



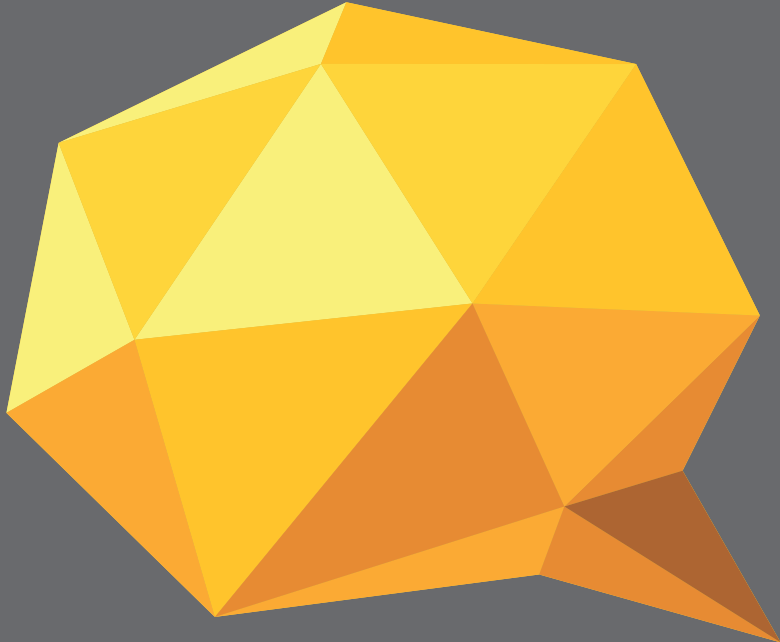
**Choosing Wisely
Australia**

An initiative of NPS MedicineWise

2017 Report

Join the conversation

**Promoting better conversations
about the appropriate use of medical
tests, treatments and procedures**



About NPS MedicineWise

NPS MedicineWise is an independent, not-for-profit and evidence-based organisation that works to improve the way health technologies, medicines and medical tests are prescribed and used. Established in 1998 with the primary aim of promoting quality use of medicines, today the organisation has grown to connect with health consumers and health professionals nation-wide, empowering all Australians to make the best possible healthcare decisions when they count.

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“As the catalyst for public discussion, Choosing Wisely Australia is encouraging clinicians and consumers to start a conversation about what care is truly needed – identifying which practices are helpful and which are not.”

Introduction

A national conversation around evidence-based care and eliminating unnecessary tests, treatments and procedures through better discussions between clinicians and consumers is certainly taking hold.

The increasing adoption of Choosing Wisely Australia as a catalyst for reducing low-value healthcare in this country is reinforced by the encouraging results being achieved through the implementation activities of our members and supporters.

Since launching in 2015, the initiative has continued to attract interest across the healthcare profession and among national and state-based consumer advocates. With 37 health professional colleges, societies and associations as members, 12 health services championing the initiative in hospitals, and the support of Consumers Health Forum of Australia (CHF) and Healthdirect Australia, the momentum for change remains strong.



Now in its third year, Choosing Wisely Australia is maturing as a national social movement. I am encouraged by strong levels of engagement among the health profession and our consumer advocates, who are working hard to ensure the long-term sustainability of the initiative – to help change mindsets within the health profession and among the Australian public about unnecessary tests, treatments and procedures.

Choosing Wisely Australia is a national collaboration comprising a large and diverse network of dedicated people and organisations. I thank our member colleges, societies and associations; health services and hospitals; Primary Health Networks; consumer advocates including CHF; Healthdirect Australia; and consumers for your commitment

There have been a number of firsts for Choosing Wisely Australia this year, including:

- our National Meeting in May 2017
- release of results from the first Choosing Wisely pilot projects in hospitals
- the first NPS MedicineWise national educational visiting program in primary care to incorporate Choosing Wisely messaging was rolled out to more than 7000 general practitioners (GPs)
- in partnership with CHF, a working group has been established to design, develop and implement strategies to support consumer engagement in primary care. Membership includes consumer advocates, clinicians in general practice and Primary Health Networks.

to the initiative’s success. I also thank the Choosing Wisely Australia Advisory Group for its guidance in setting the strategic direction of the initiative.

This year’s *Choosing Wisely in Australia Report* showcases many of the achievements of the last year, as well as some of the insights from the work of our members and supporters. I look forward to continuing our work together on this important model for behaviour change – shifting the way we think about healthcare by eliminating those practices evidence shows to be of little or no value.

Dr Lynn Weekes
Chief Executive
NPS MedicineWise



The majority of consumers
84% & 79%
 in 2017 & in 2015
 reported having a medical test because
 it was recommended by a
health professional

Challenging ‘more is always better’

Choosing Wisely is a global social movement seeking to improve the safety and quality of healthcare. Originating in the US in 2012, Choosing Wisely is active in 20 countries, including at least one-third of OECD countries.

The initiative is encouraging health professionals and consumers to question the necessity of tests, treatments and procedures where evidence shows they provide no benefit or, in some cases, lead to harm.

Facilitated by NPS MedicineWise, Choosing Wisely Australia launched in April 2015. Led by Australia’s health professional colleges, societies and associations, Choosing Wisely Australia challenges the way we think about healthcare, questioning the notion ‘more is always better’.

THE CHOOSING WISELY MODEL

Choosing Wisely is governed by the following principles:

- 🟡 **health profession-led** to build and sustain the trust of both clinicians and patients
- 🟡 clear **emphasis on improving quality of care** and on harm prevention
- 🟡 **patient-focused** communication between clinicians and patients is a central tenet
- 🟡 **evidence-based** and reviewed on an ongoing basis
- 🟡 **multidisciplinary** – encouraging physicians, nurses, pharmacists and other healthcare professionals to participate
- 🟡 **transparency** – processes used to create the recommendations, as well as supporting evidence, are published.



5 Things poster by the Australian and New Zealand College of Anaesthetists - displayed at the Choosing Wisely Australia National Meeting



Approaches such as the **Choosing Wisely®** campaign illustrate what is possible

Ref: OECD report

Addressing low-value healthcare

The case for addressing low-value healthcare in Australia is compelling. Nearly one-third of total health expenditure in Australia could be deemed wasteful¹ and potentially expose consumers to unnecessary risk and harm.

In January 2017, the Organisation for Economic Co-operation and Development (OECD) released its *Tackling Wasteful Spending on Health* report. While drivers for health system waste are complex and varied, the report highlights the contributing role of wasteful clinical care. This includes avoidable instances when patients don't receive the right care, such as duplication of services, preventable clinical adverse events and low-value care.

Choosing Wisely seeks to reduce the incidence of patients not receiving the right care by supporting a culture shift in how we think about healthcare. Specifically, Choosing Wisely encourages conversations between patients and health professionals about what tests, treatments and procedures are truly needed. Intentionally health profession-led, the initiative provides a platform for both health professionals and consumers to take a leadership role in influencing change.



The OECD states sustainable change can be achieved if patients and clinicians are persuaded that the better option is the less harmful or least wasteful one. As a result of the international interest in Choosing Wisely, the OECD has developed common indicators of overuse. Its report includes three measures aligned with Choosing Wisely recommendations. These measures for antibiotic overuse, unnecessary low-back imaging and unnecessary benzodiazepine use in the elderly were developed and are being reported on across OECD member countries.

