STARTER KIT for your choosing wisely campaign
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®?

Choosing Wisely®, 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.
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
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.
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.
Where possible, the campaign should include physicians, nurses, pharmacists and other health care professionals.
The recommendations issued by the campaign must be evidence-based, and must be reviewed on an ongoing basis to ensure credibility.
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
DEVELOP LISTS OF THINGS THAT PHYSICIANS, OTHER HEALTHCARE PROFESSIONALS, PATIENTS AND THE PUBLIC SHOULD QUESTION

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

- Within the specialty’s scope of practice
- Frequently used
- May expose patients to harm and stress
- May not benefit patients according to the evidence
ENGAGE WITH PATIENTS AND THE PUBLIC

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

‘Choosing Wisely’: a growing international campaign.

A Framework to measure impact

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

Engaging patients and the public in Choosing Wisely.

CONTACTS

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http://www.choosingwiselycanada.org/international