

Appendix 1. Dragons’ Den Symposium Quality Improvement Surveys and the *Innovation-Decision Process* (Rogers, 2003)

SUMMARY OF ROGERS’ INNOVATION-DECISION PROCESS (1)

The diffusion of innovation represents innovation spread within a group or system. At the individual level, diffusion of innovation occurs through the innovation-decision process, during which decision-making units (persons or organizations) decide to adopt an innovation (or not). The innovation-decision process is summarized in Figure 1 and the five stages in the process are summarized in Table 1.

Figure 1. A model of five stages in the innovation-decision process (adapted from Rogers, 2003)

PRIOR CONDITIONS

1. Previous practice
2. Felt needs/problems
3. Innovativeness
4. Norms of social systems

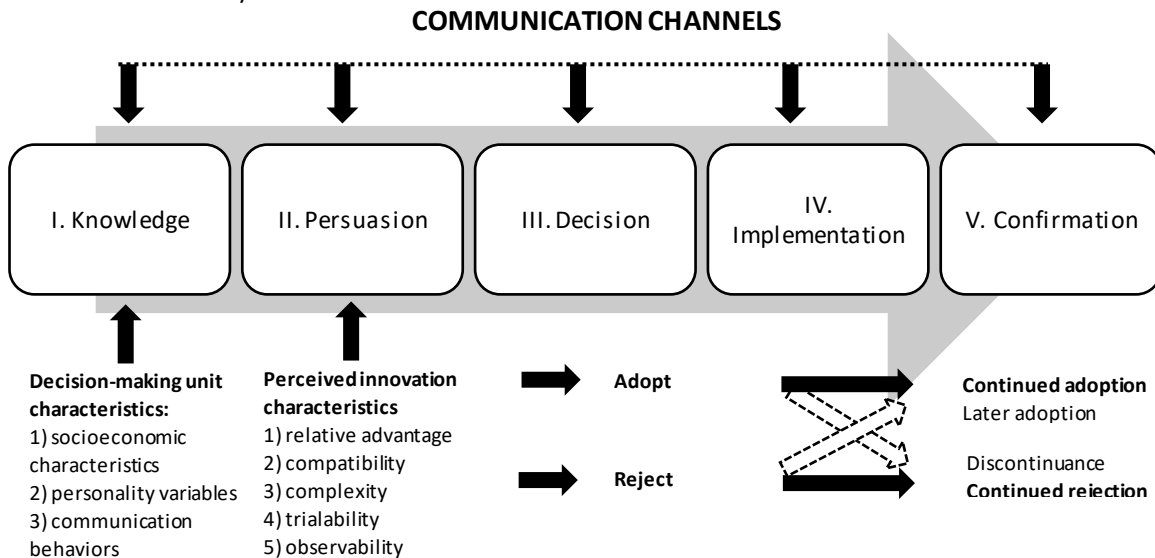


Table 1. Summary of the five stages in the innovation-decision process (adapted from Rogers, 2003)

Five stages of the innovation-decision process	
I. Knowledge	When a person or organization is exposed to an innovation, becomes aware of an innovation and gains some knowledge about how it works.
II. Persuasion	By obtaining more information about an innovation and becoming psychologically involved, a person or organization forms an attitude

	(favorable or unfavorable) towards an innovation.
III. Decision	When a person or organization decides whether to adopt or reject an innovation.
IV. Implementation	When a person or organization puts an innovation into practice, begins changing behaviors, or seeks information or support regarding how to implement the innovation.
V. Confirmation	When a person or organization reviews their previous decision and confirms or reverses their decision to adopt an innovation.
Communication channels	The paths through which innovators or opinion leaders and potential adopters communicate about an innovation. The sources and channels affect rate and pattern of diffusion.

DRAGONS’ DEN SYMPOSIUM QUALITY IMPROVEMENT SURVEY QUESTIONS
(translated from French)

Immediately post-symposium survey: Innovators

Question	Link with <i>Innovation-Decision Process</i> (Rogers, 2003)
1. Do you intend to follow-up with clinical leads and dragon-facilitators interested in your innovation? <ul style="list-style-type: none"> • Yes • No 	Evaluates the effects of the symposium as a “communication channels”. Also, intention to follow-up is key to the innovation-decision process as further communication between innovators and potential adopters (clinical leads or Dragon-Facilitators) would contribute to the stages of I. Knowledge (communication behaviors), II. Persuasion, III. Decision and IV. Implementation.
If yes, how? <ul style="list-style-type: none"> • Individually (email or phone) • Follow-up meeting • Create a committee • Other (specify) 	Describes expected communication channels.