1. Swan N, Balendra J, 'Wasted', Four Corners, ABC, 2015

Impact on health policy in Australia

At a national policy level, Australia is witnessing an increased focus on high-value and sustainable care. This is evidenced by the current Commonwealth Department of Health's Medicare Benefits Schedule (MBS) Review, which has adopted a clinician-led approach to review the clinical utility of items currently funded on the MBS. State-based initiatives such as Better Care Victoria seek to support timely and appropriate access to the highest quality of care for Victorians,

while the Queensland Clinical Senate is promoting value-based healthcare and encourages shifting from volume to value. At the same time, the *Australian Atlas of Healthcare Variation* continues to highlight variations in healthcare across the country that serve as a starting point for broader investigation of low-value services. In each case, Choosing Wisely has been identified as a potential enabler for change through its clinician-led and consumer-centred approach.

13  **of recommendations submitted by colleges, societies and associations**
NEW LISTS

Focus on evidence-based care

The focus on engaging clinicians and other health professionals to lead the initiative is what sets Choosing Wisely apart from other quality improvement campaigns.

A significant cross-section of Australia’s health professional colleges, societies and associations are identifying healthcare practices that warrant scrutiny. Using the latest evidence and drawing on the expert opinion of their members, they develop lists of recommendations around tests, treatments and procedures that should be questioned. In turn, health services are using these recommendations to address unnecessary interventions in hospitals.



RACP EVOLVE

16 lists of recommendations promoted by Choosing Wisely have also been published as part of The Royal Australasian College of Physicians’ EVOLVE program. EVOLVE encourages each medical specialty to think about the clinical circumstances in which some of their practices - whether medical tests, procedures or interventions - should have their indications or value questioned and discussed by physicians. These practices may be overused, inappropriate or of limited effectiveness in a given clinical context.



CASE STUDY

CHOOSING THE BEST MODEL OF CARE FOR HERNIA SURGERY

Current decision making around keeping hernia repair patients in hospital overnight has been questioned in research by the Royal Australasian College of Surgeons (RACS) and Medibank Private Limited.

The findings were presented at the 2017 Choosing Wisely National Meeting as a possible driver for change. Below is an extract of an article published in RACS *Surgical News* in May by Professor Guy Maddern - Surgical Director of Research and Evaluation incorporating Australian Safety and Efficacy Register of New Interventional Procedures – Surgical (ASERNIP-S).

The *Surgical Variance Report: General Surgery* released in May last year highlighted substantial variation between surgeons in the rate of day hernia repair. Medibank engaged RACS Research and Evaluation, incorporating ASERNIP-S to undertake research and produce a report that provides guidance for best practice in Australian private hospitals.

There is a great deal of evidence reporting that same-day surgery for repair of inguinal, femoral and umbilical hernia is safe and effective. As the most common of these procedures, the evidence

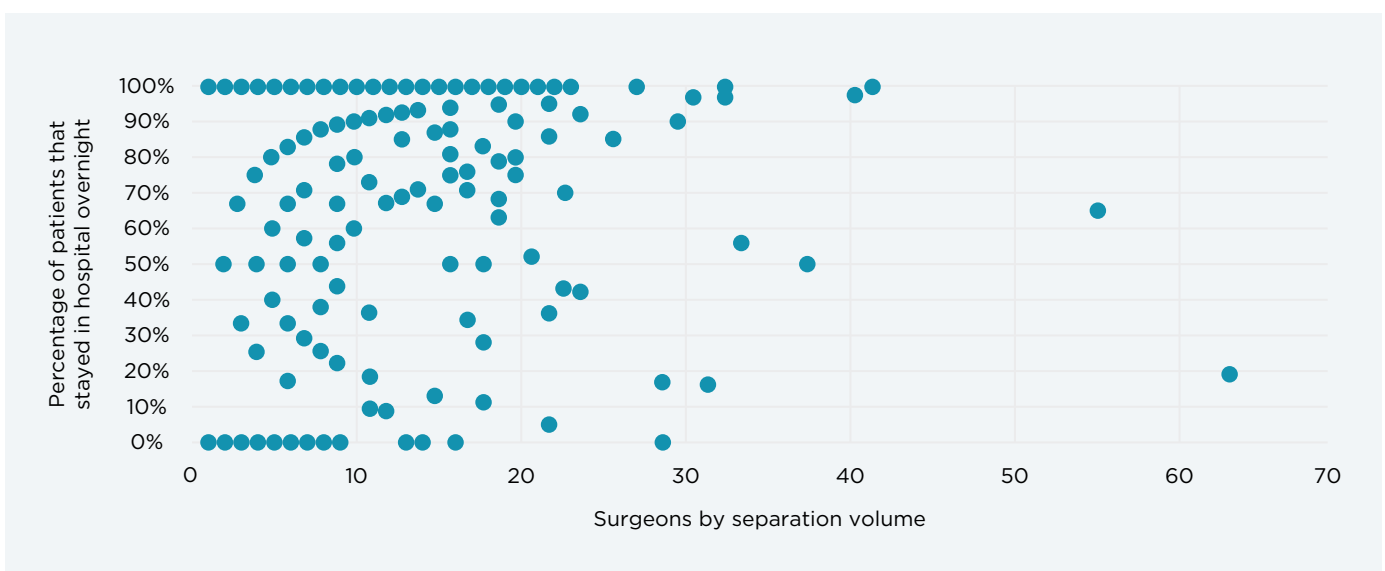
base is greatest for inguinal hernia. Additionally, Australian and international guidelines recommend day surgery for most patients undergoing inguinal hernia repair surgery, providing that surgical infrastructure is available to assess and select patients and that suitable aftercare can be given.

The report highlights that day hernia repair is appropriate for most patients; is good practice for the surgeon; is efficient for the hospital and benefits the payer. It also acknowledged some patients are not suitable for same-day hernia repair; these patients should stay in hospital for a period deemed suitable by the surgeon.

It was concluded that 70% to 80% of hernia repair patients can be safely released to go home on the same day from Australian private hospitals, compared with the current rate of 20% (Figure 1).

Read the full article at:
Surgeons.org/SurgicalNews

Figure 1: In Australia, 80% of all hernia repair procedures have a one night or longer stay in hospital.



Multifaceted approach to implementation

Choosing Wisely Australia is informed by an international working group framework with four key objectives (Table 1). The non-prescriptive nature of the initiative – the flexibility it offers around the activities members and health services can undertake – is helping drive engagement among participating organisations.

Table 1: Key elements of Choosing Wisely Australia (adapted from Levinson et al²)

Objective	Activities/outputs	Evaluation
Change clinician attitudes to practice	<ul style="list-style-type: none"> 👉 Engaging healthcare providers in list development and implementation 👉 Incorporation into continuing professional development, curriculum and education 👉 Integration into existing programs 👉 Medical and mainstream media campaigns, journal articles, conferences, partner newsletters 👉 Local health network pilots 	<p>Multifaceted approaches including: process indicators, short- and intermediate-term impacts and longer-term outcomes</p> <p>Short-term measures:</p> <ul style="list-style-type: none"> 👉 Participation 👉 Reach 👉 Baseline surveys of attitudes and awareness
Foster consumer engagement and acceptance	<ul style="list-style-type: none"> 👉 Mainstream and social media 👉 Partnerships with consumer organisations 👉 Consumer resources 👉 Features in partner newsletters 	<p>Medium to long term:</p> <ul style="list-style-type: none"> 👉 Changes to attitudes and awareness 👉 Curriculum changes 👉 Rates of use of low-value services 👉 Influence on policy and systems
Change key clinical practices	<ul style="list-style-type: none"> 👉 Promotion of the ‘conversation’ and improved shared decision making 👉 Local pilots 	
Promote alignment with the healthcare system	<ul style="list-style-type: none"> 👉 Recruit partners among clinics, hospitals, local and State health regions 👉 Advocate for incorporation into systems and policy 	

2. Levinson W, et al. BMJ Qual Saf 2014;0:1-9

158
recommendations

released by Australia's
peak health professional bodies
about tests, treatments
and procedures to question

CASE STUDY

REDUCING OVER-IMAGING OF ANKLE AND KNEE INJURIES

In October 2016, NPS MedicineWise launched its first national educational visiting program incorporating Choosing Wisely Australia recommendations.

