

# Diffusion of New Ideas: What Works?

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## What is the problem?

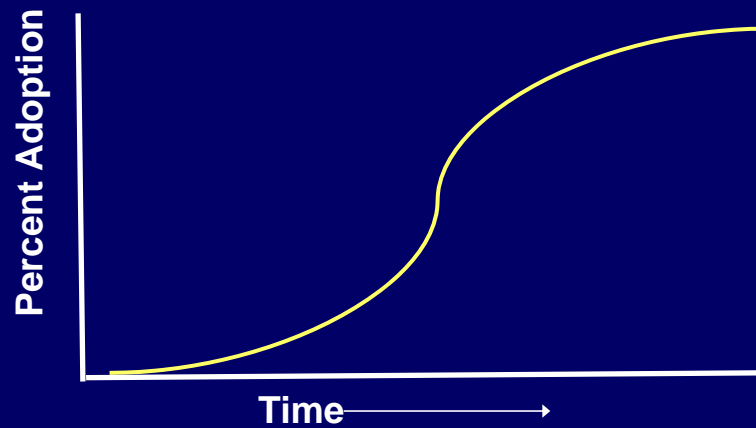
Many good ideas

Evidence based

But limited use of those new ideas in  
practice → the “knowing-doing gap”

## S-curve of diffusion

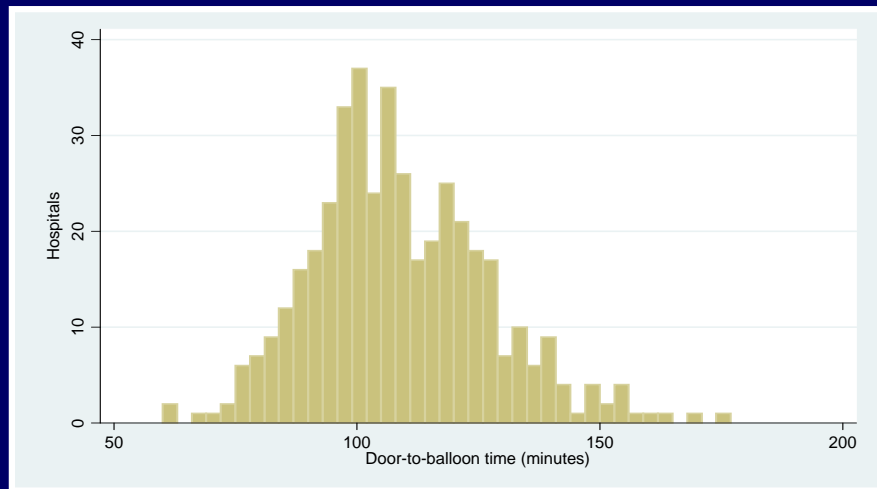
What influences the shape?



## Case study in diffusion

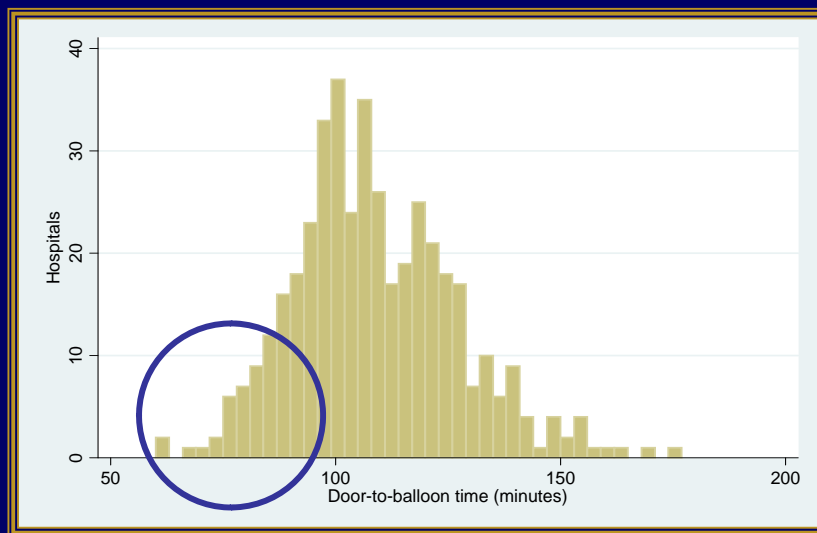
Door-to-balloon time for  
patients with life-threatening  
heart attacks

## Application: door-to-balloon time



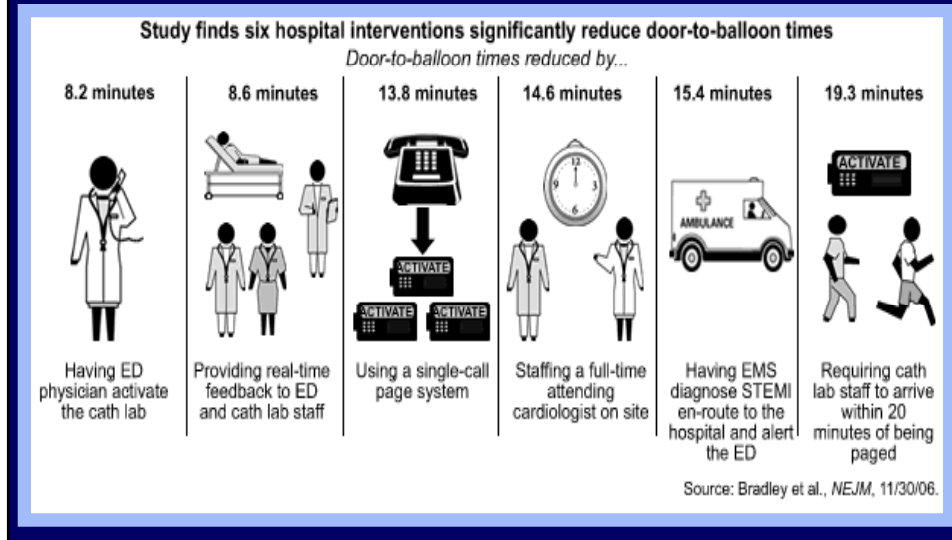
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Source: National Registry of Myocardial Infarction, 2005

