

Joint Event

**Public Health, Women's Health, Nursing and Hospital Management**

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**Using the diffusion of innovation theory to understand the adoption of a telemedicine platform – myDiabby****Carine Khalil**

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The prevalence of gestational diabetes represents one of the most frequent pathology during pregnancy. Many perinatal and postpartum complications are associated with gestational diabetes. Women with gestational diabetes require regular follow-ups and overall management in order to normalize maternal blood glucose and improve pregnancy outcomes. However, regular follow-ups in gestational diabetes can be costly and labor intensive. It represents a real burden for health professionals as well as for patients. Yet, with the advancements made in the digital field, telemedicine is gaining popularity over traditional healthcare approaches. Although a growing number of research studies highlighted the value of telemedicine in managing diabetes, results are still modest. There is a lack of knowledge on how innovative telemedicine solutions in GDM are spread within health structures, and adopted by health professionals in order to monitor and follow up patients. This research study aims at analyzing the perceptions of healthcare providers regarding the use of a telemedicine platform - myDiabby - for managing patients with GDM. A qualitative research approach has been adopted for collecting and analyzing data. Twenty semi-structured interviews have been conducted in 13 diabetes services in France, between March 2018 and May 2018. Data analysis shows that the adoption of myDiabby is influenced by the perceived relative advantage, the compatibility, the trialability, and the visibility of the benefits associated with the telemedicine platform. In addition, a set of extrinsic factors - such as the demographic context of healthcare providers, the context of pregnancy as well as the geographic, cultural, political, and economic environments seems to affect the adoption of myDiabby

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