The program's aim was to reduce inappropriate GP referrals for ultrasound and X-ray for acute ankle and knee injuries, and MRI for acute knee injuries.

In addition to providing GPs with key factors to consider when deciding to refer a patient for imaging, the program included information on how to talk with patients when they're expecting or requesting imaging which may not be needed based on clinical examination.

More than 7000 face-to-face educational visits with GPs were conducted during the multifaceted program, which included:

- MBS feedback distributed to more than 20,000 GPs
- an online interactive case study (accredited for continuing professional development points)
- videos for health professionals and consumers, and
- a patient action plan to support GP-patient conversations.

A complete evaluation of the program is currently underway with early survey results showing:

- GPs who participated in an educational visit reported changed behaviour in line with Choosing Wisely recommendations
- 14% of GPs surveyed intended to change their practice around imaging referrals
- 40% of GPs surveyed said they had already changed practice
- participant GPs were more aware of both the Ottawa ankle and the Ottawa knee rules, with 81% aware of the ankle rules (31% control) and 73% aware of the knee rules (52% control).

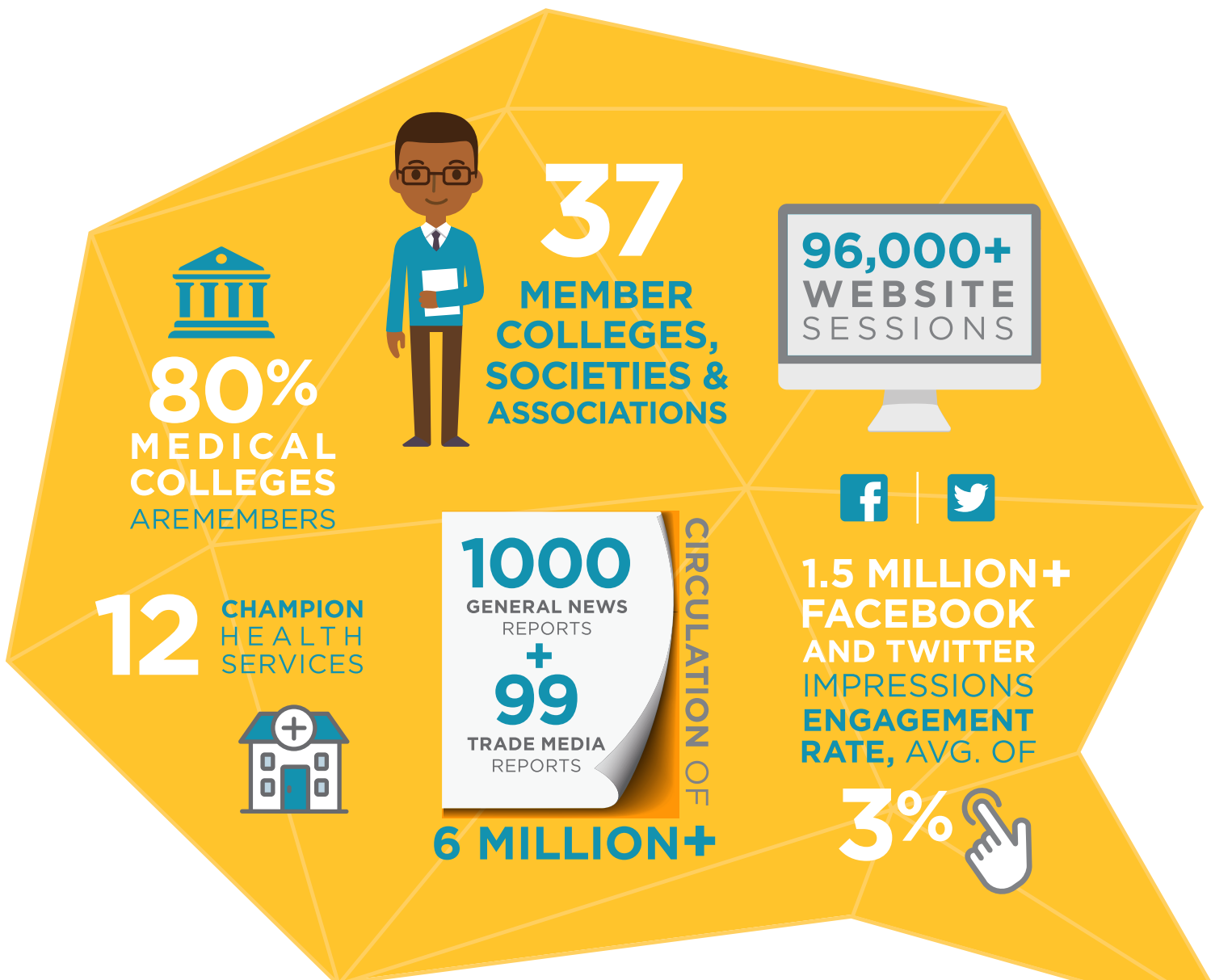


The ankle and knee imaging program was developed in conjunction with musculoskeletal experts and in line with Choosing Wisely Australia recommendations from The Royal Australian and New Zealand College of Radiologists (RANZCR), the Australian Physiotherapy Association (APA) and Australian College of Nursing (ACN) as well as the clinical guideline 'Clinical Guidance for MRI Referral' from The Royal Australian College of General Practitioners (RACGP). RANZCR provided endorsement of the key messages.

More information is available at:
[nps.org.au/medical-info/clinical-topics/
acute-ankle-and-knee-injuries](https://nps.org.au/medical-info/clinical-topics/acute-ankle-and-knee-injuries)

A national collaboration

A growing network of members and supporters - Australia's health professional bodies, healthcare providers, health services, consumer advocates, consumers and researchers - are collaborating on the Choosing Wisely Australia initiative to help effect the desired culture change around unnecessary healthcare practices. Opportunities for members and supporters to share the results of implementation activities and best practice are provided throughout the year, providing new avenues for collaboration.





Support for the Choosing Wisely Australia initiative continues to grow and exceed expectations

How colleges are promoting Choosing Wisely Australia

Member colleges, societies and associations are promoting the initiative through a variety of channels, which supports a key objective of changing clinician attitudes to practice.

There has also been encouraging growth in awareness of Choosing Wisely Australia among GPs and specialists, and in the numbers who reported seeing new recommendations.

Recommendations are disseminated to health professionals and into the public domain through a variety of channels. This includes colleges promoting new advice through member communications, training modules, annual scientific meetings, conference presentations, newsletters, podcasts, websites and social media. Choosing Wisely Australia launches new lists of recommendations in the general news and trade media.

For example, the RACP Congress 2017 modelled and discussed techniques to address concerns people might have about not undertaking a procedure, or not receiving a prescription. It also modelled how clinical supervisors and lead clinicians can promote the delivery of high-value care, and improve interactions between doctors.

AWARENESS OF CHOOSING WISELY AUSTRALIA

GP
AWARENESS



GREW TO

59%

SPECIALISTS'
AWARENESS



GREW TO

49%

54%
OF OTHER
HEALTH
PROFESSIONALS
AWARE



Inaugural Choosing Wisely Australia National Meeting

The first Choosing Wisely Australia National Meeting was held on 4 May 2017 at the Melbourne Cricket Ground. The event was an opportunity to showcase the initiative's impact in its first two years and gather feedback on future priorities. It brought together more than 250 stakeholders including health professionals, consumers, policy makers, researchers and funders.

