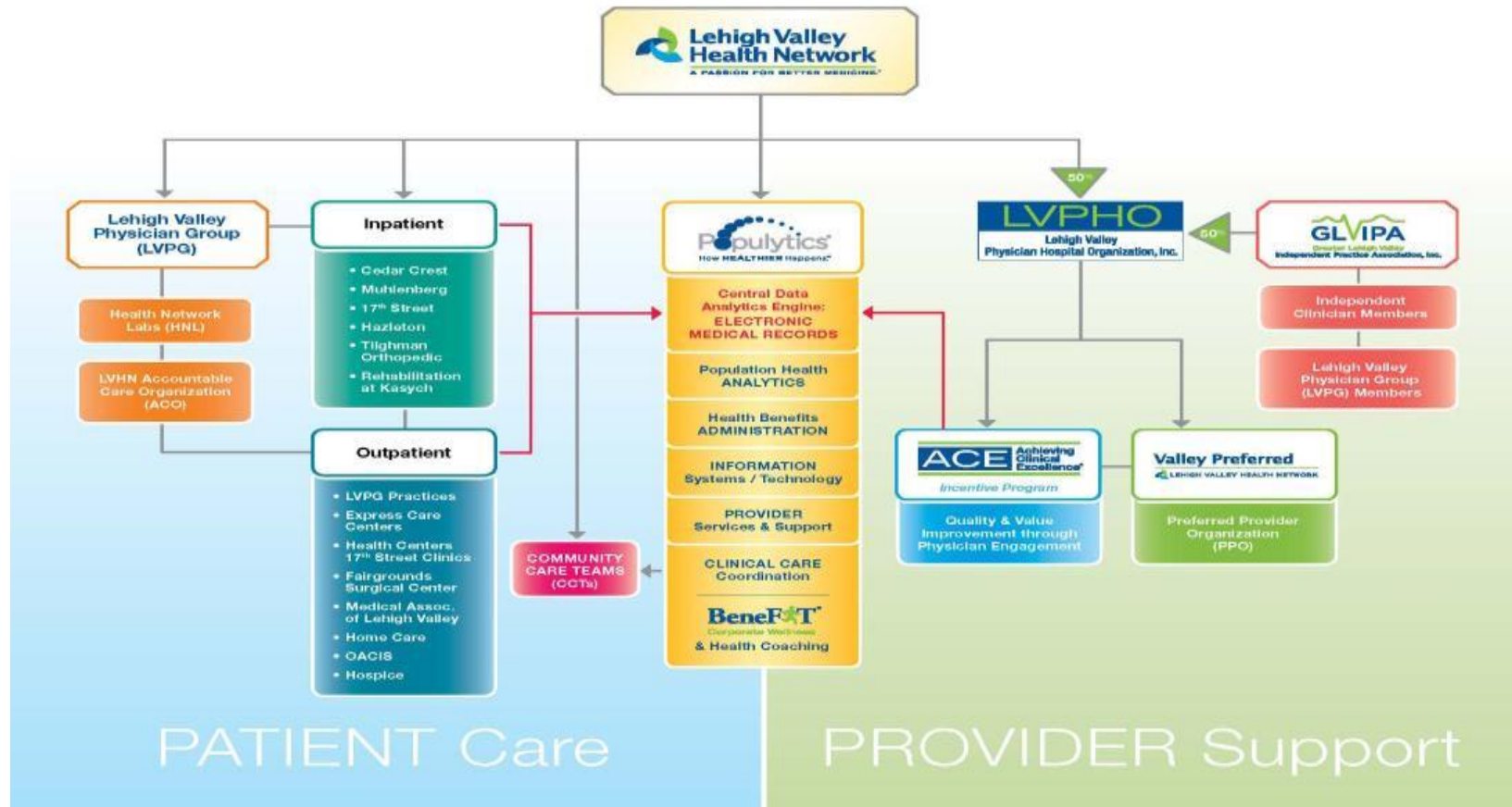




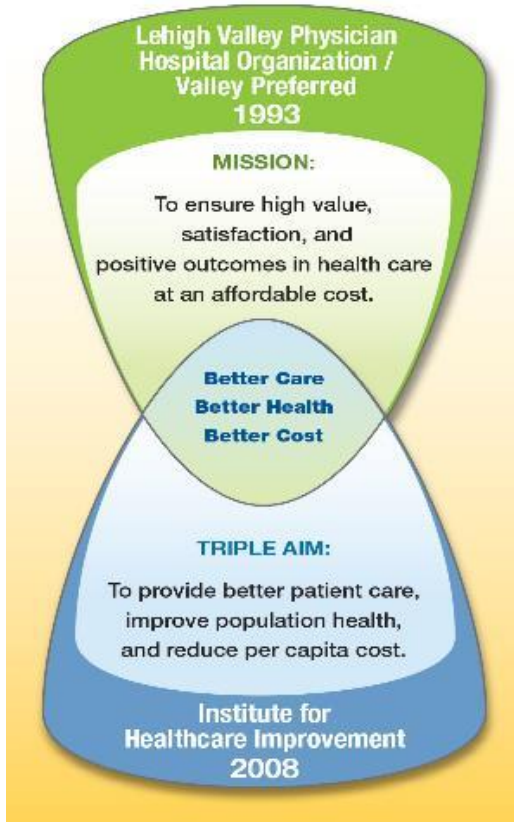
Choosing Wisely®: Better Communication with your Doctor, Better Health Care Value

