Choosing Wisely®
Addressing Overuse and Patient Safety

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Choosing Wisely – What it is

- “Campaign” of the ABIM Foundation (American Board of Internal Medicine)
  - Concept originally piloted and conceived by the National Physician Alliance, supported by a grant from ABIM Foundation

- Main objective of “campaign” is to promote conversations between patients and physicians to assist patients in choosing care that is:
  - Supported by evidence
  - Not duplicative of other tests or procedures already received
  - Free from harm
  - Truly necessary

- ABIM Foundation asked national organizations representing medical societies to:
  - Identify five commonly used tests or procedures in their specialty that aren’t always necessary, and therefore, should be questioned or discussed
  - Encourage society members to use the lists, “Five Things Physicians and Patients Should Question” to spark discussion about the need, OR LACK THEREOF, for frequently ordered tests and treatments
Choosing Wisely PSA
Why its needed?

- A 2011 Institute of Medicine report estimated that $765 Billion (30%) of 2009 total US health care spending was WASTE.

Overtreatment alone represented $210 Billion – the largest amount of any of these categories.
Medical Societies Respond

- First *Choosing Wisely* “lists of 5” released in April, 2012

- Nine medical societies, 45 tests and procedures
  - American Academy of Allergy, Asthma, & Immunology
  - American Academy of Family Physicians
  - American College of Cardiology
  - American College of Radiology
  - American Gastroenterological Association
  - American Society of Clinical Oncology
  - American Society of Nephrology
  - American Society of Nuclear Cardiology

- Grown to more than 250 tests/treatments identified by 51 specialty societies/organizations
Consumer Reports Partnership - Building a Support Structure

- ABIM Foundation engages trusted brand with consumers
  - Translate critical health care information to influence health decision-making process

- Consumer Reports develops patient-friendly material to support campaign
  - Specific to selected tests and treatments, such as:
    - Imaging Tests for Low Back Pain: When you need them
    - Imaging Tests for a Headache: When you need them
    - Why scheduling early delivery of your baby is not a good idea
  - Generic such as “Five Questions to Ask Your Doctor” and “When to say Whoa to Doctors”

- CR engaged consumer-oriented partner organizations to help disseminate information and educate patients on making wise decisions
  - Action Group selected as a Choosing Wisely Communications Partner
Expanding the Call to Action

- ABIM Foundation announces grants to fund multi-stakeholder organizations to:
  1. **Educate community stakeholders** about opportunities to reduce waste and improve quality by reducing overuse,
  2. **Integrate ***Choosing Wisely* messages** into existing and new consumer engagement, employee, and physician education campaigns and initiatives, such as those focusing on quality improvement, and
  3. **Work with physician practices and stakeholders to identify barriers** impeding implementation of the *Choosing Wisely* recommendations and develop, work toward and monitor implementation of solutions.

- Action Group and Institute for Clinical Systems Improvement (ICSI) partner on grant submission, and receive 2-year grant
  - Action Group emphasis – employers and employee/consumers
  - ICSI emphasis – physicians and patients

- Minnesota Medical Association receives separate, complimentary grant

- *Choosing Wisely* Minnesota is launched
Choosing Wisely Minnesota

- Action Group/ICSI selected initial tests and procedures to focus on
  - Each organization identified their “Top 10” out of first 45 with input from their key stakeholders
    - Lists were very similar
- “Top 11” selected – that’s right 11 not 10!
- Action Group/ICSI/MMA team developed common microsite for use in Minnesota
Initial *Choosing Wisely* focus in Minnesota

1. Don’t do **imaging for low back pain** within the first few weeks, unless red flags are present
2. **CT scans** are not necessary in the immediate **evaluation of minor head injuries**; PECARN criteria should be used to determine whether imaging is indicated
3. Don’t do **imaging for uncomplicated headache**
4. Don’t schedule elective, non-medically indicated **inductions of labor or C-sections** before 39 weeks
5. Avoid elective, non-medically indicated **inductions of labor** before 39 weeks, unless the cervix is deemed favorable
6. Don’t routinely prescribe **antibiotics for acute mild-to-moderate sinusitis**, unless symptoms last for seven or more days, or symptoms worsen after initial clinical improvement
7. Do not repeat **colonoscopy for at least five years for patients who have one or two small (<1cm) adenomatous polyps**, without high-grade dysplasia, completely removed via a high-quality colonoscopy
8. Don’t recommend **percutaneous feeding tubes in patients with advanced dementia**; instead offer oral-assisted feeding
9. Don’t recommend more than a single fraction of **palliative radiation for an uncomplicated bone metastasis**
10. Don’t perform **stenting of non-culprit coronary artery blockages not directly causing an acute heart attack**
11. Avoid routine pre-operative testing for **low-risk surgeries** without a clinical indication
Choosing Wisely – Strategic Fit for Action Group

- Only Minnesota organization **whose sole purpose** is to represent the collective voice of those who pay the bill for health care – employers, public purchasers and individuals.

- We target medical excess in several ways:
  - **Host public Community Dialogues** for purchasers, health care providers and third-party payers to discuss the root causes of overuse, current initiatives to address these situations, results to date, and factors that still need to be addressed.
  - **Facilitate Care Delivery Learning Networks for our members** to explore care subject to overuse, unknown quality and high prices
    - Back Pain and Spine Surgery
    - Maternity and Infertility Care
    - Current – Joint Replacements
  - **Identify resources to educate employees/consumers** on patient safety and how to make wise health care decisions

- Action Group grant deliverables
  - **Choosing Wisely** Communication Toolkit for employers
  - Outreach to other organizations such as Chambers of Commerce, union trusts, consultants, professional organizations, health plans
  - Member meetings; public forums; external promotion
“Information is the key to reducing unnecessary tests and procedures and improving care. But to truly drive change, we have to go beyond just reporting data. We have to take a good, hard look at what that data tells us about how we’re delivering and paying for health care services, and we have to be prepared to work together to transform the delivery of care and engineer waste out of the health care system.”

Carolyn Pare, President and CEO
Minnesota Health Action Group