

# Choosing Wisely

## Helping Employees Choose Wisely

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Director, Health Partnerships  
Consumer Reports  
May 2017



# Today's Agenda

1. Introducing Consumer Reports
2. What is the problem in today's healthcare system?
3. Employee engagement
4. Questions

# Introducing Consumer Reports:



# Meet the Consumer Reports Team



**We are a nonprofit.**

**No ads + no freebies  
+ no corporate donations  
= empowered consumers**

**ConsumerReports®**

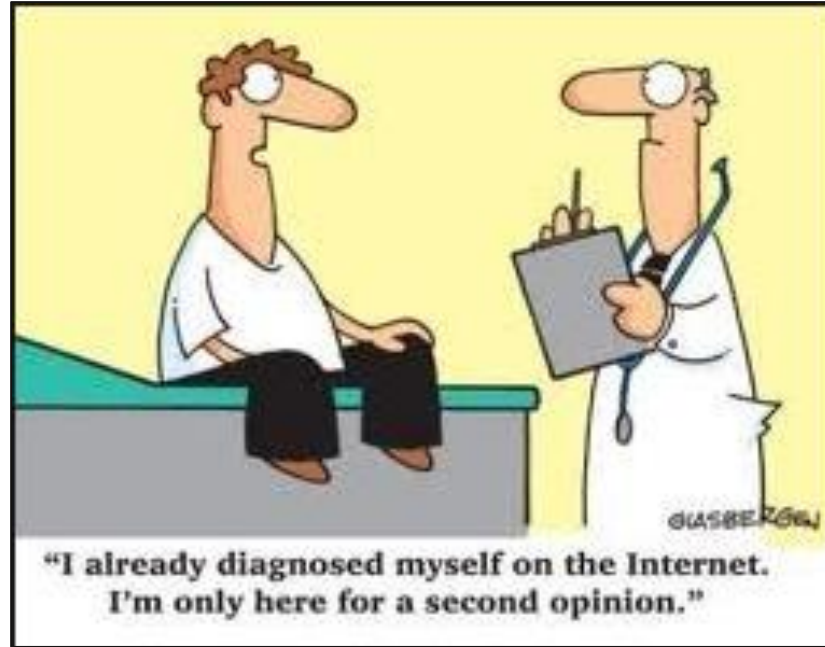
# Healthcare System: Overuse and Waste

“Approximately 30% of healthcare costs (more than \$750 billion annually) are spent on wasted care.”

-American College of Physicians

What are the causes?

*Patients are requesting tests, treatments, & procedures that they don't need*



*Providers are performing services that are unnecessary and may be harmful*



In today's health marketplace, being a compliant patient isn't good enough any more



## *Cultural norms and misleading advertising can lead to inappropriate care*



# Getting employees to understand the issue is complex

*So, what are the common communication challenges and barriers?*



# Confusion; Misinformation; “Someone Else’s Problem”



# Give Clear Unbiased Advice

## Getting the right care to stay healthy as you age

### Tests and treatments to get

Most people should get these tests and treatments.

- Get these routine screenings.**
  - Blood pressure.** Get this test every one or two years.
  - Cholesterol.** Get this test at least once every five years if you are:
    - A man who is 35 or older; or
    - A woman who is 45 or older and is at risk of heart disease (for instance, if you have high blood pressure or a family history of heart disease).
  - Type 2 diabetes.** Get this test every three to five years if you:
    - Have high blood pressure; or
    - Are at risk for type 2 diabetes (for instance, if you weigh too much).
- Get a flu shot each year.**

This is one of the best ways to protect yourself from the flu. And even if you do get the flu, it will probably be milder. Get the flu vaccine as early in the flu season as you can.
- Stay up to date on other shots.**
  - Vaccines protect you from certain diseases. And they aren't just for kids. Adults need them, too.**
  - Tetanus and diphtheria shot.** Get this every 10 years. Ask your doctor when to start, based on the vaccines you had as a teenager or pre-teen.
  - Shingles shot.** Get this when you turn 60.
  - Pneumonia shot.** Get this when you are 65 (or sooner, if your doctor recommends it). There are two types. Ask your doctor which types to get, and when.
  - Whooping cough shot.** Get this once in adulthood, especially if you spend time with young kids.

