

To Tyto or not to Tyto

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The study examines the adoption of Tyto technology by physicians, based on the UTAUT (Unified Theory of Acceptance and Use of Technology) model (Venkatesh et al., 2003)

1) PU (perceived usefulness)

פריט לדוגמא: "להערכתי השימוש בטייטו מגביר את הפרודוקטיביות שלי כרופא/ה"

2) PEOU (perceived ease of use)

פריטים לדוגמא: "טייטו קל לשימוש לרופא/ה", "טייטו קל לשימוש למטופלים (או לבני משפחתם)"

3) Facilitating conditions

פריט לדוגמא: "הארגון בו אני עובד/ת מספק תמיכה טכנית לרופאים המשתמשים בטייטו"

4) Financial incentive

"השימוש בטייטו כדאי לי כלכלית"

5) Colleagues influence

"עמיתים במעגל הקרוב אלי חושבים שכדאי לי לעבוד עם טייטו"

1 Sample

29 Family doctors + 14 Pediatricians
from Clalit, Maccabi, Meuhedet

41.3% - female physicians
56.8% - clinic location in a large city
40.9% - large family patients (≥ 4 children)

2 Intention to use Tyto

48.9% report no intention to use Tyto

3 Correlations

with intention to use Tyto

- 1) PU (perceived usefulness) $\rightarrow r=0.596$ $p<0.001$
- 2) PEOU (perceived ease of use) $\rightarrow r=0.202$ NS
- 3) Facilitating conditions $\rightarrow r=0.044$ NS
- 4) Financial incentive $\rightarrow r=0.434$ $p=0.003$
- 5) Colleagues influence $\rightarrow r=0.666$ $p<0.001$

4 Ordinal regression

Intention to use Tyto as the outcome

Variable	Estimate	Std. Error	Sig.
Voluntary	0.237	0.223	0.287
Colleagues	0.935	0.443	0.035
PU	1.130	0.516	0.029
PEOU	-0.924	0.525	0.079
Facilitating	-0.211	0.260	0.417
Financial	0.832	0.399	0.037
Gender-m	3.375	1.256	0.007
Location-city	2.458	1.071	0.022
Patient type	0.504	0.937	0.591

- Age groups were also included, NS
- Nagelkerke R Square = 0.729

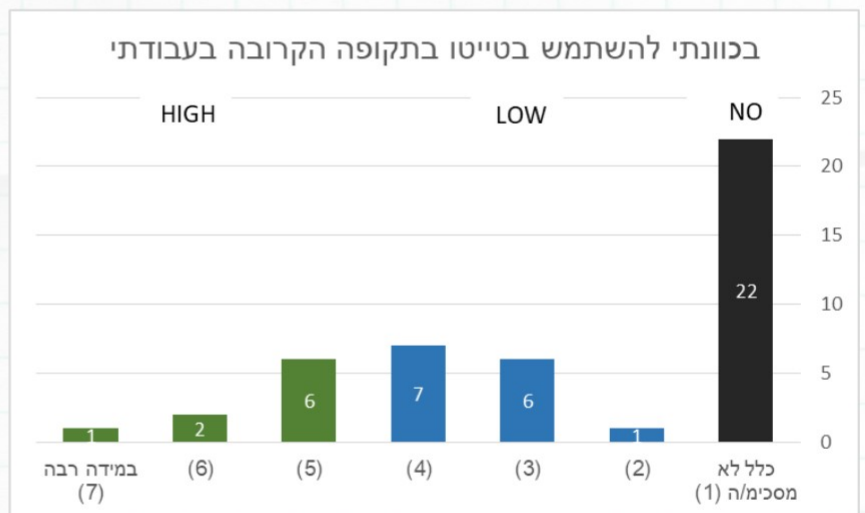
6 Conclusion

Flow emerges as a key psychological mechanism linking the perceived value of the device to the motivation to adopt it. **External motivators** (financial incentives and peer influence) also play a significant role. In contrast, **PEOU** and **facilitating conditions** were not significant predictors.

Related literature

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

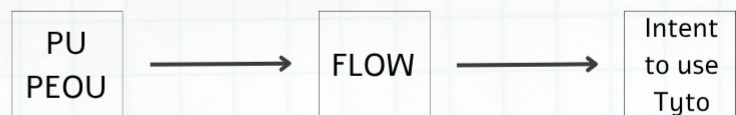
Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. New York: Harper & Row



5 Mediator - Flow

Flow is a psychological state in which a person is fully immersed in an activity, experiencing concentration, control, and clarity (Csikszentmihalyi, 1990). In this study, Flow is examined as a bridge between cognitive evaluation (PU + PEOU) and the physician's intrinsic motivation.

פריטי FLOW לדוגמא: "העבודה עם טייטו מהנה לרופא/ה", "טייטו מאפשר לרופא/ה שליטה על משך הביקור"



Regression steps:

Step 1 (Flow excluded):

PU is significant ($B = 0.864$, $p < 0.001$)

PEOU is non-significant

Step 2 (Flow included):

Flow is significant ($B = 1.603$, $p = 0.003$)

PU and PEOU are non-significant

Interpretation: Perceived usefulness enhances the sense of Flow, and it is Flow that increases the intention to use the technology. The findings suggest that only when perceived usefulness (PU) translates into a positive experience of control and satisfaction during use (i.e., a Flow experience), does the intention to adopt the technology develop.