

The Role of Acceptance when Implementing Innovation in Hospitals

Hadiqa Memon, Elizabeth Anderson-Fletcher, PhD

Background: Organizational innovation adoption continues to be a growing field of research in organizational behavior and management literature. Understanding the role of acceptance within the innovation value chain is a critical step towards effectively managing change, building individual acceptance, and reducing resistance. Many studies highlight acceptance as the key driver of innovation adoption. However, few studies examine the relationship between acceptance and individual usage behavior.

Methods: A pilot study (n=54) was conducted at a large, urban hospital recently transitioning from a centralized dispensing method to a decentralized method. Participants in this study were nurses from ten randomly-selected nursing units within the hospital. They completed demographic and self-report measures for implementation strategy evaluation (IMPLST), innovation acceptance level (ACCEPT), and innovation usage behavior (USAGE). Participants in this study were predominantly female (83%), used the Pyxis MedStation to dispense insulin daily (80%), and were highly technology proficient (67%). A Simple Mediated Regression Model was developed to determine the effect of implementation strategy (IMPLST) on usage behavior (USAGE) directly, as well as through acceptance level (ACCEPT).

Results: Mediated regression analysis showed that IMPLST had a statistically significant direct effect on USAGE; however, the indirect effect of IMPLST on USAGE through ACCEPT was insignificant.

Conclusions: As such, in the current study, ACCEPT does not play a significant role in mediating the relationship between IMPLST and USAGE.