## Take Charge of Your Heart Health

When it comes to preventing and treating heart disease, you have more control than you might think

By Lauren F. Friedman  
April 12, 2017

Each year, roughly 790,000 Americans suffer a heart attack and one in seven deaths continues to be caused by heart disease—making it the nation's leading killer.

The path to heart disease often feels unstoppable, inevitable: Your blood pressure is too high, your cholesterol keeps rising, your arteries are narrowing, and—before you know it—there are exploratory procedures and invasive surgeries scheduled.

With this Healthy Heart Report, Consumer Reports aims to provide consumers with evidence-based information for all the critical moments along the way, to help you cut through the noise of conflicting studies and swirling, often contradictory advice.

## Back Pain

### Choosing Wisely

#### Do you have lower-back pain?

Getting expensive tests probably won't help your back feel better any faster.

Imaging tests are not always the best choice

Most people with lower-back pain will feel better on about a month. This is the case even without having an imaging test, like an X-ray, CT scan, or MRI. If you have lower-back pain, try treating your pain first. Some tips are on the other side.

You may think you need an imaging test. They take pictures of the inside of your body. But they won't help you feel better any faster.

- X-rays and CT scans are risky. They use radiation that can harm your body. Avoid radiation when you can.
- Tests are expensive. Imaging tests can cost hundreds or thousands of dollars. The cost will depend on the actual test and where you have it done. Your insurance may not pay for any of it. This is a lot of money to spend on a test that might not help your pain. And if the tests lead to surgery, the costs can be much higher.
- They won't make you feel better faster. And they might lead to an unnecessary treatment like surgery—which may be risky and not help your original problem.

Learn more: [ConsumerHealthChoices.org/catalog/backpain](http://ConsumerHealthChoices.org/catalog/backpain)

## Back Pain

### How to treat your back pain

Get better in a few weeks by following up:

- and move. Walking is a good way to work pain. If you stay in bed more than a you can get stiff, weak, and depressed.
- relax your muscles. Try a heating pad, get warm baths, or showers.
- prescription pain medications. They can pain. Try Tylenol, Advil or Aleve—or all the generic versions of those and
- or side or back. Put a pillow under or in knees.
- ster about prescription pain. If they do not help within a few days, it might be caused by a more serious pain.
- ner ways to treat back pain. Ask your other treatments. Physical therapy, chiropractic care, or massage can with insurance may help pay for some amounts.
- ould be your last choice. Surgery and help very much. If the risks, and think about surgery only if other treatments do not help your lower-back pain.

This report is for you to use when talking with your health care provider. It is not a substitute for medical advice and treatment.

© 2017 Consumer Reports. Developed in cooperation with the American Academy of Family Physicians. To learn more about the Choosing Wisely® list visit [www.ConsumerHealthChoices.org/about-us](http://www.ConsumerHealthChoices.org/about-us).

# Employee Engagement:

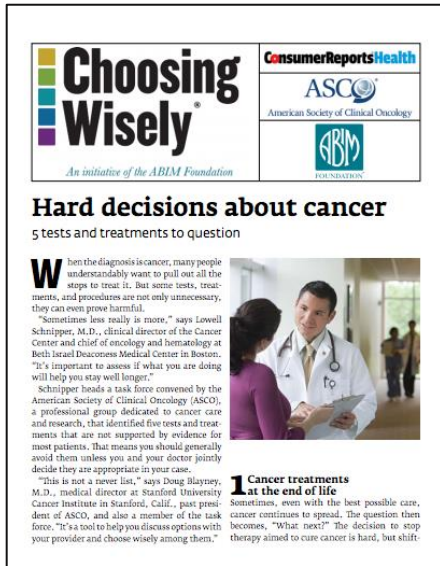
*A case study on CR's efforts to inform employees of their appropriate use of healthcare*





# From 2012-2013, we tried...

Too long



**Choosing Wisely**  
An initiative of the ABIM Foundation

ConsumerReportsHealth  
ASCO  
American Society of Clinical Oncology  
ABIM  
FOUNDATION

## Hard decisions about cancer

5 tests and treatments to question

When the diagnosis is cancer, many people understandably want to pull out all the stops to treat it. But some tests, treatments, and procedures are not only unnecessary, they can even prove harmful.