Mark Wendling, MD | Executive Director LVPHO/Valley Preferred

Lehigh Valley Health Network: Organization

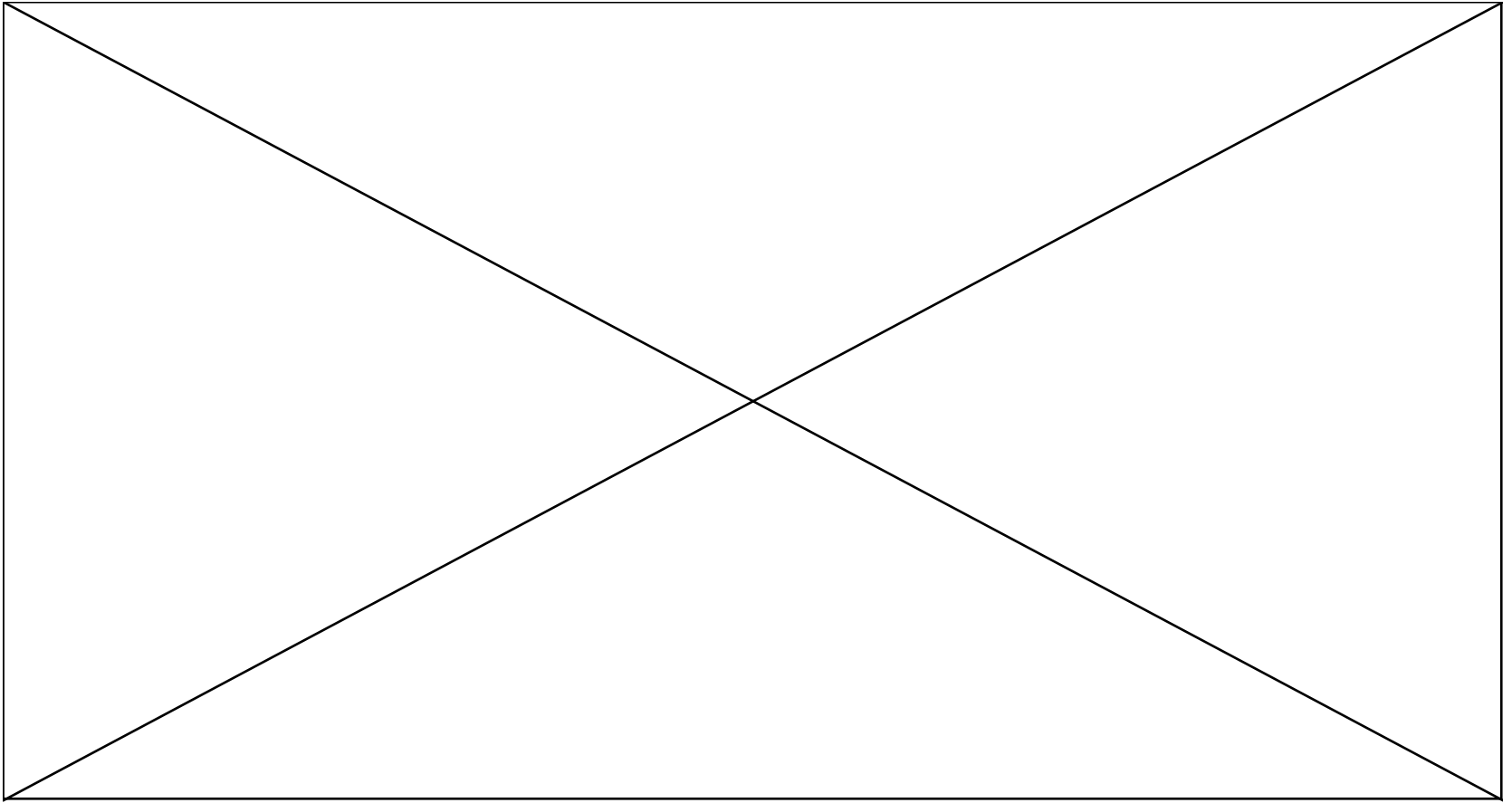


Lehigh Valley Physician Hospital Organization (LVPHO) Mission



To ensure **high value, satisfaction, and positive outcomes** in health care at an affordable cost.

Today's Agenda



Health Care Realities

- Little evidence-based medicine truly exists
- Slow rate of translation of good evidence
- Complex systems of payment
- Currently get rewarded for doing more
- 800+ quality “standards” exist
- Fragmentation is pervasive
- Health care cultural norms exist
- Privacy and confidentiality are paramount



Measuring Utilization is Different

- Traditional “quality” measurement in place since early 2000’s
- Utilization measurement today is challenging
 - Traditionally dependent on claims data access
 - Requires valid benchmarking
 - Little to no experience in sharing with providers/patients
 - EHR’s do not lend themselves to this measurement
 - Available tools to assist are expensive



How Do We Change This?

- Reimbursements/incentives need to change
- **Enhance health literacy**
- Rigorously measure inappropriate utilization
- **Educate all involved**
- Transparently share valid data
- Align incentives for all



