

# CHOOSING WISELY INTERNATIONAL LEARNING NETWORK

## STARTER KIT

*for your*

choosing wisely campaign

# INTRODUCTION

Thank you for your interest in joining the Choosing Wisely International Learning Network.

Become a part of the growing international movement of physician leaders combatting medical overuse and ensuring high quality care.

# What is Choosing Wisely<sup>®</sup>?

Choosing Wisely<sup>®</sup>, first launched in the United States in 2012 by the ABIM Foundation and Consumer Reports, has been adopted by countries across the world. Campaigns encourage clinicians and patients to engage in evidence-based conversations about what tests and treatments may not benefit them and could cause harm.



# ABOUT

this starter kit

This guide is intended to provide basic information and tools to help you start your Choosing Wisely campaign. You can then tailor your campaign to your local circumstances and creative vision.

Included in the Starter Kit are:

- 1 Core principles of a Choosing Wisely campaign
- 2 Links to current Choosing Wisely campaigns across the world
- 3 Key publications to guide the implementation of your campaign
- 4 Contacts to connect to for support

LET'S GET STARTED.

# CORE PRINCIPLES

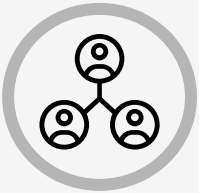
of a Choosing Wisely campaign



physician-led



patient-centered



multiprofessional



evidence-based



transparent

1

# PHYSICIAN- LED

The campaign must be physician-led (as opposed to payer/government led). This is important to building and sustaining the trust of clinicians and patients. It emphasizes that campaigns are focused on quality of care and harm reduction, rather than cost reduction.





# PATIENT- FOCUSED

The campaign must be patient-focused and involve efforts to engage patients in the development and implementation process. Communication between clinicians and patients is central to Choosing Wisely.





# MULTI- PROFESSIONAL

Where possible, the campaign should include physicians, nurses, pharmacists and other health care professionals.





# 4

## EVIDENCE- BASED

The recommendations issued by the campaign must be evidence-based, and must be reviewed on an ongoing basis to ensure credibility.





# TRANSPARENT

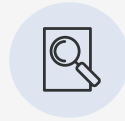
Processes used to create the recommendations must be public and any conflicts of interest must be declared.



# PRINCIPLES TO PRACTICE

General steps to start  
the implementation of  
your campaign





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## DEVELOP LISTS OF THINGS THAT PHYSICIANS AND PATIENTS SHOULD QUESTION

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Engage and partner with national medical, or professional, specialty societies to create lists of tests, treatments or procedures that are:

- Within the specialty's scope of practice
- Frequently used
- May expose patients to harm and stress
- Supported by evidence



# 2

## ENGAGE WITH PATIENTS AND THE PUBLIC

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- Promote shared decision making between clinicians and patients
- Develop accessible, plain language materials for the public about the recommendations

# 3



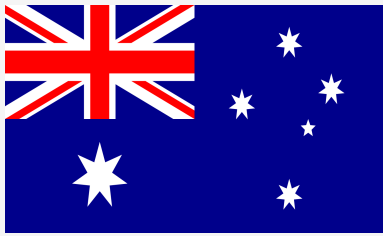
## PUT INTO PRACTICE

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- Encourage partners and individual physicians to implement recommendations
- When possible, measure changes

# PARTICIPATING COUNTRIES

click below for the campaign page



Australia



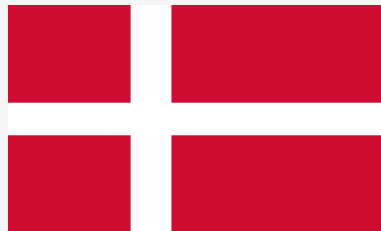
Austria



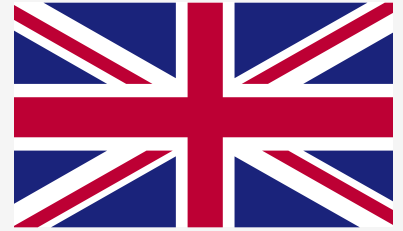
Brazil



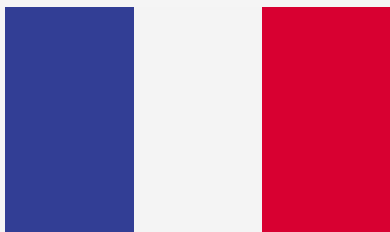
Canada



Denmark



England



France



Germany



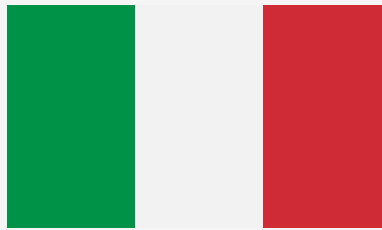
India

# PARTICIPATING COUNTRIES

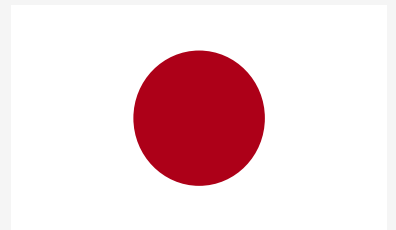
click below for the campaign page



Israel



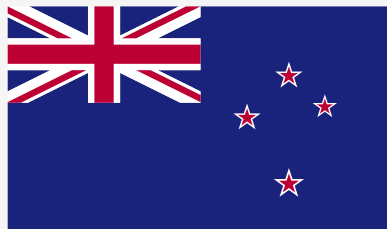
Italy



Japan



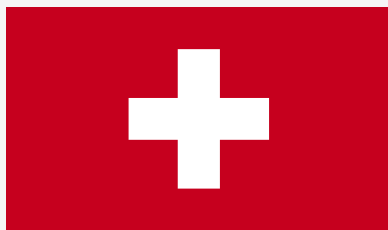
Netherlands



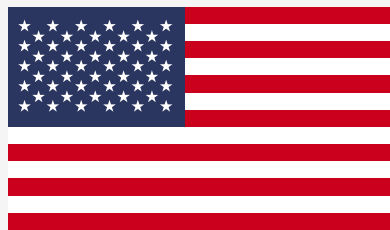
New Zealand



South Korea



Switzerland



United  
States



Wales



# KEY PUBLICATIONS

resources for your campaign



## Overview of international efforts

'Choosing Wisely': a growing international campaign.

Levinson W, Kallewaard M, Bhatia RS, Wolfson D, Shortt S, Kerr EA; Choosing Wisely International Working Group. BMJ Qual Saf. 2015



## A Framework to measure impact

Measuring the effect of Choosing Wisely: an integrated framework to assess campaign impact on low-value care.

Bhatia RS, Levinson W, Shortt S, Pendrith C, Fric-Shamji E, Kallewaard M, Peul W, Veillard J, Elshaug A, Forde I, Kerr EA. BMJ Qual Saf. 2015

# CONTACTS



[international@choosingwiselycanada.org](mailto:international@choosingwiselycanada.org)



[http://www.choosingwiselycanada.org/  
about/cwilearningnetwork](http://www.choosingwiselycanada.org/about/cwilearningnetwork)