

Choosing Wisely: More Medicine Doesn't Mean Better Medicine

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2015

ConsumerReports®

LVBCHSM
Leadership & Value
The **Business Coalition** on **Healthcare**

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



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

\$750 billion of our medical spending each year is WASTE

- Patients are requesting tests, treatments, and procedures that they don't need
- Providers are performing services that are unnecessary and may be harmful
- Cultural norms and misleading advertising can lead to inappropriate care

The logo for 'Choosing Wisely' features a vertical stack of five colored squares: yellow, green, teal, blue, and purple. To the right of these squares, the words 'Choosing' and 'Wisely' are stacked vertically in a large, bold, black sans-serif font. A registered trademark symbol (®) is located to the upper right of the word 'Wisely'.

Choosing Wisely[®]

An initiative of the ABIM Foundation

- The “Choosing Wisely” campaign is changing the culture to stop waste and overuse
- Launched in 2012 by the ABIM Foundation with a coalition of medical specialty societies and Consumer Reports
- The campaign encourages conversations between physicians and patients about overuse in health care and supports physician efforts to help patients make smart and effective choices
- It identifies hundreds of tests, treatments, and procedures to question or avoid
- Employers and payers are increasingly bringing the ideas from Choosing Wisely into their strategies around value-based benefit design and educating their members to engage in conversations about getting the right care

Society Partners

- American Academy of Allergy, Asthma & Immunology
- American Academy of Family Physicians
- American College of Cardiology
- American College of Physicians
- American College of Radiology
- American Gastroenterological Association
- American Society of Clinical Oncology
- American Society of Nephrology
- American Society of Nuclear Cardiology
- American Academy of Hospice and Palliative Medicine
- American Academy of Neurology
- American Academy of Ophthalmology
- American Academy of Otolaryngology— Head and Neck Surgery
- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists
- American College of Rheumatology
- American Geriatrics Society
- American Society for Clinical Pathology
- American Society of Echocardiography
- American Urological Association
- Society for Vascular Medicine
- Society of Cardiovascular Computed Tomography
- Society of Hospital Medicine
- Society of Nuclear Medicine and Molecular Imaging
- Society of Thoracic Surgeons
- AMDA – Dedicated to Long Term Care Medicine
- American Academy of Clinical Toxicology
- American Academy of Dermatology
- American Academy of Nursing
- American Academy of Orthopaedic Surgeons
- American Association for Pediatric Ophthalmology and Strabismus
- American Association for the Study of Liver Diseases
- American Association of Blood Banks
- American Association of Clinical Endocrinologists
- American Association of Neurological Surgeons
- American College of Chest Physicians
- American College of Emergency Physicians
- American College of Medical Genetics and Genomics
- American College of Medical Toxicology
- American College of Occupational and Environmental Medicine
- American College of Preventive Medicine
- American College of Surgeons
- American Dental Association
- American Headache Society
- American Medical Society for Sports Medicine
- American Physical Therapy Association
- American Psychiatric Association
- American Society for Radiation Oncology
- American Society for Reproductive Medicine
- American Society of Anesthesiologists
- American Society of Colon & Rectal Surgeons
- American Society of Hematology
- American Thoracic Society
- Commission on Cancer
- Heart Rhythm Society
- North American Spine Society
- Society for Cardiovascular Angiography and Interventions
- Society for Cardiovascular Magnetic Resonance
- Society for Maternal-Fetal Medicine
- Society of Critical Care Medicine
- Society of General Internal Medicine
- Society of Gynecologic Oncology
- The American Academy of Physical Medicine and Rehabilitation
- The Endocrine Society

Selected Topics from Choosing Wisely Lists

- Screening tests
 - EKG
 - Exercise test
 - Pap smear
 - Bone density
 - Heart imaging
 - Colon cancer
- Diagnostic testing
 - Low back pain
 - Headache
 - Allergy
 - Fainting
- Preoperative evaluations
 - Chest x-ray
 - Heart imaging
- Common treatments
 - Antibiotics
 - Opioids
 - Heartburn meds
 - Anti-inflammatories
- Routine follow-ups/monitoring
- “Disease” approach
 - Cancer
 - Chronic kidney failure/dialysis
 - Heart disease
- Maternity

Consumer Reports

Consumer Reports is a partner in Choosing Wisely and will support the effort by creating patient-friendly materials based on the society recommendations and engaging a coalition of consumer communication partners to disseminate content and messages about appropriate use to the communities they serve.

