Figure 1. Paths indicating HHK attributes and contextual factors shaping physician intention and behaviour

Background variables
- Years of experience
- Solo vs. Group Practices
- Patient encounter duration

Perceived attributes of the HHK (the innovation)
- Relative advantage
- Compatibility
- Complexity
- Observability
- Trialability

Intention
- R² = .47**

Behavior
- R² = .59***

Correlation coefficients:
- * p<.05
- **p<.01
- ***p<.001