"Sometimes less really is more," says Lowell Schrippler, M.D., clinical director of the Cancer Center and chief of oncology and hematology at Beth Israel Deaconess Medical Center in Boston. "It's important to assess if what you are doing will help you stay well longer."

Schrippler heads a task force convened by the American Society of Clinical Oncology (ASCO), a professional group dedicated to cancer care and research, that identified five tests and treatments that are not supported by evidence for most patients. That means you should generally avoid them unless you and your doctor jointly decide they are appropriate in your case.

"This is not a 'never list,'" says Doug Blayney, M.D., medical director at Stanford University Cancer Institute in Stanford, Calif., past president of ASCO, and also a member of the task force. "It's a tool to help you discuss options with your provider and choose wisely among them."

### Cancer treatments at the end of life

Sometimes, even with the best possible care, cancer continues to spread. The question then becomes, "What next?" The decision to stop therapy aimed to cure cancer is hard, but shift-

Too boring



Choosing Wisely: Inspiring Conversations on the Wise U...

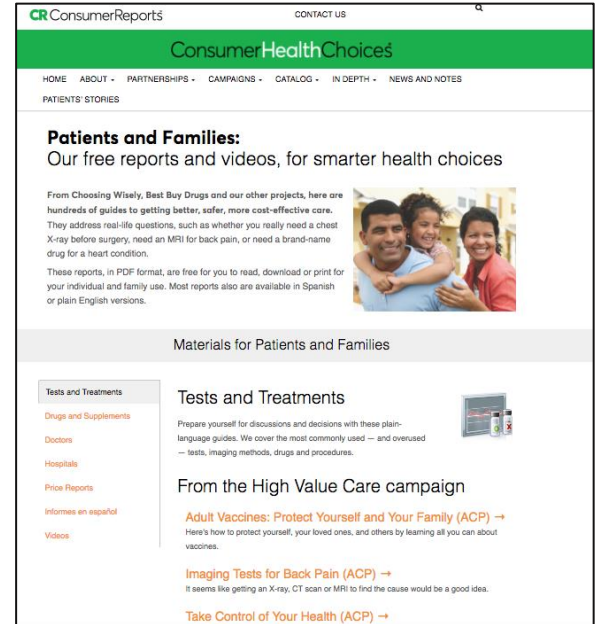
## Choosing Wisely

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### Inspiring Conversations on the Wise Use of Health Care Resources

0:07 / 2:40

Too much



CR ConsumerReports CONTACT US

## ConsumerHealthChoices

HOME ABOUT PARTNERSHIPS CAMPAIGNS CATALOG IN DEPTH NEWS AND NOTES


PATIENTS' STORIES

### Patients and Families:

Our free reports and videos, for smarter health choices

From Choosing Wisely, Best Buy Drugs and our other projects, here are hundreds of guides to getting better, safer, more cost-effective care. They address real-life questions, such as whether you really need a chest X-ray before surgery, need an MRI for back pain, or need a brand-name drug for a heart condition.

These reports, in PDF format, are free for you to read, download or print for your individual and family use. Most reports also are available in Spanish or plain English versions.



### Materials for Patients and Families

Tests and Treatments

Drugs and Supplements

Doctors

Hospitals

Price Reports

Informes en español

Videos

### Tests and Treatments

Prepare yourself for discussions and decisions with these plain-language guides. We cover the most commonly used — and overused — tests, imaging methods, drugs and procedures.

### From the High Value Care campaign

**Adult Vaccines: Protect Yourself and Your Family (ACP)** →  
Here's how to protect yourself, your loved ones, and others by learning all you can about vaccines.

**Imaging Tests for Back Pain (ACP)** →  
It seems like getting an X-ray, CT scan or MRI to find the cause would be a good idea.

**Take Control of Your Health (ACP)** →

# From 2014 – 2016, we tried again:

Short & Clear

**ConsumerReportsHealth** **Choosing Wisely** **ASCO**  
An Institute of the AHA Foundation American Society of Clinical Oncology

## Ask Your Doctor Do I need this cancer test or treatment?

**PET, CT, or bone scans to check the stage of breast or prostate cancer**  
You don't need the tests if cancer is found at an early stage, unless there are symptoms that worry your doctor.