More than 250 participants attended the 2017 National Meeting



The second Choosing Wisely Australia National Meeting will be held on 30 May 2018, at the National Convention Centre in Canberra, as a satellite meeting to the NPS MedicineWise 2018 National Medicines Symposium.



2018 Choosing Wisely Australia National Meeting

National Convention Centre Canberra



Poster display by NPS MedicineWise

TGL supporting Choosing Wisely

Therapeutic Guidelines are a leading source of accurate, independent and practical treatment advice for a wide range of medical conditions. They are used extensively in Australian hospitals, GP and pharmacy practices, as well as in medical and pharmacy schools.

The Guidelines aim to promote quality use of medicines, which aligns well with the aims of the Choosing Wisely campaign. In 2015, Therapeutic Guidelines Limited (TGL) committed to supporting the implementation of Choosing Wisely lists by including relevant recommendations in the Guidelines.

TGL's 2016 Palliative Care guidelines addressed many of the Choosing Wisely recommendations from the Australian and New Zealand Society of Palliative Medicine and the Australasian

Chapter of Palliative Medicine. More recently, TGL's 2017 Rheumatology guidelines included key statements based on the Australian Physiotherapy Association and The Royal Australian and New Zealand College of Radiologists Choosing Wisely lists. TGL's Rheumatology Expert Group also considered the draft recommendations developed by the Australian Rheumatology Association.

Adding information about 'what not to do' to *Therapeutic Guidelines* is an effective way to reduce inappropriate tests, treatments and procedures in Australia. TGL is a proud supporter of Choosing Wisely.

**Therapeutic
Guidelines**

Evaluation

Choosing Wisely Australia has adopted a multifaceted approach to evaluation, including process and impact indicators.

Process evaluation is conducted to assess levels of reach and engagement among target audiences. Impact evaluation assesses the awareness, attitudes and practice of health professionals and consumers with regard to tests, treatments and procedures,

as well as the success of partnerships with participating medical colleges, societies and health service members.

Table 2 outlines some of the key evaluation results achieved to date.

Table 2: Key evaluation results from implementation activities

MEASURES	KEY RESULTS
Short term:	
Participation	Membership continues to grow: <ul style="list-style-type: none"> ● 37 member colleges, societies and associations, including 80% of colleges ● 12 health services representing five States ● 2 consumer-focused organisations: CHF and Healthdirect Australia ● 13 colleges, societies and associations submitted new lists of recommendations ● 35 new recommendations released this year.
Reach	Raising awareness of Choosing Wisely: <ul style="list-style-type: none"> ● 77% of GPs heard of Choosing Wisely through NPS MedicineWise ● 86% of members surveyed stated they actively promote Choosing Wisely Australia to their members ● more than 96,000 website sessions ● promoted in 1,024 general news stories and 99 industry news stories ● audience reach of media coverage estimated at 6 million ● more than 1.5 million impressions on Facebook and Twitter with an average engagement rate of 3% ● social media campaigns featuring consumer-focused videos were viewed by more than 980,000 people and more than 17,000 people clicked through to the website.

Medium to long term:

Implementation and participation

- 77% of surveyed member health professional colleges, societies and associations reported engaging in supporting implementation activities e.g. training, workshops, guideline development and podcasts
- 54% of colleges, societies and associations are developing consumer resources
- NPS MedicineWise national educational programs in primary care include Choosing Wisely messaging
- multifaceted pilot projects are underway across health services engaged in the Champion Health Services initiative.

Changes to attitudes and awareness

Annual evaluation surveys in 2015 and 2016 show changes in awareness and attitudes of health professionals:

- an increase in awareness of Choosing Wisely in 2016: 4% among GPs and 11% among specialists
- a 16% increase in the number of GPs and specialists who reported seeing the recommendations
- an increase in agreement there is a problem with the use of unnecessary tests, treatments and procedures: GPs 6%, specialists 4%
- strong agreement GPs and specialists have a responsibility to help reduce the inappropriate use of tests, treatments and procedures, with significantly more GPs in Year 2 strongly agreeing with this statement, 47% vs. 36%
- the most common reason for requesting an unnecessary test, treatment or procedure for GPs continues to be patient expectations, 62%, while for specialists it was difficulties accessing information from other providers, 64%
- GPs and specialists who were aware of Choosing Wisely Australia reported action that was more aligned to certain Choosing Wisely recommendations
- consumer awareness of Choosing Wisely remains constant at 6% vs. 5% in 2015
- 8% of consumers were aware of the 5 Questions resource with 14% of 16-24 years old and 13% of 25-34 year olds surveyed reported having seen the resource.

Rates of use of low-value services

Choosing Wisely Champion Health Services have demonstrated significant reductions in unnecessary tests, treatments and procedures. For example:

- Gold Coast Health reduced unnecessary pathology tests over 15 months from 96,000 public pathology tests a month to 93,500, despite a 10% increase in patient activity
- Sir Charles Gairdner Osborne Park Health Care Group reduced repeat blood tests in inpatients by 30% across multiple departments
- Royal Brisbane and Women's Hospital introduced 130 initiatives that address low-value approaches, including embedding Choosing Wisely into its performance framework.

See appendices for more detailed information.

Health services championing the cause

In 2016, the Choosing Wisely Champion Health Services initiative was established by NPS MedicineWise to encourage and support local implementation.

Regular forums enable sharing of knowledge, learnings and resources and the initiative provides a platform for adaptation of Choosing Wisely to address local priorities.

A dedicated group of health services from across the country is embarking on Choosing Wisely projects within the hospital setting. There are 12 Choosing Wisely Australia Champion Health Services using the principles of the initiative, including the latest medical recommendations from member colleges, to drive change around issues such as the unnecessary use of pathology tests, reducing the volume of group coagulation studies ordered and the deprescribing of proton pump inhibitors (PPIs).

Health services are working across specialties and departments to drive a culture shift around low-value care in their hospitals. This includes creating an environment that not only minimises the number of unnecessary interventions being recommended for patients, but one where patients feel confident and comfortable asking their medical teams questions about the need for particular interventions.



Staff and patients at the Royal Brisbane and Women's Hospital promoting Be Medicinewise Week in August

CASE STUDY**A WHOLE-OF-HOSPITAL APPROACH**

The Royal Brisbane and Women's Hospital (RBWH) partnered with Choosing Wisely Australia in November 2016 to launch a whole-of-hospital approach to tackling low-value healthcare.

"We are continually challenging all facets of the organisation to think differently about the way we care for our patients and, to date, have identified more than 130 initiatives that address low-value approaches", said Choosing Wisely Program Clinical Lead and Coordinator, Jessica Toleman.

Clinicians from over 30 departments across the organisation have identified opportunities to 'choose wisely' building quality, capacity and efficiency in hospital services. Unnecessary imaging, alternative models of care, improved processes and alternative medicine options have all been identified and progressed as part of this work.

In addition to the identified initiatives, RBWH has made a further commitment to a 'Choosing Wisely culture' by including it in its performance framework, hospital orientation, policy statements and role descriptions.

In particular, inclusion in the hospital performance framework connects it to the systems needing change and ensures accountability and sustainability. This framework facilitates clear governance and promotes both management and clinical engagement in the Choosing Wisely program.

"Choosing Wisely is an opportunity for us to work with our patients and each other to identify and change things that are done regularly that might not add value to patient outcomes or experience," said Dr David Rosengren, Emergency Physician and Acting Executive Director of Operations at Metro North Hospital and Health Service.

