The Choosing Wisely® Campaign

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www.choosingwisely.org

A Commitment to
- Professional competence
- Honesty with patients
- Patient confidentiality
- Maintaining appropriate relations with patients
- Improving quality of care
- Improving access to care
- A just distribution of finite resources
- Scientific knowledge
- Maintaining trust by managing conflicts of interest
- Professional responsibilities

Fundamental Principles
- Primacy of patient welfare
- Patient autonomy
- Social justice
According to the results of a survey of more than 2,400 physicians, when asked who has a “major responsibility” for controlling health care costs,

- 60% of surveyed physicians believe that trial lawyers do;
- 59% believe that health insurance companies do;
- 56% believe hospitals and health systems do;
- 56% also believe pharmaceutical and device manufacturers do;
- 52% believe patients do; and,
- 44% believe government does.

36% reported that practicing physicians have “major responsibility.”
Choosing Wisely is an initiative of the ABIM Foundation to help physicians and patients engage in conversations about the overuse of tests and procedures and support physician efforts to help patients make smart and effective care choices.
Components of the Campaign

• Messengers and Collaborators
  ▪ 58 specialty societies and Consumer Reports—and growing. 23 grantees and learning network supported by Robert Wood Johnson Foundation.

• Communicate Messages
  ▪ Specialty societies, Consumer Reports, consumer organizations and ABIM Foundation

• Activate
  ▪ Concrete action around unnecessary tests and procedures

Activating Professionalism

Societies were free to determine the process for creating their lists with the following requirements:

• Each item was within the specialty’s purview and control
• Procedures should be used frequently and/or carry a significant cost
• Should be generally-accepted evidence to support each recommendation
• Process should be thoroughly documented and publicly available upon request
Choosing Wisely Partners

Societies That Announced Lists April 2012

- 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

Societies That Announced Lists February 2013

- American Academy of Family Physicians
- 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 for Echocardiography
- American Urological Association
- Society of Cardiovascular Computed Tomography
- Society of Hospital Medicine
- Society of Nuclear Medicine and Molecular Imaging
- Society of Thoracic Surgeons
- Society of Vascular Medicine

Societies Announcing Lists in Late in 2013 and Early 2014

- American Academy of Clinical Toxicology
- American Academy of Dermatology
- American Academy of Family Physicians
- American Academy of Neurosurgery
- American Academy of Orthopaedic Surgeons
- American Association of Blood Banks
- American Association of Clinical Endocrinologists
- American Association for Pediatric Ophthalmology and Strabismus
- American College of Chest Physicians
- American College of Emergency Physicians
- American College of Medical Toxicology
- American College of Occupational and Environmental Medicine
- American College of Rheumatology
- American College of Surgeons
- American Geriatrics Society
- American Headache Society
- AMDA—Dedicated to Long Term Care Medicine
- American Psychiatric Association
- American Society of Anesthesiologists
- American Society of Clinical Oncology
- American Society of Colon and Rectal Surgeons
- American Society of Hematology
- American Society of Plastic Surgeons
- American Society for Radiation Oncology
- American Society for Reproductive Medicine
- American Thoracic Society
- Commission on Cancer
- The Endocrine Society
- Heart Rhythm Society
- North American Spine Society
- Society for Cardiovascular Angiography and Interventions
- Society for Cardiovascular Magnetic Resonance
- Society of Critical Care Medicine
- Society of General Internal Medicine
- Society of Gynecologic Oncology
- Society for Maternal-Fetal Medicine
- Society for Tobacco Science
Consumer Groups
Through Partnership with Consumer Reports

- AARP
- Alliance Health Networks
- Covered California
- Leapfrog Group
- Midwest Business Group on Health
- Minnesota Health Action Group
- National Business Coalition on Health
- National Business Group on Health
- National Center for Farmworker Health
- National Hospice and Palliative Care Organization
- National Partnership for Women & Families
- Pacific Business Group on Health
- Puget Sound Health Alliance
- SEIU
- Union Plus
- Univision (with HolaDoctor)
- Washington State Medical Association
- The Wikipedia Community
Choosing Wisely in the Media
"Choosing Wisely": Physicians Step to the Front in Health Care Reform

But, "Choosing Wisely" is a game-changer. The advice comes not from payers or politicians, but from pedigreed physician groups. The specialty societies are not guessing; their lists of procedures contain copious scientific citations supporting the claims of overuse.
For more information

- Choosing Wisely: www.choosingwisely.org
- ABIM Foundation: www.abimfoundation.org
- The Medical Professionalism Blog: blog.abimfoundation.org
- Twitter: @ABIMFoundation
- Facebook: ABIM Foundation

Thank you