**PET scans after cancer treatment**  
These scans are not recommended for follow-up after cancer treatment. Ask your doctor about getting routine screenings. Ask about the signs of cancer coming back. If this happens, you may need scans.

**PSA test for prostate cancer**  
You don't need this test if you do not have symptoms and your life expectancy is under 10 years. There is no benefit to early diagnosis. That's because the cancer is not likely to spread quickly enough to shorten your life.

**Targeted therapy**  
These therapies treat certain kinds of cancer cells. They don't work if you don't have those kinds of cells.

**Drugs to increase white blood cells**  
You don't need these unless you have a high risk of infection or your white blood cell count goes way down because of chemotherapy.

**Combining chemotherapy drugs for breast cancer**  
In most situations, one drug at a time works just as well. Even if your cancer has spread, combining drugs usually won't help, unless you have specific symptoms or complications.

**Drugs to prevent nausea during chemotherapy**  
There are many options. You should use the most effective and lowest-cost drugs available.

**Stopping treatment for advanced cancer**  
You may want to stop treatment if it's not working, especially if it makes you feel sick. Ask your doctor about care to ease symptoms (palliative care).

**Talk to your doctor**

- Do I need these tests and treatments?
- Would other choices be better for me?

For more information, please visit:  
[ConsumerHealthChoices.org/Choosing](http://ConsumerHealthChoices.org/Choosing)



Engaging



Categorized

**CR ConsumerReports**

## Choosing Wisely

Implementation Guide for Consumer Campaigns

Welcome to the Choosing Wisely Implementation Guide

Here's all you need to know to launch your own consumer-facing Choosing Wisely campaign. Whether you're talking with your neighbors, co-workers, patients, employees or customers, we have distilled the lessons, learned by others, into a series of easy steps.

**Contents of this guide**

- 1. Starting a campaign
  - Begin with the 5 Questions.
- 1. Tools and techniques: For communities
  - How to talk with your friends and neighbors about avoiding medical overuse.
- 1. Tools and techniques: For health systems
  - What to say to your patients, how, where and when.
- 1. Tools and techniques: For employers
  - Help your workers use their health-care dollars effectively.
- 1. Topical themes
  - Start with the health issues that matter most to you.
- 1. Media outreach
  - How to get the word out, through traditional and social media.
- 1. Additional resources
  - Consumer Reports has a lot to offer, and so do our partners and collaborators.
- 1. Free guide
  - Please check the legal terms covering your use of Choosing Wisely materials.



**Starting a consumer-facing Choosing Wisely campaign**

The most effective and efficient way to start a Choosing Wisely campaign: Start with the fundamentals.

Hang the 5 Questions Poster in waiting rooms and exam rooms, post it on your website and internet, email it to everyone, or hand out printed copies.

More ways to share the 5 Questions:

- Show the 5 Questions Video on TV, in waiting and exam rooms, and in printouts/brochures.



# And We Landed Here...

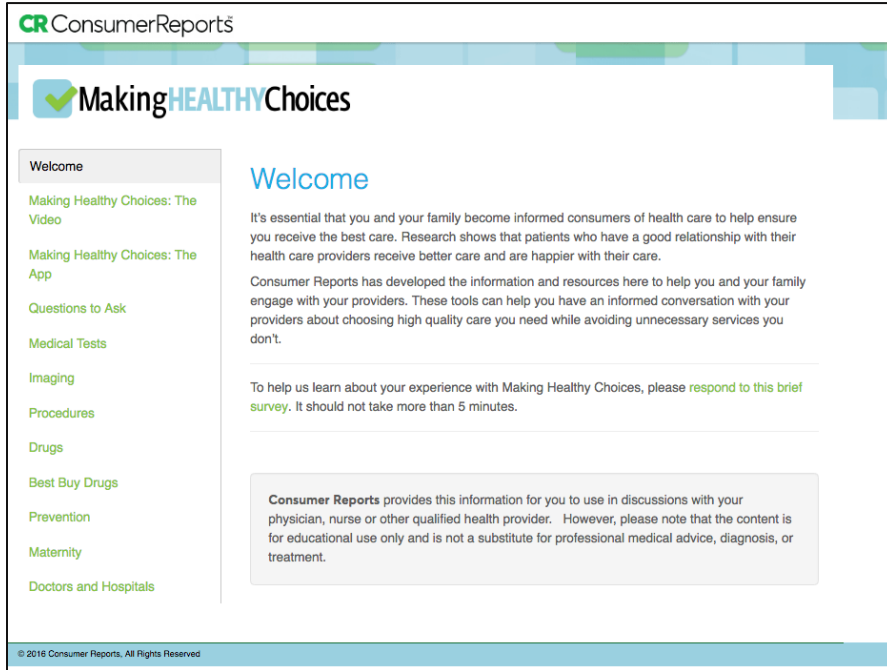
## Several resources available for employers