Choosing Wisely® Overview

- Collaboration of Consumer Reports and ABIM
- Things providers and patients should question
- Meant to spark conversations between patients and providers to ensure the right care is delivered at the right time
- More than 450 specialty medical societies are now participating
- Consumer Reports is disseminating educational materials
- Nothing really exists quite like it



An initiative of the ABIM Foundation

5 Questions to Consider Before Taking Antibiotics:

- 1 Do I really need antibiotics?
- 2 What are the risks and side effects?
- 3 Are there simpler, safer options?
- 4 How much do they cost?
- 5 How do I take antibiotics so they're safe and effective?

The recommendations in this brochure were developed by the:

- American Academy of Dermatology
- American Academy of Family Physicians
- American Geriatrics Society

This report is for you to use when talking with your health care provider.

It is not a substitute for medical advice and treatment. Use of this report is at your own risk.

To learn more, please visit
ConsumerHealthChoices.org/antibiotics

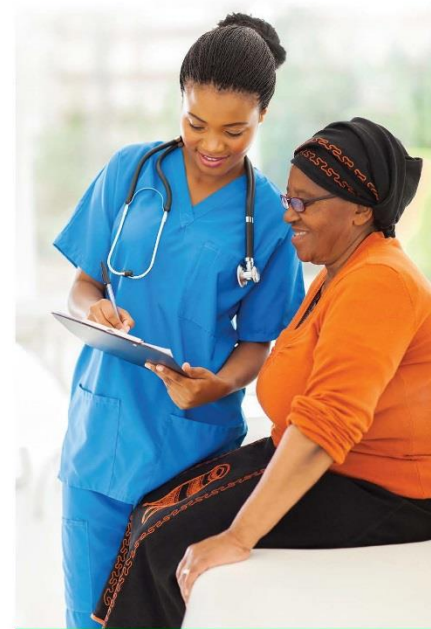
Choosing Wisely

An initiative of the ABIM Foundation

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Antibiotics:

Will They Help You or Hurt You?



