

# Designing a Screening Study

## Communications

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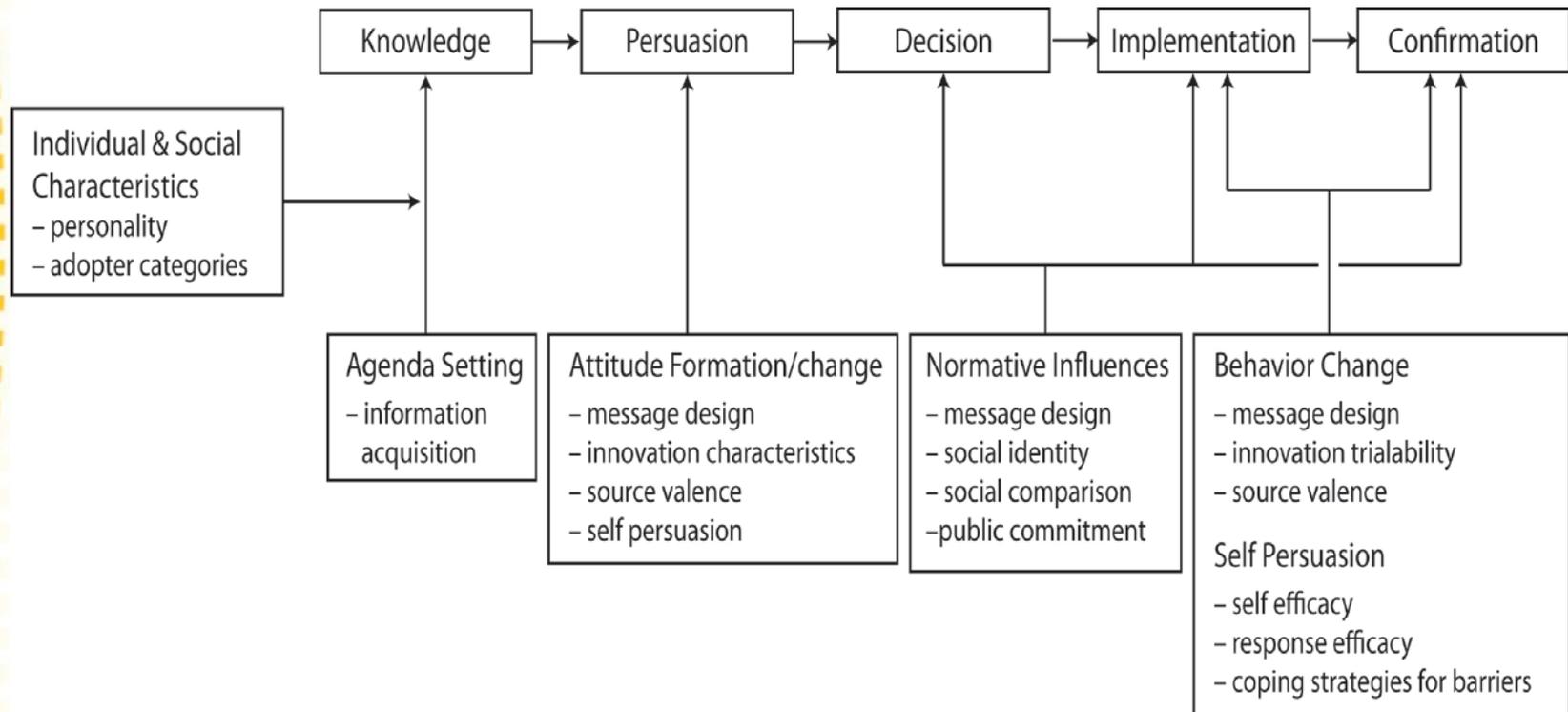
MD Anderson Cancer Center

