A categorical typology of naltrexone-adopting private substance abuse treatment centers
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This study used a diffusion of innovations theoretical framework [Rogers, E. M. 2003. *Diffusion of innovations*. 5th edition. New York: The Free Press] to identify organizational-level predictors of a categorical typology of substance abuse treatment centers based on naltrexone adoption. Data from the National Treatment Center Study ($N = 158$) were used to examine the impact of socioeconomic status, organizational personality, and communication behavior on adopter categorization (i.e., innovators, early adopters, early majority, late majority, or laggards). Results from the ordered logistic regression model indicate that organizations that did not have onsite 12-step meetings and were familiar with treatment innovations were more likely to be in a more innovative category. Organizations that learned about innovations from professional development seminars and informal conversations with external treatment providers were more likely to be in a less innovative category. Identifying and targeting the early and late majority categories of adopting organizations for better training and community linkages could help reduce the research-to-practice gap.