



Great Lakes (HHS Region 5)

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Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Implementation Science: What it is and How it Applies to your Work

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Why Implementation Science?

1. We all want to provide better care.
2. We have clinical evidence-base practices, “But, what are the administrative evidence-based practices?”
3. Large gap between evidence-based care and actual care.
4. Practical issue, “This is not what we signed up for.”

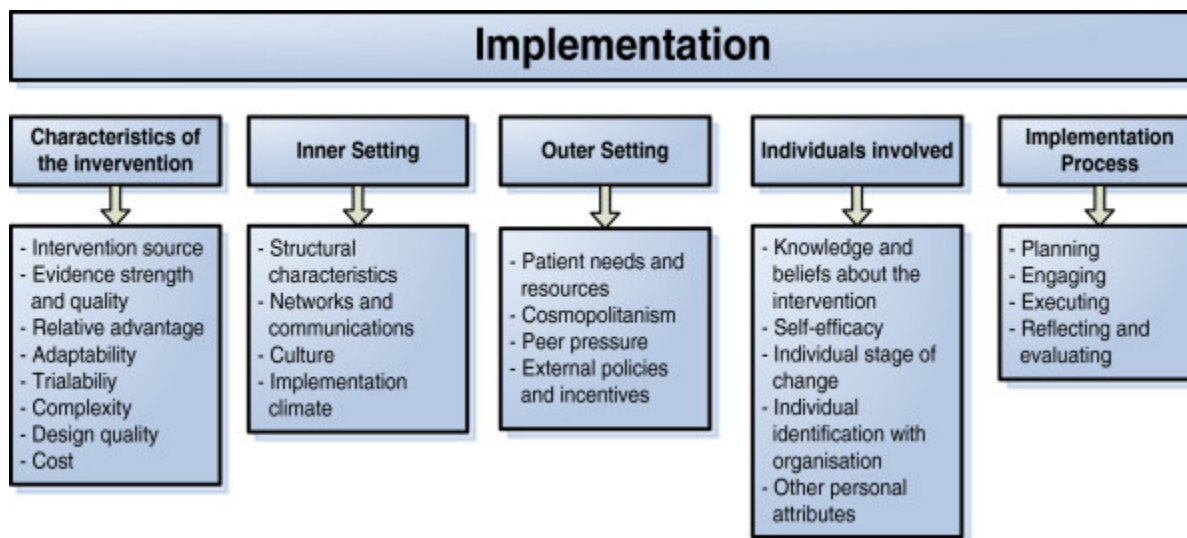


Why the gap?

It's not so easy!



Why the gap? Part 1



CFIR Model: Damschroder et al., 2009



Characteristics of the Innovation

- Some things are more difficult to implement than others.
- People tend to like some innovations more than others.



Outer Settings?

- Payment and regulatory policy can be significant drivers



Individuals Involved

- Do they like it?
- Can they do it?



Inner Settings, Part 1

- Ability to implement in a given setting.
- Leadership support.
- Organizational capacity and resources.

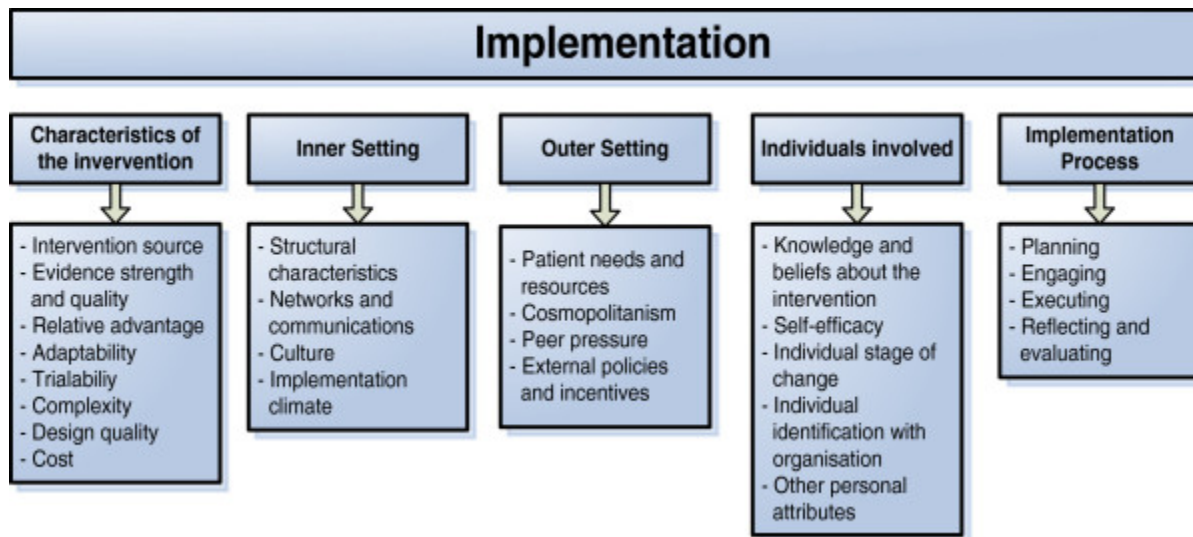


Implementation Process

- Is there a competent process for implementing the innovation?



