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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Barrier relevance to technology innovation deployment process** | | | | | | | |
|  |  | Initiation (pre-adoption) | | | | Implementation (post-adoption) | | | |
|  |  | Barrier | Cause | Effect | Source | Barrier | Cause | Effect | Source |
| **Owner of deployment barrier** | Individual | Approaching the wrong people to get them on board as innovation champions:   * Communicating the benefit of efficiency gains to people who dislike firing people or view their leadership importance by how many direct reports they have (PY2\_DI, Pos. 59) * Burned out physicians (M1\_DI, Pos. 36; M1\_DI, Pos. 24) [see Pr\_ExEff] |  |  | PY2\_DI, Pos. 59  M1\_DI, Pos. 36  M1\_DI, Pos. 24 |  |  |  |  |
| System | Same-side and cross-externalities: Not getting the level of adoption where [positive] network effects kick in |  | The innovation cannot extract the value it intended to | PY2\_DI, Pos. 80 |  |  |  |  |
| System | [Negative] cross-externalities:   * Cold-start problem: No one wants to be the first at adopting the technology (ETC1\_DI, Pos. 34-44) * Stakeholders only act if their business operations are compromised (ETC1\_DI, Pos. 26) [see Pr\_Fin] |  | [Success factor[Overcome the cold-start problem by piggybacking off of legacy processes rather than starting something from scratch]] | ETC1\_DI, Pos. 34-44  ETC1\_DI, Pos. 26 |  |  |  |  |