



IMPLEMENTATION | STAGE 6

Scale your solution

If your nudge pilot was successful, fantastic! With the backing of your stakeholders, you should be able to implement it continually or on a basis that makes sense to your application. But don't be afraid to think bigger: If your intervention were applied to other sites or situations, what impact might you have on health and health care? This checklist will introduce you to the elements necessary to achieve scale and some pitfalls to watch out for.

Does the data infrastructure exist to implement (and assess) this intervention at scale?

Can you obtain sponsorship for randomization and further experimentation?

Do you have an understanding of the stakeholders and audience?

Is there a commitment to closing gaps in evidence-based care at the level you will scale?

Are you accounting for the “[5 Vital Signs](#)” – elements of unscalable endeavors identified by economist John List?

- False positives
- Results not representative of a population
- Success dependent on unscalable ingredients
- Unacceptable unintended consequences or negative spillover
- Unsustainable financial cost