Selecting physician champions is a concept illuminated by Rogers’ (1995) work on change. This figure illustrates Rogers’ insight that people’s response to change can be predictably classified according to the following general categories:

1. Innovators – Those in an organization who are constantly pushing the envelope with regard to new, creative means of changing processes and systems.
2. Early adopters – This group of people quickly sees the advantages of proposed change and commits their resources to the effort.
3. Early majority – This group will commit, but not quite as early or enthusiastically as the innovators or early adopters. However, their contribution is essential to effective change.
4. Late majority – These team members are more fence sitters in that they want to see results from the change effort before committing themselves to it.
5. Laggards – This group may disagree with the change effort altogether and are unlikely to be effective in the early or late stages of the change.