Tools and resources can be found at:
www.consumerhealthchoices.org.

Consumer Partners

August 2015

Health Impact Partners				Choosing Wisely Grantees	
Founding	National and Regional Partners		Licensed Distributors	Regional Collaboratives	Societies/State Medical Associations
AARP	Baby Boomers for Balanced Healthcare	National Hospice and Palliative Care Organization	Anthem	Better Health Greater Cleveland	American Academy of Hospice and Palliative Medicine
Alliance Health Networks	California Coalition for Compassionate Care	Oregon Health Care Quality Corporation	Castlight Health	HealthInsight Utah	American Academy of Ophthalmology
Midwest Business Group on Health	California Growers Association	Pittsburgh Regional Health Initiative	Ceridian	Institute for Clinical Systems Improvement/Minnesota Health Action Group	American College of Physicians
National Business Coalition on Health	Connecticut Choosing Wisely Collaborative	Rhode Island Business Group on Health	Change Health Care	Iowa Healthcare Collaborative	American Society for Clinical Pathology
National Business Group on Health	Covered California	The Alliance	Clear Cost Health	Maine Quality Counts	American Society of Echocardiography
National Center for Farmworker Health	Detroit Regional Chamber of Commerce	<i>Union Plus</i>	Dossia	Massachusetts Health Quality Partners	American Society of Nuclear Cardiology
National Partnership for Women & Families	FrontPath Health Coalition	<i>Univision (Hola Doctor)</i>	Excellus / Univera	Michigan Health Information Alliance	Minnesota Medical Association
Pacific Business Group on Health	Greater Detroit Health Council	VNA Community Health	Fidelity Investments	Washington Health Alliance	Oregon Medical Association
SEIU	Health Policy Corporation of Iowa	Washington Health Alliance	Group Health	Wisconsin Collaborative for Healthcare Quality	Society of Hospital Medicine
The Leapfrog Group	Healthcare Collaborative of Greater Columbus	Washington Hospital Association	Healthcare Bluebook		Tennessee Medical Association
Wikipedia	Lamaze International	Washington State Medical Association	Help Me Health		Texas Medical Association
	Lehigh Valley Business Coalition on Health	WellOK	iTriage		Washington State Medical Association
	Los Angeles County Department of Public Health	West Virginians for Affordable Healthcare	Kaiser Foundation Health Plan of Northwest		
	Minnesota Health Action Group	Westchester Library System	Stanson Health		

Founding Partners: Original partners from Birth of campaign

National Partners: Must have national consumer reach (denoted in *italics*)

Regional Partners: Must have regional consumer reach

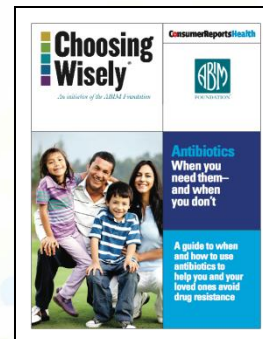
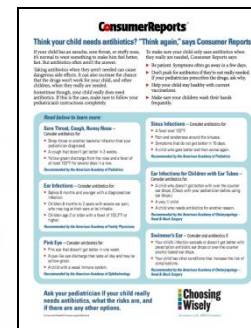
Distributors: Organizations that license our content and support our campaigns

Grantees: Have received funding for Choosing Wisely from the ABIM Foundation

The Choosing Wisely Campaign and Consumer Reports

Consumer Reports leads consumer communication efforts for this campaign.

- CR develops a variety of content, enabling partners to communicate to their constituents in the method that works best for them.



Typical Choosing Wisely brochure



Treating sinus problems

Don't rush to antibiotics

The sinuses are small, hollow spaces inside the head. They drain into the nose. The sinuses often cause problems after a cold. They can also cause problems if they get blocked up from hay fever and other allergies. The medical name for sinus problems is sinusitis.

Sinus problems can be very uncomfortable. You may feel stuffed up. You may have yellow, green, or gray mucus. And you may feel pain or pressure around your eyes, cheeks, forehead, or teeth.

Each year, millions of people use antibiotic drugs to treat sinus problems. However, they usually do not need antibiotics. Here's why:

Antibiotics usually do not help sinus problems.

