



An initiative of the ABIM Foundation



Choosing Wisely & Consumer Reports

Consumer Reports – the world’s largest independent product-testing organization – is proud to partner with the ABIM Foundation and lead the consumer communication efforts of the Choosing Wisely® campaign. Choosing Wisely aims to help physicians and patients engage in conversations about the overuse of medical tests, treatments, and procedures that are often unnecessary and, in some cases, harmful.

To amplify key campaign messages, Consumer Reports has collaborated with almost 100 Choosing Wisely partners, grantees, and medical specialty societies to create and disseminate communications resources that support the

campaign. These resources include more than 100 plain English and Spanish pamphlets, customized web pages, toolkits, posters, videos, social-media campaigns, Wikipedia articles, events, and more. A catalog of resources is available at www.ConsumerHealthChoices.org/Choosing.

Media Coverage:

Mainstream media, including The Today Show, NPR, The New York Times, Univision, Forbes, ABC, and CBS have reported on Choosing Wisely. This is in addition to articles published in major medical journals such as JAMA and BMJ and to those that have appeared in specialty society and trade publications.

Consumer Partners & Grantees

Consumer Reports has worked with the consumer-facing organizations listed below to maximize the campaign’s reach and impact.

Partners:

- AARP
- Alliance Health Networks
- Covered California
- Health Collaborative of Greater Columbus
- The Leapfrog Group
- Midwest Business Group on Health
- Minnesota Health Action Group
- National Business Coalition on Health
- National Center for Farmworker Health
- National Hospice and Palliative Care Organization
- National Partnership for Women & Families
- Oregon Health Care Quality Corporation
- Pacific Business Group on Health
- SEIU
- Union Privilege
- Univision
- VNA Community Health Care
- Washington Health Alliance
- Washington State Medical Association
- The Wikipedia Community

Grantees:

- American Academy of Hospice and Palliative Medicine
- American Academy of Ophthalmology
- American College of Physicians
- American Society for Clinical Pathology
- American Society of Echocardiography
- American Society of Nuclear Cardiology & Massachusetts Medical Society
- Better Health *Greater* Cleveland
- HealthInsight Utah
- Institute for Clinical Systems Improvement & the Minnesota Health Action Group
- Iowa Healthcare Collaborative
- Maine Quality Counts
- Massachusetts Health Quality Partners
- Michigan Health Information Alliance, Inc.
- Minnesota Medical Association
- Oregon Medical Association
- Society of Hospital Medicine
- Tennessee Medical Association
- Texas Medical Association
- Washington Health Alliance
- Washington State Medical Association
- Wisconsin Collaborative for Healthcare Quality

“Choosing Wisely is no longer a campaign. It’s a movement.”

-John Santa, MD, MPH, Medical Director, Consumer Reports

Partner & Grantee Highlights:

AARP:

AARP published Choosing Wisely articles called “7 More Medical Procedures You May Not Need” and “10 Tests to Avoid,” and blog posts called “Learning to Say No to Doctors” and “Cancer Still Top Killer, But Death Rate is Dropping.”

Business Coalitions and Employer Groups:

The Midwest Business Group on Health (MBGH) promoted Choosing Wisely to stakeholders such as March of Dimes, the Illinois Department of Public Health, and Blue Cross Blue Shield of Illinois.

The National Business Coalition on Health (NBCH) and the Pacific Business Group on Health (PBGH) hosted trainings and webinars on use and promotion of the Choosing Wisely Employer Toolkit. NBCH included campaign material in its Valueport Tool, which members use to help improve and enhance the information they share with employees on appropriate use of health care.

The National Business Group on Health (NBGH) promoted Choosing Wisely resources to millions of employees of member companies through their website, e-newsletters, conferences and meetings.

Medical Specialty Societies:

The American College of Physicians collaborated with Consumer Reports to host two High Value Care events, inspiring the creation of a consumer-friendly infographic. They also used Consumer Reports' Choosing Wisely resources in their CME-accredited online curriculum.

The American Society of Echocardiography created the first ever Choosing Wisely app for smart phones and tablets.

National Advocacy Organizations:

The National Partnership for Women & Families amplified Choosing Wisely via social media.

The National Hospice and Palliative Care Organization promoted Choosing Wisely messages and content through its newsletter and web pages.

“In my opinion, a Choosing Wisely presentation should be offered to every organized medical staff, academic medical center and medical specialty society in the USA. Overuse of medical resources is ubiquitous, blatant, wasteful, and harmful, and has grown over such an extended number of years so as to be unnoticed, as if ‘normal’ for the vast majority of practitioners. It will take massive educational and other forms of intervention to turn it around. But it can be corrected...and now is the best time.”

-George Lundberg, MD, Chief Medical Officer, CollabRx; Former Editor, JAMA (1982-1999)

Regional Health Collaboratives and Alliances:

Alliance Health linked Choosing Wisely content and materials through their community pages.

Better Health *Greater* Cleveland aired a live call-in radio talk show program and was featured in an ABC affiliate segment on Choosing Wisely during November sweeps month.

Health Care Collaborative of Greater Columbus integrated Choosing Wisely into primary care learning sessions, challenging participants to shift health care norms.

Maine Quality Counts heavily engaged with media, conducting radio interviews, hosting webinars, and having articles published on the front page of newspapers.

Michigan Health Information Alliance, Inc. partnered with a Fortune 500 company to bring Choosing Wisely to its employees via nurse-based health assessments.

The Minnesota Health Action Group and the Institute for Clinical Systems Improvement jointly published an article in the Minneapolis Star Tribune called “11 Tests and Procedures You Don’t Want” and aired the Choosing Wisely Public Service Announcement on broadcast TV and radio.

The Washington Health Alliance held a CME-accredited meeting, distributing their Choosing Wisely rack card and wallet card.

State Medical Associations:

The Washington State Medical Association spread campaign-related materials online, through social media, newsletters, speaking engagements, and more.

The Tennessee Medical Association was featured in a CBS affiliate segment on Choosing Wisely.

The Oregon Medical Association collaborated with Univision to promote Choosing Wisely, in Spanish, during prime time broadcasts.

Unions:

SEIU Healthcare 1199NW promoted the development of co-branded web pages for their union members, reaching out to nurses and healthcare workers.

Union Privilege is promoting Choosing Wisely through their microsite.

Wikipedia:

Consumer Reports integrated Choosing Wisely messaging into over 70 Wikipedia articles, yielding over 36 million page views.

Getting Involved:

If you're interested in becoming a consumer-partner, distributing materials, or learning more, please contact us at HealthImpact@cr.consumer.org.

Consumer Reports received support from the ABIM Foundation to advance the Choosing Wisely campaign. Support for this program comes from the Robert Wood Johnson Foundation.