Consumer Reports suggests asking your health care provider questions before taking any antibiotics.

CRConsumerReports™

Choosing Wisely® Examples

- Do not perform stress tests on low risk patients or as part of annual follow-up
- Antibiotics should not be prescribed for children with apparent viral illness
- No imaging for low back pain within 6 weeks unless red flags are present
- Don't order antibiotics for adenoviral pink eye

Choosing Wisely[®] Examples

- Do not perform routine annual PAP screening in women 30 to 65
- Do not perform preoperative CXR for patients with low suspicion of disease
- Do not delay engaging patients likely to benefit for hospice or palliative care in the ED
- Avoid using extra medications in patients >65 to achieve HbA1C < 7.5
- Do not treat children with ear infections with antibiotics ages 2 to 12 unless they have severe symptoms

Evolution of Our Work on Choosing Wisely®

- Started with strong physician leadership
- Developed analytics, measurement capabilities
- Developed a responsible improvement team
- Developed physician-directed CME videos
- Collaboration with LVBCH
- Latest venture: Patient-directed videos
- Next Steps
 - Develop tools in EMR
 - Measure impact of each countermeasure



An initiative of the ABIM Foundation

Strong Physician Leadership

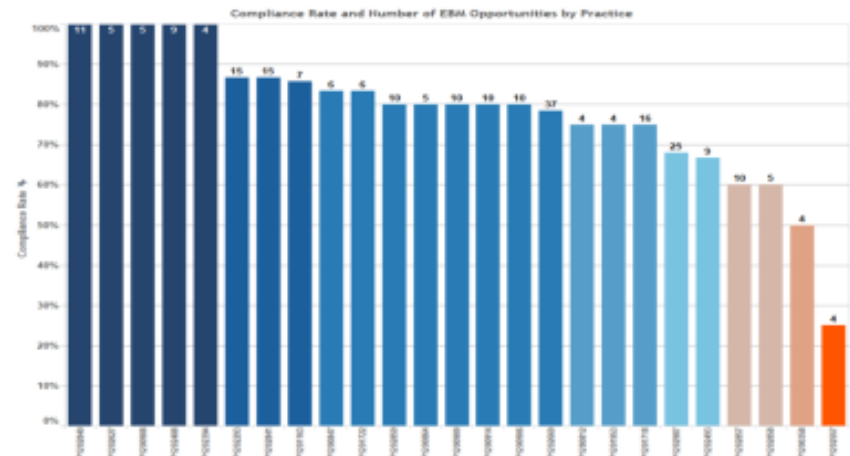
- Pivotal for true improvement to happen
- Significant involvement from key physician leaders
- Creative ideas came from them
- Physician buy-in was the result



Beginning Choosing Wisely® Measurement Set

- Developing a set of measures to guide “appropriate” avoidance
- Intent to partner with payer community
- Standardizing the documentation and guidelines related to avoidance
- Disseminate and spread

EBM Rule: Patients with low back pain should not have imaging studies unless there are specific indications.