Consumer Reports has worked with several partners to develop solutions geared to fit your work force.

1. Making Healthy Choices
  2. Co-Branded Microsites
  3. Co-Branded collateral
  4. Choosing Wisely Wallet Cards
- All are available at no cost.
  - All can be implemented simply, with minimal effort.



# 1. Making Healthy Choices



**CR ConsumerReports**

## MakingHEALTHYChoices

Welcome

**Welcome**

It's essential that you and your family become informed consumers of health care to help ensure you receive the best care. Research shows that patients who have a good relationship with their health care providers receive better care and are happier with their care.

Consumer Reports has developed the information and resources here to help you and your family engage with your providers. These tools can help you have an informed conversation with your providers about choosing high quality care you need while avoiding unnecessary services you don't.

To help us learn about your experience with Making Healthy Choices, please [respond to this brief survey](#). It should not take more than 5 minutes.

**Consumer Reports** provides this information for you to use in discussions with your physician, nurse or other qualified health provider. However, please note that the content is for educational use only and is not a substitute for professional medical advice, diagnosis, or treatment.

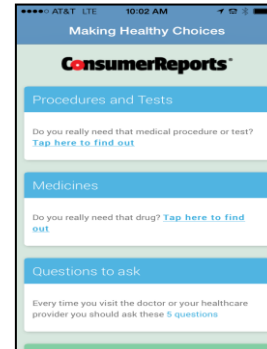
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- Making Healthy Choices: The Video
- Making Healthy Choices: The App
- Questions to Ask
- Medical Tests
- Imaging
- Procedures
- Drugs
- Best Buy Drugs
- Prevention
- Maternity
- Doctors and Hospitals



**What are the risks?**

- Talk openly with your care provider.
- Ask specific questions when they recommend a test or treatment.



AT&T LTE 10:02 AM

### Making Healthy Choices

**ConsumerReports™**

Procedures and Tests

Do you really need that medical procedure or test? [Tap here to find out](#)

Medicines

Do you really need that drug? [Tap here to find out](#)

Questions to ask

Every time you visit the doctor or your healthcare provider you should ask these 5 questions

# Preliminary Integration Methods

**IBM:** Hosted on health intranet site and employee wellness tools; offered incentives including CR subscriptions

**Case Western Reserve:** Included in university-wide newsletter and wellness intranet site; distributed posters and wallet cards at campus wide summer-event; offered \$100 Visa gift cards via lottery system

**Bath Iron Works:** Included in employee newsletter and announcements to employees at staff meetings; offered iPad Air 2 via lottery system

# Making Healthy Choices Videos: Lessons Learned from Employees

“That it is ok to ask your doctor the reason for specific treatments. I think the patient can feel at a disadvantage in these situations and it's good to have the background to ask "why" questions.”

“That some tests or procedures could actually have a negative impact on the patient.”

“Sometimes the best treatment is no treatment.”

“Antibiotics should not be used for viral infections.”

“I'll review those questions before going to my doctor appointment next time.”

“To not rely on one source of information.”

“We (generationally) over-depend on the ever expanding technology and decrease the use of common sense. These MHC series are making us more aware of common sense practices that need to be revitalized.”

## 2. Co-Branded Microsites

A place to send your audience (employees and their dependents, HR colleagues, on-site clinic providers, etc.) to read, watch, or download a subset of our Choosing Wisely materials.