"If we can reduce the time, energy and resources tied up in delivering low-value care, we can redirect that capacity into new and innovative high-value care that we want but can't currently afford. That's real patient-centred care."



RBWH's Jessica Toleman presenting on their approach to the initiative at the 2017 Choosing Wisely Australia National Meeting

CASE STUDY**JUNIOR MEDICAL STAFF ENGAGEMENT AT AUSTIN HEALTH**

Austin Health in Victoria is working proactively to embed Choosing Wisely principles throughout the organisation and this is having a strong impact among its junior medical staff and medical students.



Fresh to their medical careers and with fresh ideas, this latest and next generation of doctors will be instrumental in helping to influence their peers around unnecessary healthcare.

A group of enthusiastic medical students and junior medical staff have formed their own Choosing Wisely committee and are meeting monthly to deliver Choosing Wisely activities around the hospital. This includes a dedicated Facebook group, journal club, and a lead role in producing the Austin Choosing Wisely Newsletter.

Another key output has been the development of a Junior Medical Staff MD2 Handbook developed by the medical student representative on Austin's Choosing Wisely Steering Committee. The handbook covers a wide selection of relevant Choosing Wisely recommendations, and information on how to assess the efficacy of diagnostic tests.

CASE STUDY**PPIS – TOO MUCH OF A GOOD THING?**

Over the last 40 years reflux disease has grown to become one of the dominant clinical problems encountered in gastroenterology.

In Australia, PPIs are one of the most widely prescribed classes of medicines for conditions like gastro-oesophageal reflux disease (GORD); however, their long-term use is often unnecessary.

PPIs – Too much of a good thing? was an NPS MedicineWise program to reduce unnecessary prescribing of high- and low-strength PPIs by GPs in primary care. The program aligned with Choosing Wisely recommendations released by the Gastroenterological Society of Australia (GESA) and the RACGP. The program ran for one year from April 2015 and included prescribing feedback mailed to over 20,000 GPs providing

information about their prescribing behaviour compared to that of their peers and practice points for reflection. This feedback was supported by other resources including a clinical audit, a national case study, a symptomatic management pad, knowledge hubs and video resources.

Evaluation of the short- and longer-term impact of the program showed a reduction in GP prescribing of PPIs, including identifying patients who would benefit from stepping down their PPI medication. Results demonstrate the benefit of a large-scale multifaceted program to support the implementation of Choosing Wisely recommendations.

CASE STUDY**SIR CHARLES GAIRDNER - 'NOT IN VEIN'**

Sir Charles Gairdner Hospital identified a significant opportunity to reduce harm in patients through improved management of intravenous (IV) cannulas. This was inspired through the Choosing Wisely recommendation to remove all invasive devices, such as intravascular lines and urinary catheters, as soon as possible. Staff are aiming to reduce the rates of line-related sepsis in patients and improve quality of care.

The 'Not in vein' project was launched under the Junior Medical Officer Medical Service Improvement Program with the support of a clinically-led IV working party.

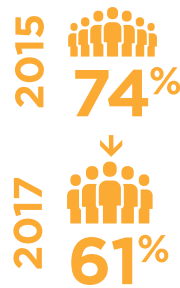
Qualitative and quantitative review of practices has revealed that compliance with IV assessment could be improved, there is unclear accountability for cannula removal decisions and the potential for harm was not always appreciated.

Potential solutions have been identified through multidisciplinary root cause analysis sessions. These include system changes that prompt more regular IV cannula assessment and education programs. In keeping with Choosing Wisely principles, staff will educate patients about the best IV management and encourage conversations with care givers.

This program aims to contribute to a culture change that raises the understanding of the potential for harm and increases the dialogue between patients and care givers.

This project builds on the hospital accreditation standards aligning with numerous criteria under Standard 1: Governance for Safety and Quality in Health Service Organisations, Standard 2: Partnering with Consumers and Standard 3: Preventing and Controlling Healthcare Associated Infections.





The number of people who agreed that **in the event of an illness their doctors should conduct all available medical tests** dropped from 74% in 2015 to 61% in 2017

Ref: National Consumer Survey

Consumer engagement

Improving conversations between health professionals and consumers is a central tenet of Choosing Wisely and this is a key message across all communications activities.

Raising awareness of the risks of unnecessary healthcare among the Australian public and promoting the benefits of planning ahead for medical appointments and having the confidence to ask questions are part of our consumer outreach activities. Our consumer engagement strategy has been informed by:

- consumer representation on the Choosing Wisely Australia Advisory Group
- consultation with more than 25 health consumer organisations and their representatives.

Activities include:

- working with key news media outlets to promote new healthcare recommendations to the general public
- promotion of *5 Questions to Ask Your Doctor* as a key resource to support conversations with health professionals
- social media campaigns to promote better conversations
- focus group testing of messages to ensure they resonate with Australian audiences
- partnering with reputable health information sites to promote Choosing Wisely messages. For example, NPS MedicineWise and Healthdirect Australia provide linkages to Choosing Wisely information and resources
- establishment of a new consumer expert working group in partnership with CHF to design, develop and implement strategies to support improved conversations in primary care
- piloting consumer resources in Australian hospitals.



Driving consumer engagement in primary care

“NPS MedicineWise and the Consumers Health Forum of Australia are collaborating on a project to increase consumer engagement in Choosing Wisely at a local and regional level, including at points of care. Using a health literacy framework, the two organisations are working with consumer advocates and Primary Health Networks (PHNs) to raise community awareness of the initiative and encourage participation.

“There is much benefit in exploring how local integration of Choosing Wisely can support the shared aims of PHNs in delivering better population health, better experience of care and more cost effective care. This is an important partnership in our strategy to change consumer mindsets around unnecessary healthcare.

“Patients need to be engaged in a discussion about the right care choices for them. This adds up to a better experience of care, better health outcomes and better use of health resources. The Choosing Wisely movement is a truly timely development. The joint consumer and community awareness project CHF and NPS MedicineWise are developing will provide information and resources that support patients to be active participants in their care and make wiser choices.”



**Leanne Wells, Chief Executive Officer,
Consumers Health Forum of Australia**

CHF Consumers Health
Forum of Australia

Providing consumers with relevant, reliable information

“Every day, millions of people go online and ask ‘Dr Google’ for advice about their health, with no guarantee that the information they are accessing can be trusted.

“This is where Healthdirect Australia comes in – our website acts as a gateway to specialist information from a range of different partner organisations, who have been vetted for the clinical quality and technical attributes of their content.

“Our partnership with Choosing Wisely has been extremely successful. We both share an important vision to make sure that Australian consumers are provided with relevant and reliable health information.

“We’ve shared hundreds of links to the evidenced-based and high-quality information on the Choosing Wisely website, and we have no doubt it is helping people make more informed decisions about their health.”

healthdirect
Australia

CASE STUDY

MONASH HEALTH GUIDING PATIENT DISCUSSIONS ON RADIOLOGY

Monash Health is undertaking a project to develop resources for patients to facilitate their ability to discuss with their doctor the benefits and risks of radiological tests and inform shared decision-making about test ordering. The project is based on the Choosing Wisely Australia resources for consumers and carers, which promotes discussion between consumers and clinicians to determine if certain treatments or procedures are appropriate or warranted.

Adult patients from culturally and linguistically diverse backgrounds, and a range of socioeconomic backgrounds, presenting for diagnostic imaging at Monash Health, and healthcare practitioners at Monash Health and in general practice, will be involved. The project will use an experience-based, co-design in two phases: Phase 1: context inquiry, and Phase 2: co-design.