- Antibiotics kill bacteria. They do not kill viruses or help allergies. Viruses or allergies cause most sinus problems.
- Sinus problems usually get better in a week or so without drugs, even when bacteria cause them.

Antibiotics cost money.

Most antibiotics do not cost very much. But why waste your money? Patients often ask for antibiotics, and doctors often give them. As a result, Americans spend an extra \$31 million a year on health care costs.



Antibiotics have risks.

- About one out of every four people who take antibiotics has side effects, such as dizziness, stomach problems, and rashes.
- In rare cases, people have severe allergic reactions to antibiotics.
- Overuse of antibiotics has become a serious problem. When you use them too much, they stop working as well. Then, when you do need them, they may not help as much.

When should you use antibiotics?

You usually need an antibiotic when you have an infection that is caused by bacteria, and the infection is not going away on its own. This may be the case when:

- Your symptoms last longer than a week.
- Your symptoms start to get better, but then get worse again.
- Your symptoms are very severe. You should get immediate treatment if:
 - You have severe pain and tenderness in the area around your nose and eyes.
 - You have signs of a skin infection—such as a hot, red rash that spreads quickly.
 - You have a fever over 102° F.

When you need an antibiotic, which one should you use?

When you need an antibiotic, ask your doctor if you can use generic amoxicillin. It is usually the best choice. It costs about \$4 for a prescription. It works just as well as brand-name antibiotics, such as Augmentin, that cost much more.

What about a CT scan?

A CT scan is a series of X-rays. It gives your doctor a picture of your sinuses.

Some doctors recommend a CT scan when you have a sinus problem. But usually you do not need a CT scan. Generally, you only need a CT scan if you have sinus problems often, or if you are thinking about having sinus surgery.

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.

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04/2012

Advice from Consumer Reports

How should you treat sinus problems?

Most people get over a sinus infection in about a week. These tips may help you feel better sooner:

Rest. Your body needs rest to fight the infection. Try to rest as much as you can, especially in the first few days.

Drink warm liquids. Drinking warm water, tea, and other liquids helps thin and loosen mucus. This helps it drain away faster.

Breathe warm, moist air.

The steam from a warm shower or bath, or from a kettle of boiling water helps to loosen mucus and soothe your throat.



Keep your head up on a pillow when you lie down. This helps keep postnasal drip from going into the back of your throat.

Gargle to soothe your throat. Use half a teaspoon of salt stirred into a glass of warm water.

Rinse your nose. Saltwater sprays or nasal irrigation kits may make you feel better. Make sure you follow the directions.

Be careful with over-the-counter remedies. Some nasal drops or sprays contain oxymetazoline (Afrin, Neosynephrine Nighttime, and generic store brands). These may help for a few days. But they can make you more stuffed up if you use them longer than three days.

- If you still feel stuffed up after three days, try generic pseudoephedrine pills. They cost less than the brand-name (Sudafed) but work just as well. You need to ask the pharmacist for them because they are kept behind the counter. But check with your doctor first, since they can cause serious side effects.
- Avoid allergy medicines (antihistamines, like Benadryl or Claritin). They do not relieve cold symptoms very much. And they can cause unpleasant side effects, such as dizziness, dry mouth, headache, and sleepiness.

5 Questions to Ask your Doctor

- Do I really need this?
- What are the downsides?
- Are there simpler, safer options?
- What happens if I do nothing?
- How much does it cost?

Posters and wallet cards available for free download. Can be branded.

Public Service Announcement:

<https://www.youtube.com/watch?v=bEYTnS7dCAg>



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 care 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 foods 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 the 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/samplings/choosing-wisely/>



Making Healthy Choices: A toolset for employees



*Health Care:
Making Healthy Choices*

Making Healthy Choices: The Issue & The Solution

The Issue:

- Patients are faced with many healthcare choices
- As consumers, they can benefit from actively participating in making their own healthcare decisions.

They need to know what questions to ask, such as:

1. Do I really need this test or treatment?
2. Are there simpler, safer options?
3. What will happen if I don't do anything?

The Solution:

Consumer Reports created *Making Healthy Choices*, a toolset including a video series, mobile app, and website.

- ✧ Aimed at helping employees understand how to make the right healthcare choices and what questions to ask – so that they get the right amount of healthcare at the right time.
- ✧ Video script developed by Consumer Reports Medical Director, Dr. John Santa.

