be the potential benefits to your organization?
- How much would the organization potentially be willing to pay (ball park/range)?
  - What would be the expected Return on Investment (ROI) needed by the organization?
- What would be the potential risks or barriers to adopting this innovation?
- How would the innovation be evaluated?
- What would be the measures/Key Performance Indicators (KPIs)?
- How would the innovation be sustained over time?

### *Example Questions for Adopters – Stepping On*

- How would a falls prevention program fit within your organization?
- In order to implement the program we would like to include Physical Therapy (PT) and other health experts; is that possible within your organization?
- What is a reasonable number of weeks that the program could be?
- How would you pay for or charge for a program?

**Fill in your questions for adopters on page 6!**



# CONTACT POTENTIAL ADOPTERS

## REACH OUT

Reach out to any potential adopters you've identified via email in order to introduce yourself. Use this email to request a quick 15-20 minute phone call with them to gain some feedback on your innovation.

## CALL POTENTIAL ADOPTERS

Now that your Pre-Call Planning Sheet is taking form, it is time to make the call and talk with potential adopters. Have your Pre-Call Planning Sheet next to you and remember:

- Know the person you are scheduled to talk with
- Stay on topic and keep your call goals in mind
- Take detailed notes
- Make it a conversation
- Ask questions, thank them for their input, and find ways to keep them involved. Examples:
  - Ask for a letter of support for a grant <https://bit.ly/d4d-template>
  - Suggest potential of being an advisory board member on a grant

## FOLLOW-UP

Now that you have had a conversation with some potential adopters, take a moment to list out your next steps in the process. This could be another call, an in-person meeting, etc.

Thank them for their time and feedback. At this point it is also a great idea to ask if you can reach out in the future for subsequent support or insight.

**Create your own phone script!**

### Key Phone Script Elements



- : Introduction
- : Reason For Call
- : Elevator Speech
- : Value Propostion(s)
- : Questions
- : Conclusion/ Follow-up

### Example Call Script – Stepping On

Thank you for taking the time to speak with me today. I am Jane Smith with Community-Academic Aging Research Network (CAARN) at the University of Wisconsin-Madison. We are doing research in the field of falls prevention. The purpose of my call is to gauge the overall feasibility of a prospective and confidential healthcare innovation, which we cannot do without your valuable insight. Your feedback will be used for research purposes only. We would like to collaborate with your organization to strengthen our ability to design the intervention. Here is some background information about the intervention thus far.

As you may already be aware, according to the CDC, nationally, falls were the leading cause of non-fatal injuries for those 65 and older and corresponded to the 800,000 hospitalizations and 2.8 million emergency department (ED) visits in 2014. That's a hospitalization every 40 seconds and an ED visit every 11 seconds. This problem would be addressed through small group community settings over seven weeks, meeting once a week for two hours each. Professionals such as physician therapists, vision experts, community safety specialists and medication experts would be included throughout this multi-faceted program to educate the community on reducing falls.

Unlike other fall prevention programs, the goal is to design Stepping On to be feasible for adopters to implement. Through this program we will help promote healthy communities for the aging population, provide them with purpose, and help maintain their independence by following the key elements that reduce falls.

Do you have any initial thoughts on what I have mentioned?

May I proceed with a few specific questions:

1. How would a falls prevention program fit within your organization?
2. In order to implement the program we would like to include Physical Therapy (PT) and other health experts, is that possible within your organization?
3. What is a reasonable number of weeks that the program could be?
4. How would you pay for or charge for a program?

Thank you for your time. You provided valuable insights. Would you be interested in continuing to be involved in the development of this intervention? Can I contact you in the near future about the opportunities we are developing?

# PRE-CALL PLANNING SHEET

Pre-Call planning helps you to be fully prepared before picking up the phone. Think of it as the conversation blueprint.

## Call Information

Date \_\_\_\_\_

Time \_\_\_\_\_

## Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

## Call Goals

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Notes

Large empty box for taking notes during the call.

## Elevator Speech

Large empty box for writing an elevator speech.

## Value Proposition(s)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Questions To Ask

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Follow-up

Large empty box for writing follow-up actions.



**Institute for Clinical and Translational Research  
Community-Academic Partnership  
Dissemination & Implementation Launchpad**  
4240 Health Sciences Learning Center  
750 Highland Avenue Madison, WI 53705  
di-launchpad@ictr.wisc.edu  
(608) 265-9366  
**go.wisc.edu/launchpad**

*Funding provided by: Institute for Clinical and Translational Research (ICTR) and Wisconsin Partnership Program (WPP)  
Grant #1UL1TR002373*

---

#### *References*

- 1 Brownson, RC, Jacobs, JA, Tabak, RG, Hoehner, CM, Stamatakis, KA. (2013). Designing for Dissemination Among Public Health Researchers: Findings from a National Survey in the United States. *American Journal of Public Health*. 103(9): 1693-1699.
- 2 Will It Work Here? A Decisionmaker's Guide to Adopting Innovations. Prepared for Agency for Healthcare Research and Quality Contract No. 233-02-0090. Developed by RTI International. Investigators Cindy Brach, Nancy Lenfestey, Amy Roussel, Jacqueline Amoozeger, Asta Sorensen, AHRQ Publication No. 08-0051. September 2008