Appendix 1, as supplied by authors. Appendix to: Smithman MA, Dumas Pilon M, Campbell M-J, et al. Evaluation of a *Dragons’ Den*–inspired symposium to spread primary health care innovations in Quebec, Canada: a mixed-methods study using quality-improvement e-surveys. *CMAJ Open* 2022. DOI:10.9778/cmajo.20200251. Copyright © 2022 The Author(s) or their employer(s). To receive this resource in an accessible format, please contact us at cmajgroup@cmaj.ca.

If not, why?	Helps understand why innovators do not intend to follow-up.
2. In your opinion, what was the highlight of the symposium?	Helps understand what components of the symposium were appreciated by innovators and identify what elements of the symposium support the innovation-decision process.
3. Would you recommend the symposium to a colleague?	Evaluates the appreciation of the symposium as a communication channel.
4. What weaknesses would you suggest we improve?	Helps identify weaknesses in the symposium as a communication channel.
5. Would you like to be invited to a 2 nd edition	Evaluates the appreciation of the symposium as a communication channel.
6. How would you suggest we improve a next edition to better meet your needs?	Identify suggestions to improve the symposium as a communication channel, aligned with prior conditions (felt needs/problems), to further support the innovation-decision process.
7. The College's objective was to catalyze innovation spread. Share your suggestions to better support your innovation's reach following the symposium?	Helps identify further strategies that could help support the innovation-decision process after the symposium
Other questions (results not reported here)	
8. Innovation fair (8:50 to 12:00): The 6-minute rapid-fire presentations were useful (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
9. Innovation fair (8:50 to 12:00): The format (rapid-fire presentations and blitz networking) met my expectations (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
10. Innovation fair (8:50 to 12:00): Comments	Not applicable (Quality improvement)
11. Innovation café (13:15-14:15): The networking during the café met my expectations (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
12. Innovation café (13:15-14:15) Comments	Not applicable (Quality improvement)
13. Innovators' workshop (14:15-16:30): The content of the workshop was relevant and useful (completely	Not applicable (Quality improvement)

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disagree, somewhat disagree, somewhat agree, completely agree)	
14. Innovators' workshop (14:15-16:30): The workshop format helped achieve its objectives (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
15. Innovators' workshop (14:15-16:30): Comments	Not applicable (Quality improvement)
16. Does the vision of the Patient's Medical Home inspire you? (0=not at all, 10=completely)	Not applicable (Quality improvement)
17. Is the vision for the Patient's Medical Home useful to improve primary healthcare service delivery? (0=not at all, 10=completely)	Not applicable (Quality improvement)
18. Did the symposium's planning, content, and programme respect ethical norms? (Yes/No)	Not applicable (Quality improvement)
If not, why?	
19. Were you under the impression that there was a commercial bias during the event? (Yes/No)	Not applicable (Quality improvement)
If yes, please describe:	

Immediately post-symposium survey: clinical leads and dragon-facilitators

Question	Link with <i>Innovation-Decision Process</i> (Rogers, 2003)
1. The format of the symposium allowed me to discover new innovations (Totally disagree, somewhat disagree, somewhat agree, totally agree)	Evaluates the effects of the symposium on knowledge of innovations (stage I. knowledge)
Comments	Helps understand the effects on discovering new innovations (stages I. knowledge and II. Persuasion)
2. What is the likelihood that you will adopt, replicate or support an innovation presented at the symposium in the next year? (0=not at all, 10=extremely likely)	Evaluates the effects of the symposium on intention to adopt or support an innovation in the next year (stages II. Persuasion and III. Decision)
3. In your opinion, what was the highlight of the symposium?	Helps understand what components of the symposium were appreciated by innovators and identify what elements of the symposium support the innovation-decision process.
4. Would you recommend the symposium to a colleague?	Evaluates the appreciation of the symposium as a communication channel.