Making Healthy Choices was created in conjunction with and piloted by IBM employees.

The Three Offerings for Your Employees

1. Making Healthy Choices Video Series:

- ✓ An in-depth video series (four total segments averaging 2 ½ minutes each) that explains the importance of understanding your healthcare options

2. Healthy Choices Mobile App:

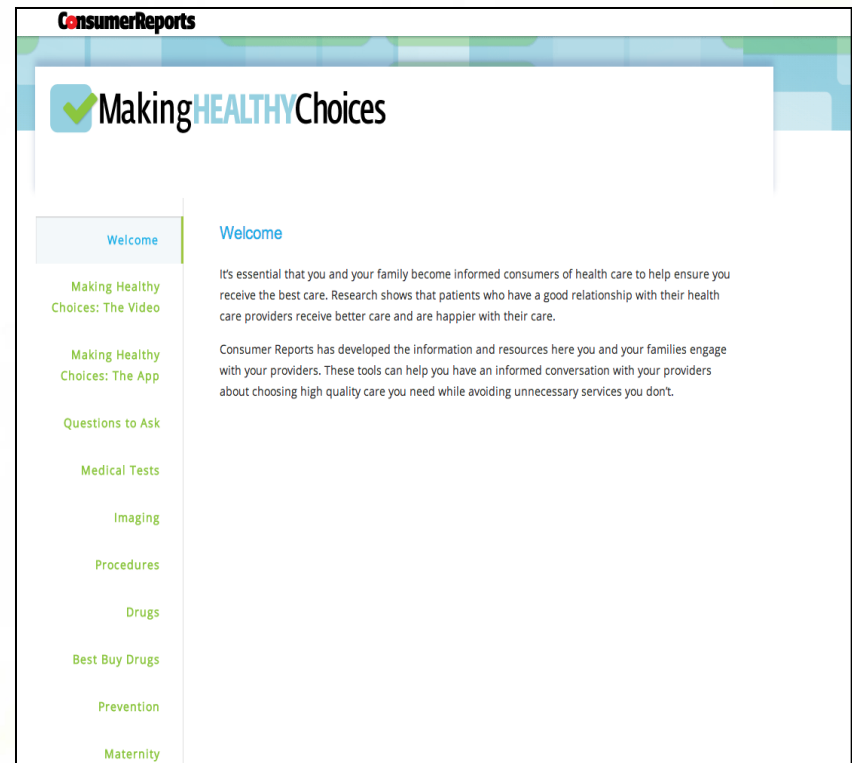
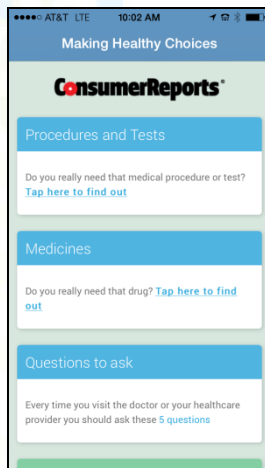
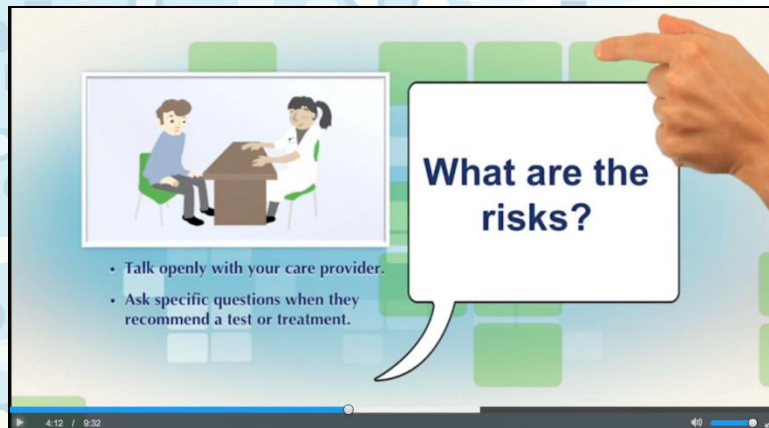
- ✓ A simple-to-use app (currently available for iPhone only) used to understand options and get information on a particular medical test, treatment, or procedure
 - **Note:** The app is intended as a companion for the video and although it can be implemented separately, it would be most effective when launched together. Not part of the original IBM implementation.

