

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

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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

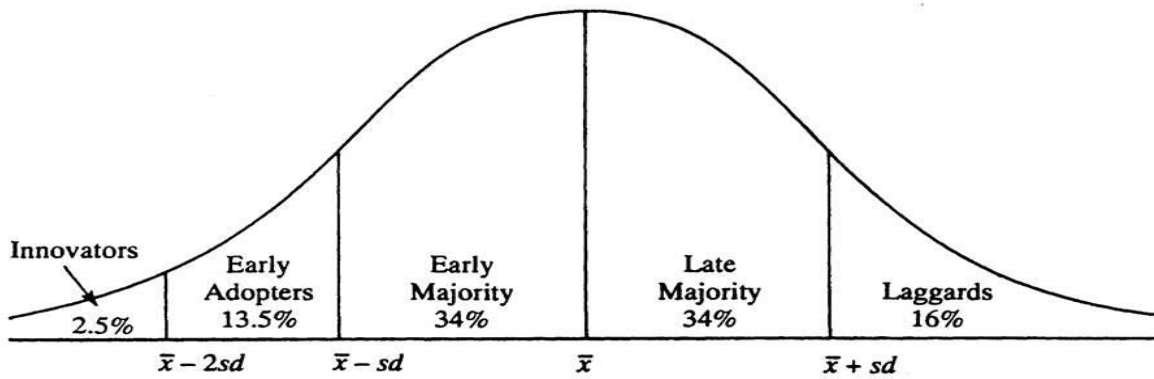
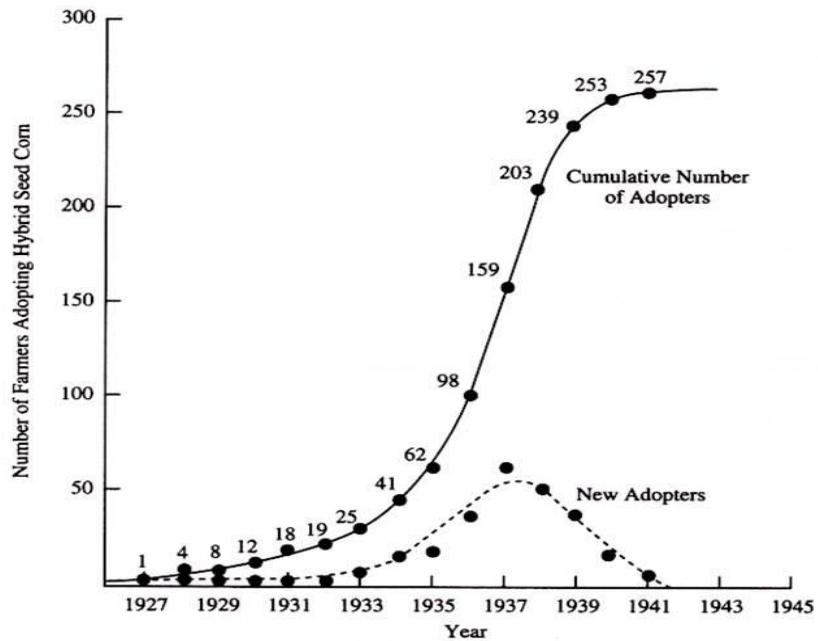


Figure 7-1. The Number of New Adopters Each Year, and the Cumulative Number of Adopters, of Hybrid Seed Corn in Two Iowa Communities



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”?