Why the gap? Part 2



CFIR Model: Damschroder et al., 2009



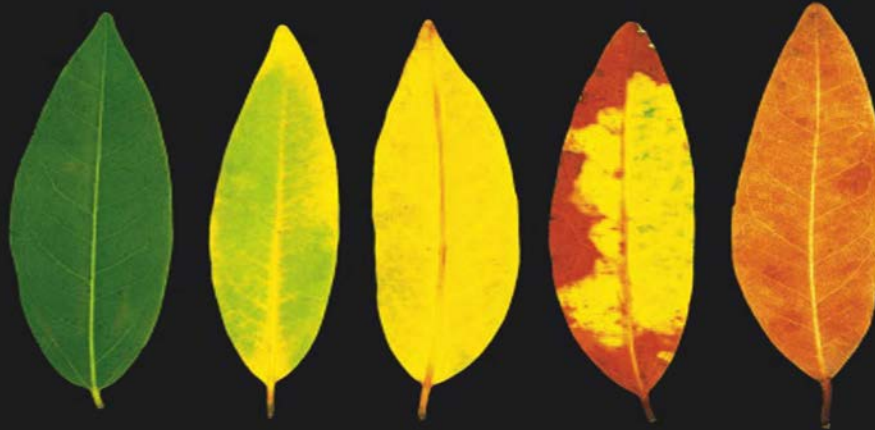
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DIFFUSION OF INNOVATIONS

FIFTH EDITION



EVERETT M. ROGERS



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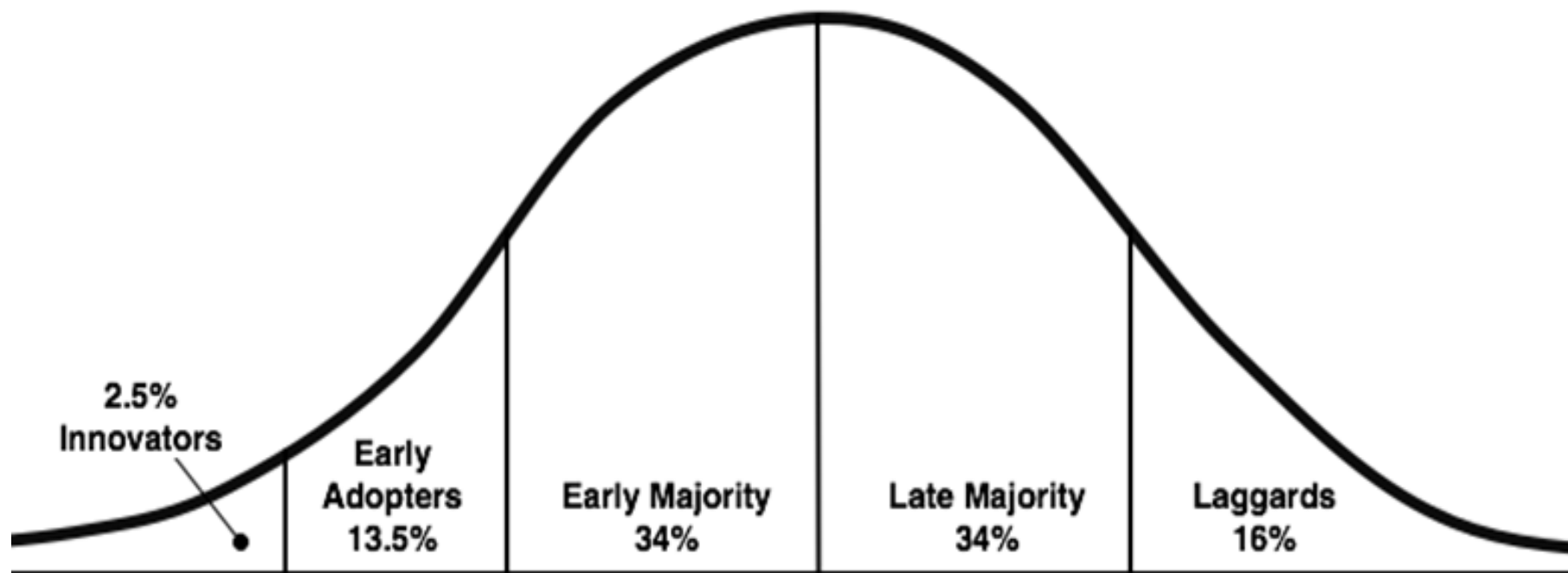
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Started with Corn Seed Implementation





Diffusion Curve



Source: Everett Rogers, Diffusion of Innovations model



Characteristics of the Innovation, Part 1

- Simple, Simple, Simple (Avoid Complexity)
- Relative Advantage
- Trialability
- Observability
- Adaptability



Outers Settings

- Harder to control.
- Find leverage points



Individuals Involved, Part 1

- Knowledge = Training
- Skills = Self-efficacy
- Who is delivering the message? (An Expert? Or Someone Like Them?)
- Find & cultivate champions



Individuals Involved, Part 2

Approaches to use:

- Academic Detailing
- Motivational Interviewing



Inner Settings, Part 2

- Leadership Support
- Use of a Change Agent
- Customer buy-in



Implementation Process, Part1

One must first learn by doing, for though you think you know it, you have no certainty until you try.

Sophocles

- Conduct walk-throughs or patient simulations.



Implementation Process, Part 2

- Use a structured change process
- Learn from others – when possible
- Set a target (with a measure)
- Collect data on progress
- Use pilot tests.



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The Model Applied to MAT Use



Characteristics of the Innovation, Part 2

- Simple, Simple, Simple (Avoid Complexity)
- Observability
- Reduce prescriber burden



Outer Settings

- Get MAT paid for.



Individuals Involved, Part 3

- Knowledge = Training (Prescribers, Counselors, Screeners)
- Use champions
- Mentoring and ECHO Training



Summary

- Implementation is a science
- Not always easy, but can be made easier
- Reduce barriers caused by innovation characteristics, individual beliefs and skills, organizational processes, and implementation approaches.



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Questions?