Past

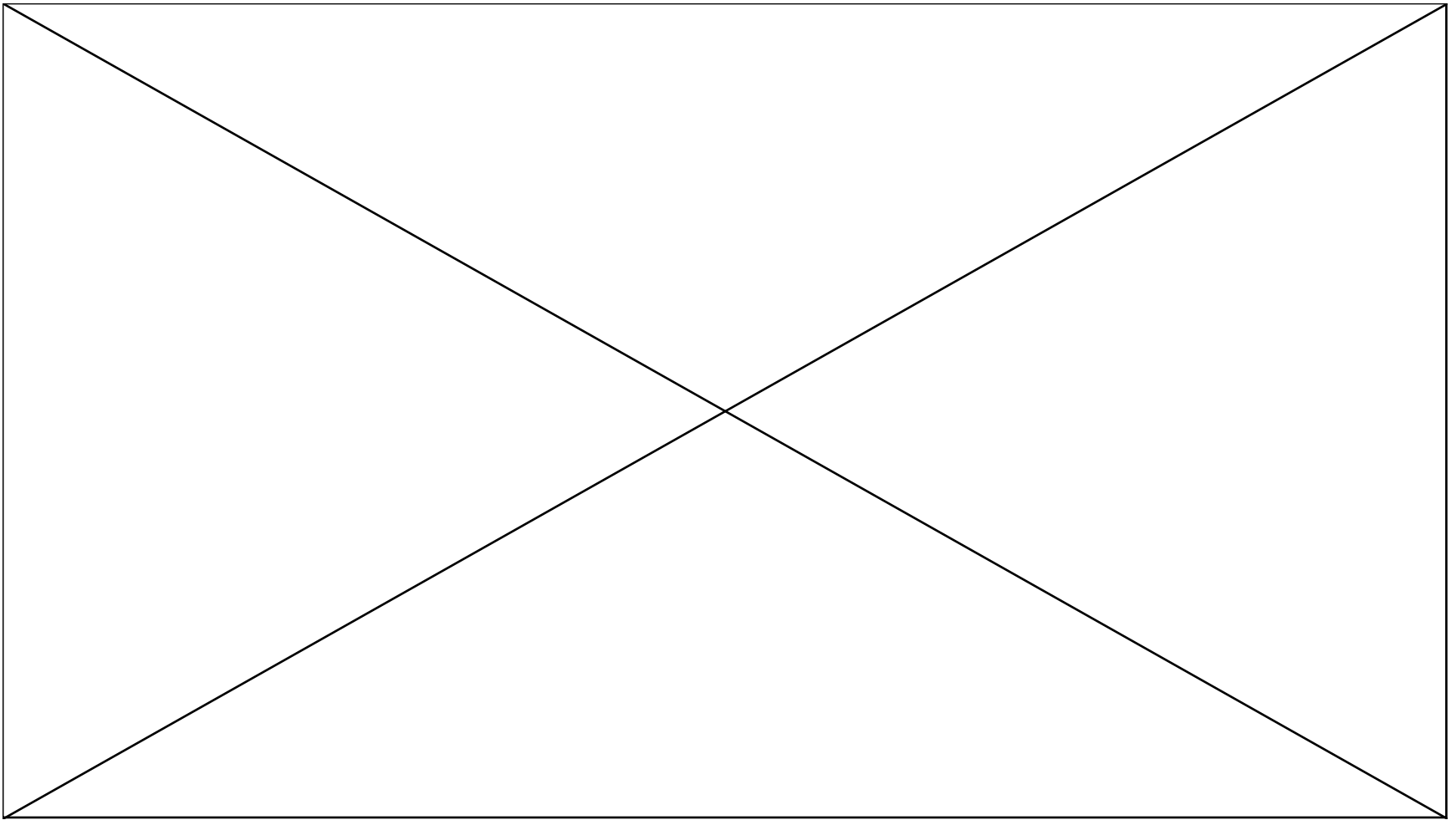
vs.

Present

Developed Physician-Directed Videos

- 11 videos created
- Available for Continuing Medical Education (CME) credits
 1. Introduction of Choosing Wisely
 2. American College of Cardiology
 3. American Society of Nuclear Cardiology
 4. American College of Physicians
 5. American Academy of Family Physicians
 6. American Society of Nephrology
 7. American Academy of Pediatrics
 8. American Academy of Radiology
 9. American Gastrointestinal Association
 10. American Academy of Allergy/Asthma/Immunology
 11. Antibiotic Preservation