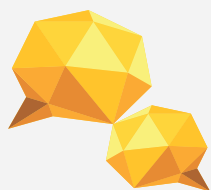
Phase 1 explores patients' perceptions and experiences in conversing with their doctor about the appropriateness of tests and their comfort in asking the five questions recommended by Choosing Wisely Australia.

5 QUESTIONS
TO ASK YOUR DOCTOR OR OTHER HEALTH CARE PROVIDER BEFORE YOU GET ANY TEST, TREATMENT OR PROCEDURE

- 1. **DO I REALLY NEED THIS TEST OR PROCEDURE?** Tests may help you and your doctor or other health care provider determine the problem. Do you really need this test or procedure? Do you have any other options? Can you get the same results from another test or procedure? Can you get the same results from another test or procedure? Can you get the same results from another test or procedure?
- 2. **WHAT ARE THE RISKS?** All tests and procedures have risks. Some risks are serious. Some risks are minor. What are the risks of this test or procedure? What are the risks of not having this test or procedure? What are the risks of having another test or procedure?
- 3. **ARE THERE SIMPLER, SAFER ALTERNATIVES?** Sometimes all you need to do is change what you are doing. Sometimes you can do something else that is simpler, safer, or less expensive. What are the alternatives? What are the risks of these alternatives? What are the benefits of these alternatives?
- 4. **WHAT HAPPENS IF I DON'T DO ANYTHING?** Ask if your condition might get better or worse if you don't have the test or procedure. What are the risks of not having the test or procedure? What are the benefits of not having the test or procedure?
- 5. **WHAT ARE THE COSTS?** Costs can be financial, emotional or a mix of both. How much will this test or procedure cost? How much will it cost if you don't have the test or procedure? How much will it cost if you have another test or procedure? Is there a cheaper alternative?

- Better Care Victoria submission
- Initiative led by Patient Experience Team
- Choosing Wisely: Optimising shared decision making for diagnostic imaging

Monash Health



SUPPORTING PATIENT-DOCTOR DISCUSSIONS AND DECISIONS ABOUT TEST ORDERING

Phase 2 asks healthcare practitioners about their experience of engaging patients in conversations about decisions regarding radiographic imaging. Interview data will be used to develop a patient survey to enable wider patient feedback. The co-design phase will support the development of resources to support discussions and decisions about test ordering with their doctor.

The outcomes will be information resources and decision aids that enable consumer participation in discussions about test ordering between patients and their doctors.



Consumer engagement tools

The 5 Questions resource is the most commonly downloaded resource from the Choosing Wisely Australia website. Its potential to facilitate better conversations between healthcare providers and consumers continues to be supported by consumer focus group testing.

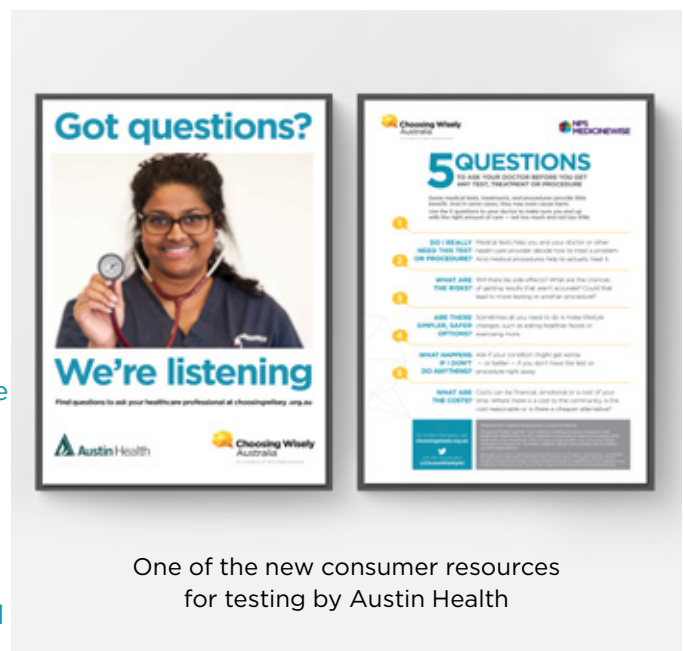
CASE STUDY

CREATING SUPPORTIVE ENVIRONMENTS FOR BETTER CONVERSATIONS

Focus testing with Australian consumers has identified that, while there is strong support for the use of the 5 Questions resource, people do not always feel they have permission to ask questions.

This year, we embarked on a project to support consumers to ask questions in one of the toughest environments of all – hospitals. In these settings people are stressed, and it can be confusing to know who to ask questions of, let alone what questions to ask. This study is testing resources designed to create more permissible environments for asking questions and is run in collaboration with two of our Choosing Wisely Australia Champion Health Services: Royal Brisbane and Women's Hospital and Austin Health. The project includes displaying the 5 Questions with posters of each hospital's own staff encouraging patients and visitors to ask questions of their medical teams.

Considerations: Some of the issues that needed to be taken into account included whether people would pay attention to more posters in already congested waiting rooms, the stress often associated with hospital visits, and how to encourage participation from staff as we work to create permissible environments for asking questions.



One of the new consumer resources for testing by Austin Health

Testing concepts: Focus groups were engaged to test messages and assumptions about Australian attitudes to unnecessary healthcare with Choosing Wisely messaging. This will ensure messaging is relevant within the individual hospitals, and more broadly among the community. It's important to test the viability and effectiveness of ideas early, and with health professionals and consumers where messaging will impact both.



More than 1.5 million impressions generated on Facebook and Twitter

CHOOSING WISELY IN THE MEDIA

On 20 March 2017, 10 new medical recommendations were released – five each from the Australian and New Zealand College of Anaesthetists (ANZCA), and The Australian Society of Otolaryngology Head and Neck Surgery (ASOHNS) with the Royal Australasian College of Surgeons (RACS).



Media activity was part of a broader communications strategy to promote the new recommendations to a diverse audience. This included members and potential members, health services, healthcare professionals, consumers and consumer advocates and governments.

Engagement with consumer and trade media generated 390 news stories, including on ABC News24, ABC Radio, 6 minutes, and in *The Australian*, *The Age*, *Australian Doctor* and *Medical Observer*.

Consumer outreach via social media

Our consumer outreach has included a number of new engagement campaigns on social media channels, particularly Facebook and Twitter, with the aim of increasing awareness and driving people to the 5 Questions resource.

Two key campaigns this year included an X-ray campaign in March and the release of three new videos in July, firstly encouraging consumers to feel comfortable and confident asking their health professionals questions about recommended courses of action, and secondly the importance of planning ahead for a medical visit.

Social media provides an excellent testing ground for new campaign materials as their popularity and effectiveness can be clearly evaluated, and lessons learnt can be brought forward into new campaigns. Engagement in Choosing Wisely Australia's social media activities has increased on Facebook with 1,072,560 impressions and Twitter 467,200 impressions.

The *It's OK X-Ray* Facebook campaign featured a series of posts to raise awareness of Choosing Wisely Australia and drive people to the 5 Questions resource. This proved to be a popular campaign with wide engagement.