- No cost
- Co-branded
- Analytics provided
- Flexible format

# Samples:

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## ConsumerHealthChoices

The Lehigh Valley Business Coalition on Healthcare Campaign


**LVBCH**  
Lehigh Valley Business Coalition on Healthcare

Choosing Wisely: Informed patients make smarter healthcare choices

Welcome

- Tests
- Imaging
- Drugs
- Procedures
- Videos
- En español
- Patients' stories

**Welcome**



Did you know that roughly 30% of health care spending in the U.S. is wasted on unnecessary services, including some that may not improve people's health? When it comes to health care, more is not necessarily better. In fact, some care can actually be harmful.

- Do I need an MRI or CT scan to help treat my back pain?
- Are brain scans helpful in diagnosing a concussion?
- Will antibiotics help me recover faster from sinusitis?
- What happens if I do nothing?

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## ConsumerHealthChoices

The Albert Einstein College of Medicine Campaign

**EINSTEIN**  
Albert Einstein College of Medicine

Einstein students choose wisely

Welcome

- Disease Mechanisms
- Family Medicine
- Geriatrics
- Internal Medicine
- Neurology
- Obstetrics/Gynecology
- Pediatrics
- Psychiatry
- Radiology
- Surgery

**Welcome**

Patients and physicians often lack the resources necessary to have informed discussions and decisions about appropriate medical care. Care that is evidence-based, cost effective to the patient and society, safe for patients, and sensitive to patient preference.

The Choosing Wisely campaign provides doctors, medical students and patients with the tools to enhance these conversations. The goal is to encourage physicians and medical students to formulate a methodical approach to practice patient-centered medicine and encourage stewardship in delivering value-added care.


On this site, available only to Einstein students, you will find easy to understand patient brochures in English and Spanish on many Choosing Wisely recommendations. They are divided by course/department in tabs on the left. Feel free to access these anytime to learn about delivering high value care and the rationale for restraint in many instances.

You can print the brochures for patients and use them as the basis for discussing whether certain

**You Get Any Test Your Doctor**

**Do I really need...**

## Make Smarter Healthcare Decisions With Our Free Patient Guides



**Index**

- CR Advice
- How to Find Drugs That Are Safe, Effective, and Affordable
- Understanding Your Choices
- Communicating Your Preferences
- When It's Time for Palliative Care or Hospice
- Choosing Wisely Video Collection
- Choosing Wisely Health Guides for Patients and their Families
- En Español

**Created in a partnership with the Choosing Wisely campaign, this resource helps you have smarter discussions with your healthcare providers.**

Family doctors know that many patients get unneeded prescriptions. Obstetricians know that too many babies are delivered by C-section. Radiologists have seen a lot of pointless chest X-rays. Blood tests, EKGs, Pap tests and MRIs all are overused.

Hundreds of tests and treatments turn out to be frequently unnecessary, duplicative or even harmful.

It means your time, energy and money could have been focused on smarter, safer, and more effective care.


CR has created hundreds of free brochures for you and your family to address the most common of these concerns. We also have free posters, videos, task cards, and wallet cards that help you ask your healthcare providers the right questions.

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**Choosing Wisely**

**FLORIDA HEALTH CARE COALITION**  
Employers Who Care About Health Care!  
www.FLHCC.org

**Welcome to Florida Health Care Coalition's Choosing Wisely resource site**



Together with Consumer Reports and Choosing Wisely, FLHCC will continue to lead the charge for better quality health care for our communities. In order for consumers and providers to make Florida the best place to receive health care, we must stay informed, utilizing the most current information available.

The Choosing Wisely initiative is intended to spark conversation between patients and providers about overly-used medical tests, treatments, and procedures to ensure the right care is delivered at the right time.

As a partner in Choosing Wisely, Consumer Reports supports this effort by creating patient-friendly materials that can be downloaded and printed for reference before planning a physician visit. As a campaign partner, FLHCC will engage its members and the community by providing useful information generated by this initiative.

Together we can make a difference and get to better care and outcomes!

**Health Guides for Employers, Employees and Patients**

# 3. Co-Branding Opportunities

Don't know what to ask your health care provider? Here are **5 QUESTIONS**



- 1 Do I really need this test or procedure?
- 2 What are the risks and side effects?
- 3 Are there simpler, safer options?
- 4 What happens if I don't do anything?
- 5 How much does it cost, and will my insurance pay for it?

