Scaling up: research to promote diffusion of successful models

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What We Will Cover

• NIH “Stage of Research” Model
• Principles of Innovation and Diffusion
• Costs and practical aspects of diffusion of dementia models
• Research recommendations
NIH “Stages of Research” Model

- Stage 0: Basic Research
- Stage I: Intervention Generation and/or Refinement
- Stage II: Efficacy in Research Settings
- Stage III: Efficacy in Community Settings
- Stage IV: Effectiveness
- Stage V: Implementation and Dissemination
  - Implementation and dissemination research examines strategies of implementation and adoption of empirically supported interventions in community settings.

Innovation and Diffusion

- An innovation is an idea perceived as new by an individual or an organization
- Diffusion is the process by which
  - (1) an innovation
  - (2) is communicated through certain channels
  - (3) over time
  - (4) among the members of a social system

  – E. Rogers Diffusion of Innovation
Figure 7–2. Adopter Categorization on the Basis of Innovativeness

Figure 7–1. The Number of New Adopters Each Year, and the Cumulative Number of Adopters, of Hybrid Seed Corn in Two Iowa Communities
Innovation-Decision Process

- Knowledge (mass communication)
- Persuasion (communication from peers)
- Decision
- Implementation
- Confirmation

Characteristics of an Innovation that Influence the Decision to Adopt

- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability
Costs and Revenues

- Training costs
- Operations costs
  - Start up and maintenance
  - Fixed and variable
  - Labor, materials, subcontracts
- Opportunity costs
- Revenues
  - Managed care and Accountable Care Orgs
  - Fee-for-Service

Revenue: Fee for Service

- Medicare billing
  - Cognition and Functional Assessment (G0505)
    - $190-$260/per assessment
  - Chronic Care Management (CCM) Codes
    - $34-$104/month
  - E & M Codes
    - $71 for Level 4 Follow-up
- Enough? Probably not
  - Nurse practitioners receive 85% payment rate
  - Annual FFS revenue assuming: non-hospital setting, 1 G0505, 1/3 Complex and 2/3 standard CCM, 1 F/U E & M code=$906/year
Research Recommendations

• Creating business cases that are fair (CMS, health insurance, health care organizations)
  – Health care systems make a small profit
  – Insurers don’t get taken for a ride
• How to influence adoption decisions (NIA Behavior and Social Sciences)
• Facilitation of spread across different markets (AHRQ, CMS, HRSA, VA, IHS)
  – What level of evidence is needed to “green light”?