Choosing Wisely video campaign

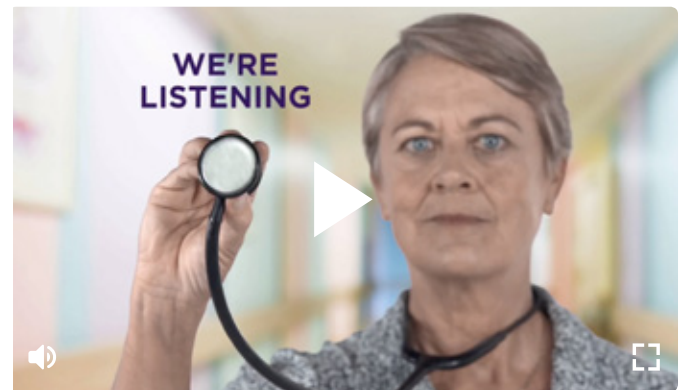
Three new Choosing Wisely Australia videos were rolled out across social media. The creative thinking for the video campaign was shaped by observations and insights from both qualitative and quantitative research.

Research involving consumers and health professionals advocated the notion that consumers had permission to ask questions of their health professional and engage in a dialogue. The qualitative research findings also suggested that consumers sometimes felt uncomfortable about asking questions because they didn't feel they were allowed to, or they didn't know what to ask.



Times have changed

The **'Old v New'** video sends up an old-fashioned world where the GP's word is final and where patients need to know their place. The key takeout is that times have changed and it's okay to ask questions of health professionals.



Prepare questions in advance

The **'Tumbleweed'** video dramatises a simple human truth: sometimes you can't think straight and are lost for words. The key take-out is that Choosing Wisely can help you prepare with questions to ask in advance.

We're listening

The **'We're listening'** video builds on the advocacy for informed conversations by depicting a health professional inviting patients to engage with them, again emphasising that consumers have permission to ask questions.

Future directions

There are exciting opportunities ahead for Choosing Wisely Australia. The collective voice of our members and supporters has enormous power to raise awareness of the evidence behind the risks of unnecessary tests, treatments and procedures, and improve conversations between health professionals and consumers.

Our future priorities include:

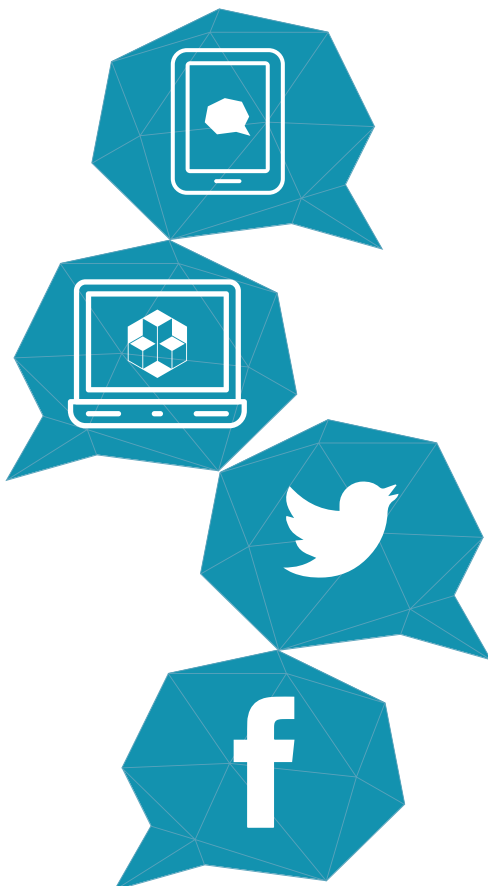
- innovation to spread the message further
- fostering greater awareness and engagement among consumers
- continuing to support implementation through engaging with local health services from primary to tertiary care
- evaluating impact wherever possible
- encouraging collaboration to support communication, implementation and measurement
- engaging with our future health professional leaders.

How to get involved

Choosing Wisely Australia welcomes opportunities to work with interested healthcare organisations and consumer advocates to progress the initiative and ensure its success.

TO FIND OUT MORE OR TO GET INVOLVED:

- website: choosingwisely.org.au
- email: choosingwisely@nps.org.au
- Twitter: @ChooseWiselyAu
- Facebook: [choosingwiselyaustralia](https://www.facebook.com/choosingwiselyaustralia)





Appendices

Appendix 1

Annual surveys are conducted with GPs, specialists and other health professionals. Year 1 surveys were conducted in December 2015 with a GP response rate of 12% (n=406) and medical specialist response rate of 16% (n=337). Year 2 surveys were conducted in December 2016 with a 7% response rate of both GPs and medical specialists (GPs n=264, medical specialists n=160). A survey was conducted with other health professionals (primarily physiotherapists) in Year 2 (n=496).

Awareness of Choosing Wisely Australia. There was a significant increase in awareness amongst medical specialists.

	GPs	Specialists	Other health professionals
Year 1	55%	38%	–
Year 2	59%	49%	54%

There was a significant increase in both GPs and medical specialists who had seen the recommendations.

	GPs	Specialists
Year 1	38%	29%
Year 2	54%	45%

Healthcare providers agree there is a problem with the use of unnecessary tests, treatments and procedures in medical practice. This increased slightly in Year 2.

	GPs	Specialists
Year 1	79%	85%
Year 2	85%	89%

There was a significant increase in both GPs and medical specialists that strongly agree they have a responsibility to help reduce the inappropriate use of tests, treatments and procedures.

	GPs	Specialists
Year 1	36%	45%
Year 2	47%	55%

Reason for requesting an unnecessary test, treatment or procedure

Reason	GPs		Specialists		Other health professionals
	Year 1	Year 2	Year 1	Year 2	Year 2
Patient expectations	60%	62%	44%	42%	73%
Potential for medical litigation	58%	54%	41%	34%	40%
Uncertainty regarding the diagnosis	54%	49%	46%	48%	61%
Difficulties accessing information, including results, from doctors in other settings	50%	52%	55%	64%	26%
Patient referred specifically for the (unnecessary) test, treatment or procedure	32%	36%	34%	29%	35%
The need to keep patients engaged	20%	19%	11%	9%	11%
Taking the approach that it's better to test than not to test	14%	9%	8%	8%	43%
The recommended test, treatment or procedure is unavailable	10%	12%	7%	8%	4%

■ Decrease from Year 1 to Year 2 ■ Increase from Year 1 to Year 2

Health professionals' practice based on recommendations and awareness of Choosing Wisely Australia.

	GPs		Specialists	
	Aware of Choosing Wisely Australia	Unaware of Choosing Wisely Australia	Aware of Choosing Wisely Australia	Unaware of Choosing Wisely Australia
I would rarely advocate routine self-monitoring of blood glucose for people with type 2 diabetes who are on oral medication only	37%	13%	18%	6%
I would 'always' or 'often' have conversations around prognosis, wishes, values and end of life planning in patients with advanced disease	-	-	59%	40%

Appendix 2

The National Consumer Survey was conducted in August 2015 and June 2017 and was completed by a random sample of 2,494 consumers.

Consumer awareness of Choosing Wisely.

2015	5% aware of Choosing Wisely
2017	6% aware of Choosing Wisely

Why consumers have tests.