## How do the best hospitals do it?



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Source: National Registry of Myocardial Infarction, 2005

## Several key strategies



## The American College of Cardiology launched a national campaign

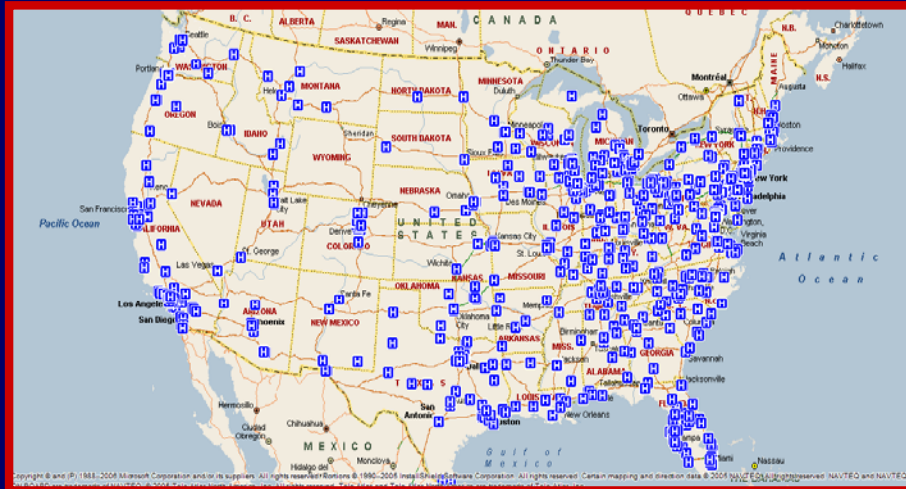


[www.d2balliance.org](http://www.d2balliance.org)

Guideline published: July 2006  
 D2B Alliance Kick-off: November 2006  
 Public reporting: January 2007

Krumholz et al., *JACC Inv*, 2008

## More than 1,000 hospitals joined the effort

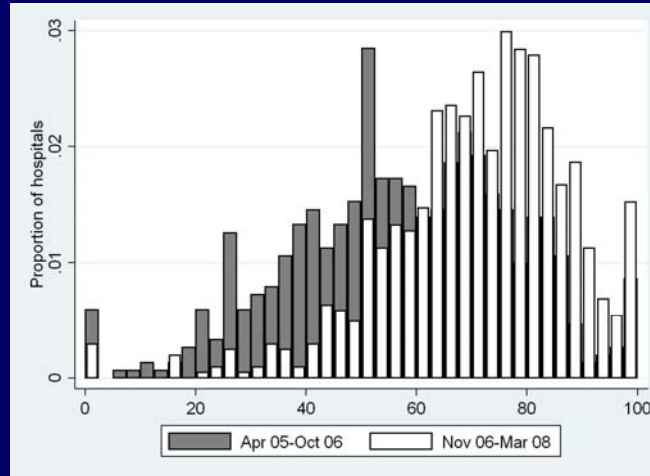


Bradley et al., BMC Research, 2008

## Measuring impact



## Proportion of hospitals meeting door-to-balloon time guideline



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Bradley et al., under review, 2009

## Blueprint for dissemination

Credibility

Simplicity

Alignment with strategic goals of adopters

Practical Tools

A network

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Bradley et al., under review, 2010

## Some will not be influenced

“We already do that” (perceived)

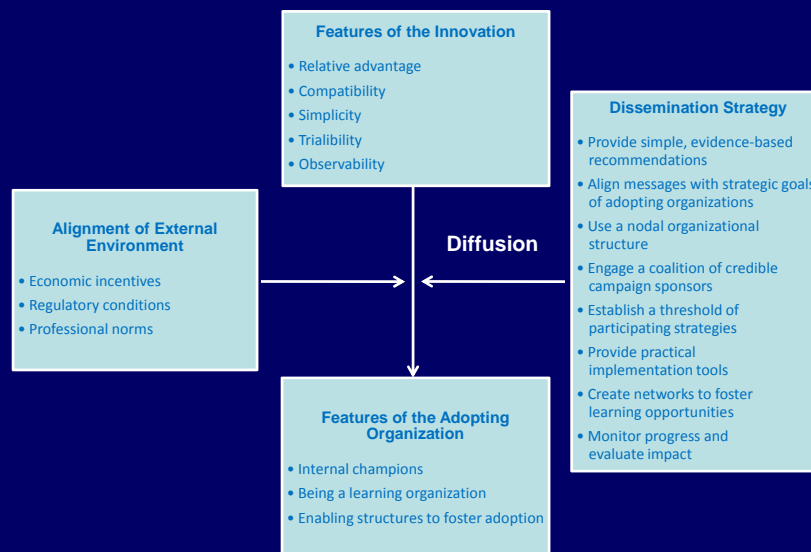
“We are good enough; no need to change”

“Others’ experience not relevant here”

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Bradley et al., under review, 2010

## Key features in diffusion



Yuan, Bradley, et al., under review, 2010

## Reflections

Diffusion requires a lot more than a good idea based on scientific evidence

Practical tools are needed to connect discovery to widespread use

Paradox of being on the outside; diffusion is a two-way street

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Thank you

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