3. Making Healthy Choices Complete Toolset:

- ✓ Contains the video series and mobile app
- ✓ Has downloadable material for additional reading and a deeper, topic-specific dive

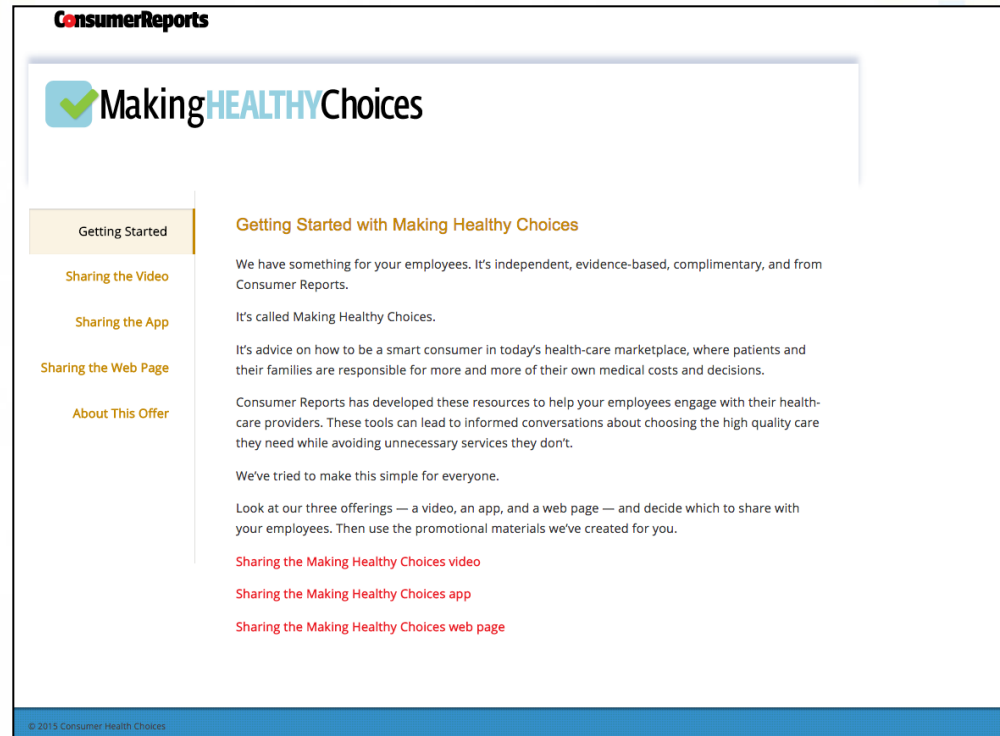
An employer can choose to implement any or all three of these offerings.

Making Healthy Choices – video, app, site



“Getting Started” Web Portal

- Online portal with all necessary materials to implement at your organization, including email templates and sample text to share with employees (*see next slide for samples*)
- Includes links to the video, website and app



Type in: www.consumerhealthchoices.org/starting to get started

Email Templates you can use to distribute to employees

- ✓ Available as HTML for simple implementation
- ✓ Choose which one applies to your organization based on your strategy.

Template for the App

ConsumerReports Changing the Healthcare Marketplace for you and your family

Announcing:  **MakingHEALTHYChoices**

To help you and your family have informed conversations with your doctor and other health care providers about choosing what health care you need – and which medical tests and treatments you may not need – we are excited to offer you the **Making Healthy Choices iPhone app**.

This app, created by Consumer Reports, includes **easy-to-read information** about over 100 health topics and will help you answer questions such as, “Do I really need this medical test or treatment? What are the risks and benefits? And, what happens if I don’t do anything?”

Try the App Now!

HOW CONSUMER REPORTS’ MISSION CAN HELP YOU

Consumer Reports is an independent, nonprofit organization committed to protecting the safety, health and well-being of consumers. Millions of Americans trust Consumer Reports for their unbiased ratings of everything from cars to computers. They can also trust Consumer Reports for important health and medical information to help make decisions that can affect their quality of life now...and for years to come.

 **Resources for Healthier, Happier Employees**

Template for the Video

ConsumerReports Changing the Healthcare Marketplace for you and your family

Announcing:  **MakingHEALTHYChoices**

To help you and your family have informed conversations with your doctor and other health care providers about choosing what health care you need – and which medical tests and treatments you may not need – we are excited to offer you the **Making Healthy Choices videos**.