October 30, 2015

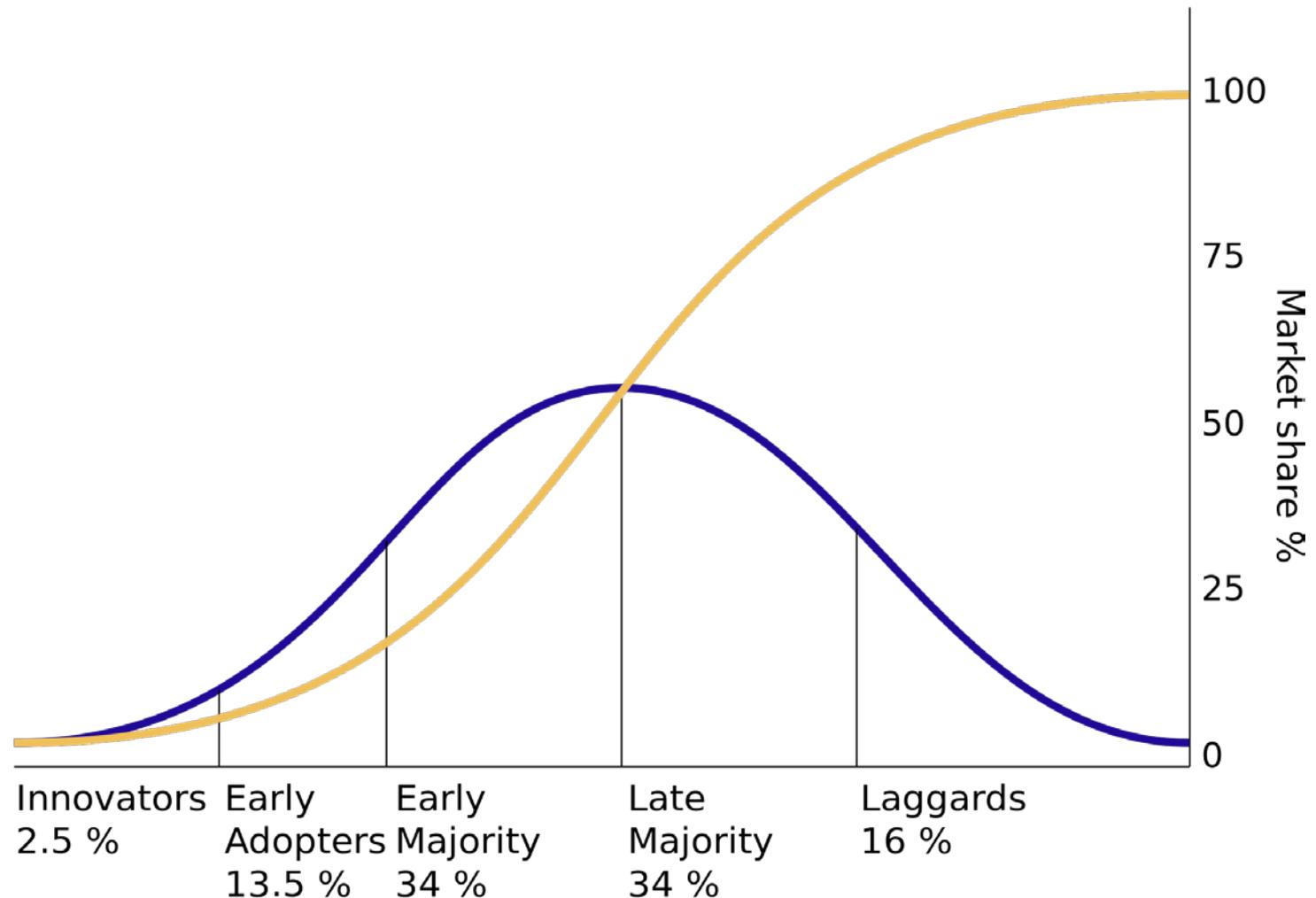
# Behavioral Domains

	<b>Personal Behavior</b>	<b>Program Implementation</b>	<b>Policy Adoption</b>
<b>Patients</b>	<b>X</b>		
<b>Primary Care Physicians</b>	<b>X</b>	<b>X</b>	<b>X</b>

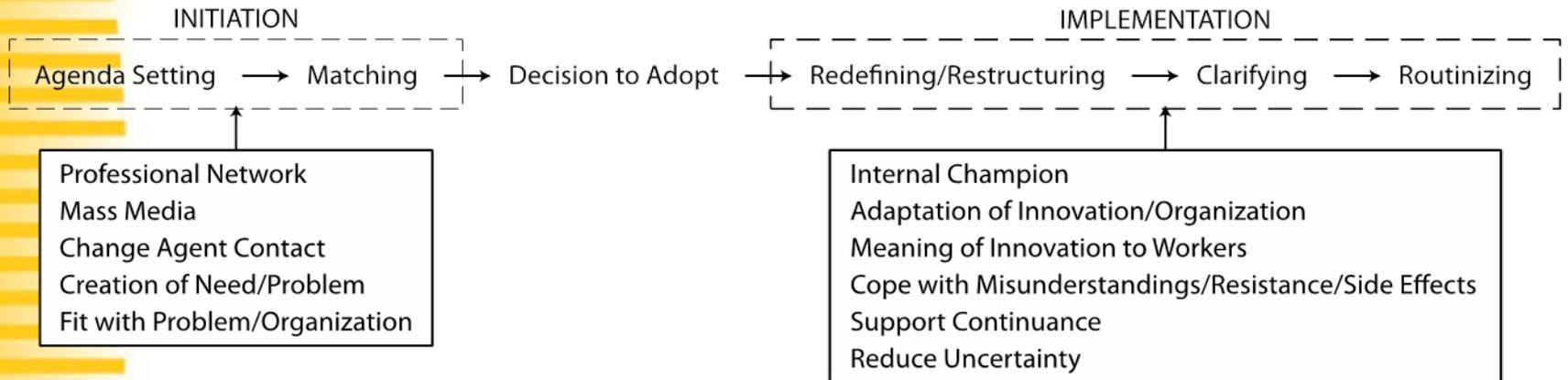
# Diffusion of Innovations Theory: Adoption Decision Process



# Diffusion of Innovations Theory: Innovation Adoption within Populations



# Diffusion of Innovations Theory: Organizational Change



# Communication Consideration

- Audiences
- Intermediaries and Key Decision-makers
- Core Messages
- Factors in Adoption Decision Process
  - Knowledge
  - Innovation characteristics
  - Norms

# Communication Considerations

- Delivery Channels
  - Communication networks
  - External information sources
  - Opinion leaders
- Organizational Change
  - Initiation v. implementation
  - Competing priorities
- Continued Engagement and Relationship Building

The slide features a solid red horizontal bar at the top. On the left side, there is a vertical decorative element consisting of a series of horizontal yellow bars of varying lengths, creating a gradient effect from top to bottom.

# Thank You

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