

Implementation science and behaviour change for organizations

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Objectives: In keeping with the keynote address by Dr. Michie at the 2019 CAA conference, the objective of this presentation will be to introduce the topic of implementation science for clinicians and organizations.

Background: In the context of audiology, implementation science could be used by people or the organizations in which they work to promote the adoption and integration of practice change into routine use within their work settings.

Methods: Through lecture using audiology-based examples from work at The National Centre for Audiology to facilitate learning, this presentation will introduce attendees to implementation science including the preconditions that should be present for attaining desired service delivery or clinical outcomes, implementation interventions focused on behaviour change theory, and methods to monitor and evaluate implementation efforts.

Results: Attendees will show improvements in knowledge and understanding of implementation science and how it might be used in their clinical practice and/or organizations to change service delivery and clinical outcomes.

Conclusions: Implementation science isn't just for researchers. The science of implementation should be understood by clinicians and organizations because it provides an evidence-based way to assess readiness to change, use interventions to assist with implementation of new practice(s), and methods that can be used within practice settings to monitor and evaluate clinical change efforts.