These **short and compelling videos**, created by Consumer Reports, help you think about what questions to ask your doctor, such as, “Do I really need this medical test or treatment? What are the risks and benefits? And, what happens if I don’t do anything?”

Watch the Videos Now!

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 **Resources for Healthier, Happier Employees**

Template for the Complete Toolset

ConsumerReports Changing the Healthcare Marketplace for you and your family

Announcing:  **MakingHEALTHYChoices**

To help you and your family have informed conversations with your doctor and other health care providers about choosing what health care you need – and which medical tests and treatments you may not need – we are excited to offer you the **Making Healthy Choices toolset**.

These tools, created by Consumer Reports, include **easy-to-read brochures** about over 100 health topics, **short and compelling videos** to help you think about what questions to ask your doctor, and an **iPhone app** that answers questions such as, “Do I really need this medical test or treatment? What are the risks and benefits? And, what happens if I don’t do anything?”

The **easy-to-read information** helps you become an active participant in your health care, reduce costs, and improve outcomes.

Get Started!

HOW CONSUMER REPORTS’ MISSION CAN HELP YOU

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 **Resources for Healthier, Happier Employees**

What has been the Impact?



Consumer Engagement

- During the last quarter of 2014 our reach was estimated at over 22 million consumers.
- Yearly reach estimated at over 100 million consumers.
- Partner network now consists of over 65 national, regional and local organizations who promote and distribute our content. When campaign launched in early 2012, there were 11 partners.
- Visitors to website continue to grow and include groups such as:
 - Navy Network Information Center
 - Central Intelligence Agency
 - US Dept of Health and Human Services
 - City of Seattle
 - Praxair Inc
- Campaign has gained international attention with the launch of Choosing Wisely Canada and other random requests we receive for distribution. This includes markets such as:
 - Bulgaria
 - New Zealand
 - Greece
 - Italy
 - Spain
 - UK

System and Practice Impact


- WESTMED- medical group in Westchester County NY, consisting of 275+ physicians.
 - Charged each department to focus on 1 or 2 CW topics.
 - Started with Antibiotics:
 - Included handouts in their EMR, posters in their offices, pamphlets in waiting rooms, and social media campaign.
 - Hardwired into EMR to ensure physician consistency when prescribing.
- Cedars Sinai Hospital – Los Angeles CA.
 - Implemented Choosing Wisely into their EPIC EMR system.
 - 180 recommendations, with 300 alerts.
 - Physician must override CW recommendation if they want to go against the guidelines when prescribing treatment or medications.
 - Saw drop of up to 20% utilization in some areas.
- Other examples include:
 - Kaiser Permanente Northwest – using Consumer Reports / CW posters to inform consumers of overuse of Cancer and Radiation treatments.
 - Castlight Health – health cost transparency tool, implemented CR CW pamphlets into their tool to help consumers make good decisions.
 - Dossia – Patient portal tool – implementing rules to present patients with CR CW pamphlets to help guide their medical decisions.
 - Crystal Run Healthcare – focus on 14 Choosing Wisely recommendations, implementing into EMR, distributing pamphlets to patients and prominently placed on their website.
 - Healthcare Bluebook – including Choosing Wisely into their cost platform for patient information.


Behavior

- Media – consistent media coverage including:
 - Articles in JAMA and Harvard Business Review.
 - Local media, including coverage in NY Times.
- IBM – partnering with Consumer Reports to create a video for their employees, titled “Making Healthy Choices”. All employees are urged to watch the video which helps explain the concepts of overuse and how to “Choose Wisely”.
- Stories – widespread real life stories of Choosing Wisely in practice – look for our new Stories page coming to Consumer Health Choices early in the fall.

Want to get started? Visit our Implementation Guide:

www.consumerhealthchoices.org/implementation





Implementation Guide

Welcome

Starting a campaign

Tools and techniques:
For communities

Tools and techniques:
For health systems

Tools and techniques:
For employers

Topical themes

Media outreach

Additional resources

Fine print

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.

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

[Contact us.](#)

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Questions?

Website: ConsumerHealthChoices.org

Facebook: <https://www.facebook.com/ConsumerHealthChoices>

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

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