	2015	2017
Healthcare provider recommended it	79%	84%
Consumer asked for it	16%	14%

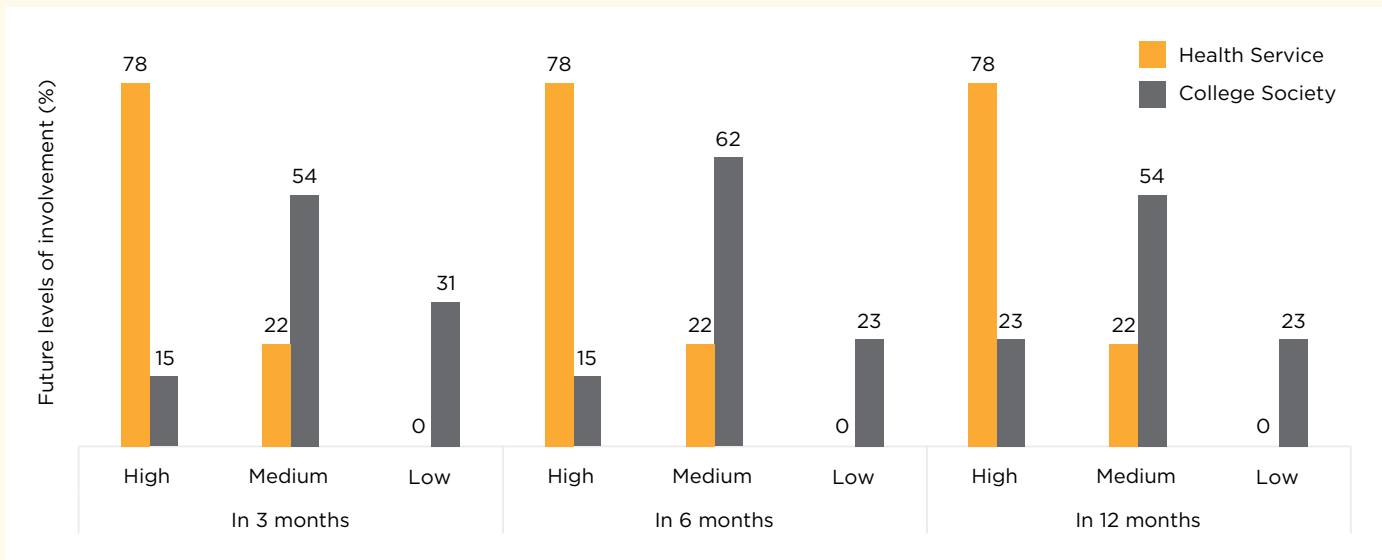
Consumer attitudes towards medical tests.

	2015	2017
Confident asking questions	89%	83%
Agree that some tests can produce misleading results and lead to unnecessary treatment	39%	42%
Agree that having a medical test when not needed can be harmful	33%	28%
Agree that all medical tests should be conducted if I am sick	74%	61%
People should play a role in reducing the use of unnecessary medical tests	71%	61%

Appendix 3

The partnership survey was conducted in May 2017 and was completed by 22 partners, including all nine health services and 13 of the 17 colleges, societies or associations.

Future level of involvement in Choosing Wisely Australia.



Activities / implementation	% members involved
Articles	50%
Supporting materials	36%
Projects or programs	27%
Incorporation of recommendations to guidelines or organisational activities or programs	59%
Conversations/meetings with other organisations about Choosing Wisely Australia	86%
Active promotion of Choosing Wisely Australia to members	86%

Choosing Wisely Australia Advisory Group

Dr Matthew Anstey, Chair

Intensivist and Co-director of Research
Sir Charles Gairdner Hospital

Professor Meera Agar

Director of Palliative Care
Braeside Hospital, Hammond Care
(to August 2017)

Melissa Cadzow

Consumer Representative
(to August 2017)

Darlene Cox

Executive Director
Health Care Consumers' Association

Professor Adam Elshaug

Health Care Policy
Menzies School of Public Health

Melissa Fox

Chief Executive Officer
Health Consumers Queensland

Dr Rob Hosking

General Practitioner
The Elms Family Medical Centre
(to March 2017)

Dr Frank Jones

Senior Partner
Murray Medical Centre Mandurah

Associate Professor Richard King, AM, Past Chair

Senior Medical Director Monash Health
(to August 2017)

Sally Marotti

Intensive Care Specialist Pharmacist
The Queen Elizabeth Hospital
(to November 2017)

Dr David Rosengren

Executive Director Operations
Metro North Hospital and Health Service

Dr John Slavotinek

Consultant Radiologist
Repatriation General Hospital
(to December 2017)

Professor Nicholas Talley

Pro Vice-Chancellor (Global Research)
& Laureate Professor,
Office - DVC (Research and Innovation)
The University of Newcastle

Choosing Wisely Australia members and supporters

Founding members

- Australasian College for Emergency Medicine (ACEM)
- Australasian Society of Clinical Immunology and Allergy (ASCIA)
- The Royal Australian and New Zealand College of Radiologists (RANZCR)
- The Royal Australian College of General Practitioners (RACGP)
- The Royal Australasian College of Physicians (RACP)
- The Royal College of Pathologists of Australasia (RCPA)

Members and supporters

<p>Austin Health</p> 	<p>Australasian Society for Infectious Diseases</p> 
<p>Australasian Chapter of Sexual Health Medicine</p> 	<p>Australasian Society of Clinical Immunology and Allergy</p> 
<p>Australasian College for Emergency Medicine</p> 	<p>Australian and New Zealand Association of Neurologists</p> 
<p>Australasian Faculty of Occupational and Environmental Medicine</p> 	<p>Australian and New Zealand College of Anaesthetists</p> 
<p>Australasian Faculty of Rehabilitation Medicine</p> 	<p>Australian and New Zealand Intensive Care Society</p> 
<p>Australasian Paediatric Endocrine Group</p> 	<p>Australian and New Zealand Society for Geriatric Medicine</p> 

Members and supporters (continued)

<p>Australian and New Zealand Society of Palliative Medicine</p>		<p>Human Genetics Society of Australasia</p> 
<p>Australian College of Nursing</p>		<p>Internal Medicine Society of Australia and New Zealand</p> 
<p>College of Intensive Care Medicine of Australia and New Zealand</p>		<p>Monash Health</p> 
<p>Consumers Health Forum of Australia</p>		<p>Peninsula Health</p> 
<p>Eastern Health</p>		<p>RACP Paediatric and Child Health Division</p> 
<p>Faculty of Pain Medicine, ANZCA</p>		<p>Royal Australasian College of Surgeons</p> 
<p>Gastroenterological Society of Australia</p>		<p>Royal Brisbane and Women's Hospital</p> 
<p>Gold Coast Health</p>		<p>Royal Perth Bentley Group</p> 
<p>Haematology Society of Australia and New Zealand</p>		<p>Sir Charles Gairdner Osborne Park Health Care Group</p> 
<p>Healthdirect Australia</p>		<p>Society of Obstetric Medicine of Australia and New Zealand</p> 

Members and supporters (continued)

<p>South Eastern Sydney Local Health District</p>		<p>The Royal Australasian College of Physicians</p>	
<p>South Metropolitan Health Service</p>		<p>The Royal Australian and New Zealand College of Obstetricians and Gynaecologists</p>	
<p>The Australasian College of Dermatologists</p>		<p>The Royal Australian and New Zealand College of Ophthalmologists</p>	
<p>The Australasian College of Sport and Exercise Physicians</p>		<p>The Royal Australian and New Zealand College of Radiologists</p>	
<p>The Australasian Society of Clinical and Experimental Pharmacologists and Toxicologists</p>		<p>The Royal Australian College of General Practitioners</p>	
<p>The Australia and New Zealand Child Neurology Society</p>		<p>The Royal College of Pathologists of Australasia</p>	
<p>The Australian Physiotherapy Association</p>		<p>The Society of Hospital Pharmacists of Australia</p>	
<p>The Australian Society of Otolaryngology Head and Neck Surgery</p>		<p>Western Australia Country Health Service - Wheatbelt</p>	
<p>The Endocrine Society of Australia</p>		<p>Women's and Children's Health Network</p>	



Choosing Wisely Australia

An initiative of NPS MedicineWise

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is an initiative of
NPS MedicineWise

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Independent, not-for-profit and evidence-based, NPS MedicineWise enables better decisions about medicines, medical tests and other health technologies. Our programs are funded by the Australian Government Department of Health. ABN 61 082 034 393

