

DESIGN

FOR EQUITABLE DISSEMINATION

Engaging Adopters



PREPARING TO ENGAGE ADOPTERS

This guide walks you through the steps to meaningfully engage adopters. It infuses a health equity approach throughout. For the best outcomes, use this resource when you are in the design phase of your innovation.

This resource will help you to

- Understand the potential value of your innovation.
- Identify and connect with potential adopters.
- Include adopters that reach communities historically underrepresented.

This guide includes an Adopter Engagement Planning Sheet that will help make your interaction a successful one!

What is an adopter?

The decision-maker from an organization (community agency or health system) that takes up an innovation and implements it to benefit the population they serve (e.g., community members, patients).

Why is an adopter input important?

Acquiring adopter input in the design phase of the innovation improves feasibility and facilitates wider dissemination. This is particularly significant when including perspectives from adopters serving groups most adversely affected by inequities. Incorporating adopters' input earlier helps to build relationships with potential partners for upcoming stages.

ADOPTER ENGAGEMENT PLANNING SHEET

What is an Adopter Engagement Planning Sheet?

The Adopter Engagement Planning Sheet is a tool that helps you prepare for your initial interaction with adopters, and ultimately assists 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 an Adopter Engagement Planning Sheet important?

Think of this tool as the blueprint to your conversation. It will help you anticipate and prepare for some questions the adopter may ask.

The Adopter Engagement Planning Sheet - see page 7 or download a copy:

<https://bit.ly/AdopterEngagement>



“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.”¹

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 YOU 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 appealing and easy to understand (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 should benefit from this innovation?
- How big is the scale of the problem? (Include statistics on the number of people facing the problem, which racial and ethnic groups are most advantaged and most disadvantaged by the issues this proposal seeks to address?).
- How would the intervention potentially be 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 7!

VALUE PROPOSITIONS (THE IMPACT)

What is a value proposition?

An innovation, service, or feature intended to make a company or product attractive to different persons/groups who have an interest in the innovation (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 varies depending on each party's interest in the innovation.

Guiding Questions:

- Why should the adopter be interested?
- How will it add value (quality, safety, financial, operational, etc.)?
- What positive impacts on equity and inclusion could result from this innovation?
- 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(s) on page 7!

IDENTIFY ADOPTERS

Think or ask your network about organizations that are likely to adopt your innovation and make a list of potential adopters. Include organizations that serve populations historically underrepresented.

RESEARCH ADOPTERS

Do your homework! Learn about potential adopters to better prepare for further collaboration.

- What organizations are likely to adopt your innovation?
- What is the organizational leadership structure?
- Who is the decision-maker? Who would decide to adopt? If you are not sure who the decision maker is, use your network to help identify them and potentially connect with them.
- Who do they serve and who do they not serve?
- What type of services do they provide?
- What capacity or funding might they have to deliver the innovation?

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: <https://caarn.wisc.edu/>

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/

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 to answer questions and disseminate discoveries to improve public health practice and population health.

Website: 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/

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/

For more information about ICTR-CAP resources visit:

ictr.wisc.edu/community-academic-research

QUESTIONS TO ASK ADOPTERS

Spend time preparing for a thoughtful discussion. Reflect what the key elements of the innovation are, but also be sure to gather what is most important to them, as the implementor. Below are questions you should consider asking along with examples of follow-up questions.

HOW WOULD THE INNOVATION FIT YOUR ORGANIZATION?

- Would the innovation fit into your organization?
 - Does the potential design of the innovation fulfill the needs of 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?
- What are the health equity priorities for your organization?
 - Are there opportunities for the innovation to support your equity work?
 - Who in the population you serve could be reached or not by this intervention?
 - What factors may be contributing to the challenge in implementing the intervention?

COULD THE INNOVATION BE IMPLEMENTED IN YOUR ORGANIZATION?

- Would the staff be ready and open to the innovation? How would the involved parties react?
- Are there any changes (structural, cultural, workforce, processes) needed to implement the innovation?
- What would it take for the implementation to reach end-users who have been traditionally marginalized?
- 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 FOR YOUR ORGANIZATION?

- What would be the potential benefits to your organization?
- How much would the organization potentially be willing to pay (ballpark/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)?
- Are there policies, regulations, guidelines, or accreditation requirements that are relevant?
- How would the innovation be sustained over time?



CONTACT POTENTIAL ADOPTERS

REACH OUT

Reach out to any potential adopters you have identified in order to introduce yourself. Request a meeting to connect with them and gain some feedback on your innovation. Leverage existing relationships, when possible, especially when reaching out to adopters serving communities historically marginalized.

ENGAGING POTENTIAL ADOPTERS

- Now that your Adopter Engagement Planning Sheet is taking form, it is time to engage with potential adopters. Make sure to:
 - Set enough time to connect with the potential adopter. Sometimes 15-20 minutes is adequate. However, more time might be needed and appreciated to build rapport and trust with potential adopters that work with populations traditionally marginalized.
 - Know the person you are scheduled to talk with
 - Be authentic. Show genuine interest in them and their experiences.
 - Stay on topic and keep your goals in mind.
 - Take detailed notes.
 - Make it a conversation. Avoid using complicated terminology, technical language, or abbreviations.
 - 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
 - Be patient with the process. It takes time to build trust.
 - Offer to keep in touch and follow up to create long-term relationships.

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.

Staying connected is important to nurture the relationship and build trust. Developing long lasting relationships is a good way to grow your network and connect with other leaders/organizations in the community.

Example Call Script - Stepping On

This script is a general example to help you prepare for an initial phone interaction with potential adopters. It can be adapted to your initiative and audience. Be mindful of cultural considerations, a phone call might not be the most effective way to initially connect with potential adopters. This script can also be used as part of the Adopter Engagement Planning Sheet.

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 with the people you serve?
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?

ADOPTER ENGAGEMENT PLANNING SHEET

This tool helps you be prepared to engage with potential adopters. Think of it as the conversation blueprint.

Information

Date _____

Time _____

Contact Information

Name _____ Title _____

Organization _____

Goals

η _____

η _____

η _____

η _____

Notes

Elevator Speech

Value Proposition(s)

η _____

η _____

η _____

Questions To Ask

η _____

η _____

η _____

η _____

η _____

Follow-up



**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

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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