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5. What weaknesses would you suggest we improve?	Helps identify weaknesses in the symposium as a communication channel.
6. Would you like to be invited to a 2 nd edition	Evaluates the appreciation of the symposium as a communication channel.
7. How would you suggest we improve a next edition to better meet your needs?	Identify suggestions to improve the symposium as a communication channel, aligned with prior conditions (felt needs/problems), to further support the innovation-decision process.
Other questions (results not reported here)	
8. Innovation fair (8:50 to 12:00): The 6-minute rapid-fire presentations were relevant, original and useful (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
9. Innovation fair (8:50 to 12:00): The blitz networking following the rapid-fire presentations helped me learn more about the innovations (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
10. Innovation fair (8:50 to 12:00): Comments	Not applicable (Quality improvement)
11. Innovation café (13:15-14:15): The innovations were relevant, original and useful (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
12. Innovation café (13:15-14:15): The activity met my expectations (completely disagree, somewhat disagree, somewhat agree, completely agree)	Not applicable (Quality improvement)
13. Innovation café (13:15-14:15) Comments	Not applicable (Quality improvement)
14. Does the vision of the Patient's Medical Home inspire you? (0=not at all, 10=completely)	Not applicable (Quality improvement)
15. Is the vision for the Patient's Medical Home useful to improve primary healthcare service delivery? (0=not at all, 10=completely)	Not applicable (Quality improvement)
16. Did the symposium's planning, content, and programme respect ethical norms? (Yes/No)	Not applicable (Quality improvement)
If not, why?	
17. Were you under the impression that there was a commercial bias during the event? (Yes/No)	Not applicable (Quality improvement)
If yes, please describe:	

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Three-month post-symposium qualitative e-mail follow-up: innovators

Question	Link with <i>Innovation-Decision Process</i> (Rogers, 2003)
1. How have your post-symposium innovation follow-ups been going?	Helps understand effects of the symposium on the stages of I. knowledge (communication behaviours), II. Persuasion, III. Decision and IV. Implementation.
2. What have your successes been in spreading your innovation to date?	Helps understand the success in the stages of I. knowledge (communication behaviours), II. Persuasion, III. Decision and IV. Implementation.
3. What barriers have you faced in spreading your innovation?	Help understand the barriers to the stages of I. knowledge (communication behaviours), II. Persuasion, III. Decision and IV. Implementation.

Nine-month post-symposium survey: innovators

Question	Link with <i>Innovation-Decision Process</i> (Rogers, 2003)
1. Has your innovation been adopted by new University Family Medicine Groups or individuals following the symposium? Please describe.	Evaluates and helps understand the effects of the symposium on the stages of III. Decision and IV. Implementation.
2. Did your experience at the symposium spark new ideas, opportunities or projects in your practice? If yes, please describe. If not, why?	Describes effect on communication channels and on sparking ideas of needs or new innovations, which in turn may be spread (prior conditions, I. knowledge).
3. Following the symposium, how could the College further support the diffusion of your innovation?	
Other questions (results not reported here)	
4. With regards to the Patient's Medical Home, would you say its vision or its concepts were useful and relevant to improve primary healthcare delivery within your work? (0=not at all; 10= completely) Specify	Not applicable (Quality improvement)

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Nine-month post-symposium survey: clinical leads

Question	Link with <i>Innovation-Decision Process</i> (Rogers, 2003)
1. Have you adopted one or more innovations from the symposium?	Evaluates the effects of the symposium on the stages of III. Decision and IV. Implementation.
If yes, to what degree did it improve your primary healthcare team's experience (0=not at all, 10=extremely)	Evaluates the perceived impact of adopted innovations, which in closely related to the IV. Implementation and V. confirmation stages.
If yes, to what extent did it improve your patients' experience (0=not at all, 10=extremely)	Evaluates the perceived impact of adopted innovations, which in closely related to the IV. Implementation and V. confirmation stages.
If not, why not? (in a few words)	Helps understand why clinical leads did not adopt innovations following the symposium.
2. Did your experience at the symposium spark new ideas, opportunities or projects in your practice? Please describe.	Describes effect on communication channels and on sparking ideas of needs or new innovations, which in turn may be spread (prior conditions, I. knowledge).
If yes, please describe.	
If not, why?	
3. Following the symposium, how could the College further support the diffusion of your innovation?	Provides insight on how to further support the innovation-decision process.
Other questions (results not reported here)	
4. With regards to the Patient's Medical Home, would you say its vision or its concepts were useful and relevant to improve primary healthcare delivery within your work? (0=not at all; 10= completely)	Not applicable (Quality improvement)
Specify	

1. Rogers E. Diffusion of innovations. New York: Free Press; 2003.