Physician-Directed Antibiotic Preservation Video



Collaboration with LVBCH

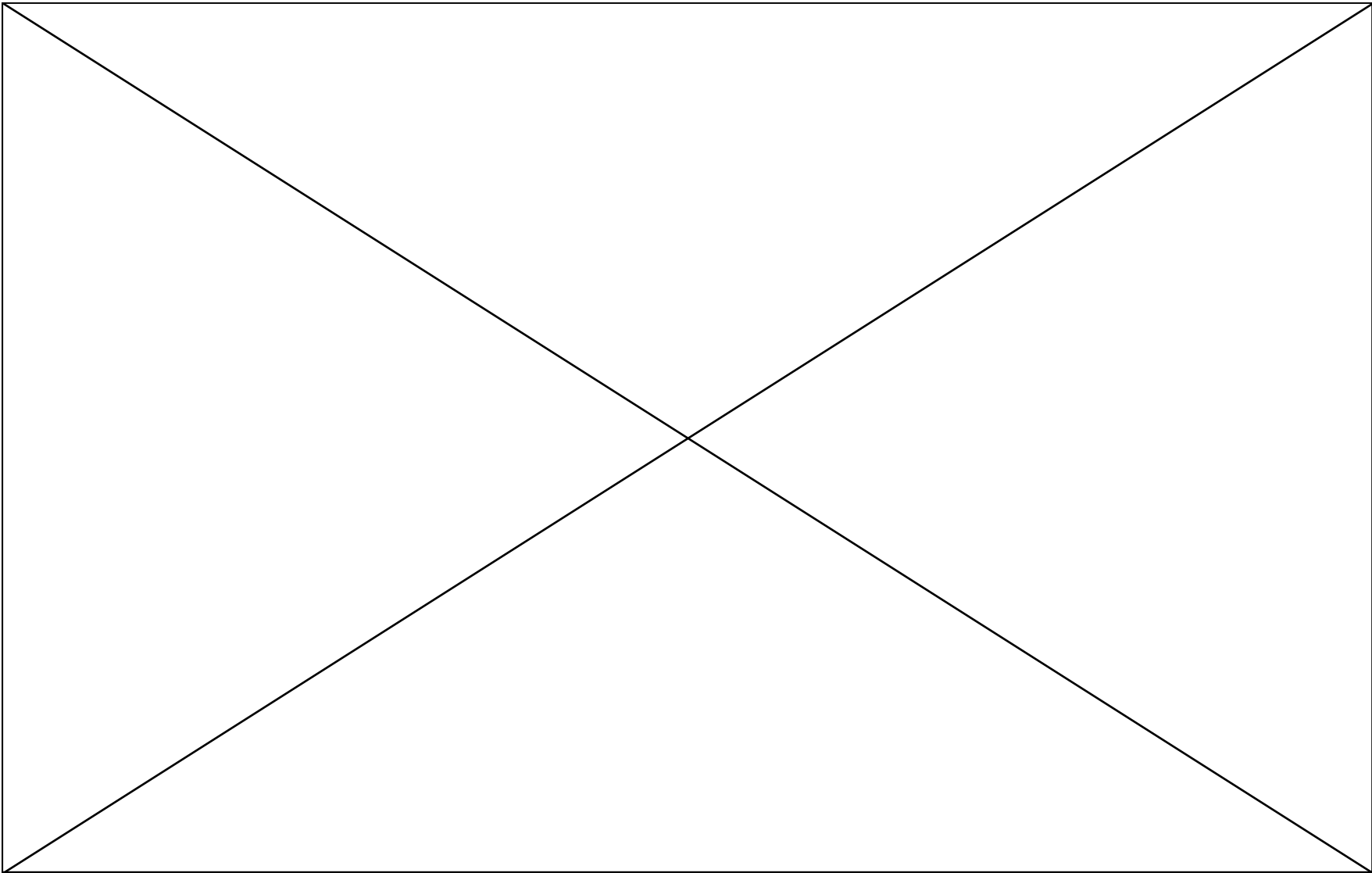
- Very helpful in guiding both choices and to create synergies
- Provides huge alignment of communication potential



Patient/Consumer Directed Videos

- First on antibiotic stewardship
- Second on imaging for low back pain
- Goal is to target businesses/employers and patients directly
- Measure the impact





Discussion

For more information, visit:

LVPHO.com or
ChoosingWisely.org