Scale & Spread of Innovations in Healthcare

The terms "scale" & "spread" are sometimes used interchangeably. They can mean different things to different stakeholders. Common definitions include:

Scale

Increasing the impact of an innovation to benefit more people.

Spread

Extending an innovation widely & consistently over an area.

The scale & spread concept includes the acceptance or rejection of an innovation by an organization or individuals. Many healthcare initiatives are abandoned or not adopted due to failure in scale & spread. Failure to adopt an innovation is not usually a result of content or poor planning, but the proposed changes do not connect with & engage people.

There are 5 adopter groups that vary in their level of motivation to adopt new innovations:

34.0%

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The point where many innovations fail to scale & spread successfully.

13.5%

The Chasm

2.5%

16.0%

Innovators
Take risks & adopt an innovation because it is new.

Early adopters
Opinion leaders that model behavior & quickly adopt innovations.

Early majority
Part of the critical mass that ensures adoption, need to see practical benefits before adoptions.

Late majority
Part of the critical mass that are more skeptical & conservative, will only adopt an innovation after the majority.

Laggards
Very conservative & traditional, the final group to adopt an innovation.

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