Find out if that medical test, treatment or procedure is really necessary.

Some medical tests, treatments, and procedures provide little benefit. And in some cases, they may even cause harm.

Talk to your health care provider to make sure you end up with the right amount of care – not too much and not too little.

Use the **5 QUESTIONS** on the other side so that you know what to ask.

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LVBCH

Learn more at [www.ConsumerHealthChoices.org/Choosing](http://www.ConsumerHealthChoices.org/Choosing)

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## 5 QUESTIONS to Ask Your Doctor Before You Get Any Test, Treatment, or Procedure

- 1 **Do I really need this test or procedure?** Medical tests help you and your doctor or other health provider decide how to treat a problem. And medical procedures help to actually treat it.
- 2 **What are the risks?** Will there be side effects? What are the chances of getting results that aren't accurate? Could that lead to more testing or another procedure?
- 3 **Are there simpler, safer options?** Sometimes all you need to do is make lifestyle changes, such as eating healthier food or exercising more.
- 4 **What happens if I don't do anything?** Ask if your condition might get worse — or better — if you don't have the test or procedure right away.
- 5 **How much does it cost?** Ask if there are less-expensive tests, treatments or procedures, what your insurance may cover, and about generic drugs instead of brand-name drugs.

Use these **5 questions** to talk to your doctor about which tests, treatments, and procedures you need — and which you don't need.

Some medical tests, treatments, and procedures provide little benefit. And in some cases, they may even cause harm.

Talk to your doctor to make sure you end up with the right amount of care — not too much and not too little.



<http://consumerhealthchoices.org/comp/dg/choosing-wisely/>

Does your lower back hurt?

You probably don't need an MRI, CT scan, or X-ray

Most people can get over lower-back pain in a few weeks by by trying these steps:



- 1 Stay active and walk.
- 2 Use heat.
- 3 Take non-prescription pain relievers like Tylenol®, Advil®, or Aleve®.
- 4 Sleep on your side or your back, with a pillow between or under your knees.
- 5 Ask your doctor about acupuncture, massage, yoga, or physical therapy.

There are still times when you might need an imaging test. Talk to your doctor about your symptoms to find out if you need imaging tests – or if you can wait to see if you just get better with time.

Here's why:

- They won't help you feel better any faster.
- They have risks, including exposure to radiation.
- They aren't cheap.

What can you do to feel better? Five easy ideas on the other side.

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An initiative of the ABIM Foundation

With thanks to the American Academy of Family Physicians

LVBCH

Learn more at [www.ConsumerHealthChoices.org/BackPain](http://www.ConsumerHealthChoices.org/BackPain)

This information is to use when talking with your healthcare provider. It is not a substitute for medical advice or treatment. Use the information at the end of the page.

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## 4. Choosing Wisely Wallet Cards

- CR can ship free of charge, 500 – 1000 wallet cards for distribution
- Great way to get employees engaged in asking their health providers questions
- Participate in Choosing Wisely Wednesdays – take a photo and send it to us.

We'll tag you and tweet it out! See below



Learn more: [ConsumerHealthChoices.org/Choosing](http://ConsumerHealthChoices.org/Choosing)

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**Choosing Wisely**  
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**5 QUESTIONS to Ask Your Doctor Before You Get Any Test, Treatment, or Procedure**

- 1 Do I really need this test or procedure?
- 2 What are the risks and side effects?
- 3 Are there simpler, safer options?
- 4 What happens if I don't do anything?
- 5 How much does it cost, and will my insurance pay for it?

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# Questions?

**Choosing Wisely:** [ConsumerHealthChoices.org/Choosing](https://www.ConsumerHealthChoices.org/Choosing)

**Getting Started with Making Healthy Choices:**  
[ConsumerHealthChoices.org/Starting](https://www.ConsumerHealthChoices.org/Starting)

**Implementation Guide:** [ConsumerHealthChoices.org/Implementation](https://www.ConsumerHealthChoices.org/Implementation)

**Twitter:** @DomL\_Health

**Vimeo:** <http://vimeopro.com/consumerhealthchoices/portfolio>

**Email:** [Dlorusso@Consumer.org](mailto:Dlorusso@Consumer.org)