EMBARGOED FOR RELEASE

[DATE]

Contact:

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AS PART OF CHOOSING WISLEY CANADA CAMPAIGN

[MEDICAL PROFESSIONAL SOCIETY] RELEASES LIST OF COMMONLY USED TESTS AND TREATMENTS TO QUESTION

*Group aims to encourage clinician and patient conversations by identifying [NUMBER OF RECOMMENDATIONS] tests or treatments to question, highlighting potentially unnecessary—sometimes harmful—care in [SPECIALTY]*

[CITY, PROVINCE] – [MEDICAL PROFESSIONAL SOCIETY] today released a list of specific tests, treatments or procedures that are commonly ordered but not always necessary in [SPECIALTY] as part of Choosing Wisely Canada. The list identifies [NUMBER OF RECOMMENDATIONS] targeted, evidence-based recommendations that can support conversations between patients and clinicians about what care is really necessary.

[MEDICAL PROFESSIONAL SOCIETY]’s list identified the following [NUMBER OF RECOMMENDATIONS] recommendations:

* [TOPLINE RECOMMENDATION #1]
* [TOPLINE RECOMMENDATION #2]
* [TOPLINE RECOMMENDATION #3]
* [TOPLINE RECOMMENDATION #4]
* [TOPLINE RECOMMENDATION #5]
* …

[INSERT QUOTE FROM SOCIETY LEADER]

Sample: “All of us on the front lines of medicine know we have the opportunity to improve the care we deliver by engaging our patients in conversations about what care is really necessary and beneficial to their health. The recommendations in [SPECIALTY] released today provide valuable information to help patients and clinicians start important conversations about treatment options and make wise choices about their health,” said [NAME, TITLE, AFFILIATION].

The [MEDICAL PROFESSIONAL SOCIETY NAME’s] Choosing Wisely Canada list was developed after months of careful consideration and review, using the most current evidence about management and treatment options. [INSERT LANGUAGE ON METHODOLOGY AND/OR CLARIFYING LANGUAGE ON WHEN TESTS/TREATMENTS MAY BE APPROPRIATE. SUGGEST USING LANGUAGE FROM FINAL LIST].

“Conversations about what care patients truly need is a shared responsibility among all members of the health care team,” said Wendy Levinson, MD OC, Chair and Co-Founder of Choosing Wisely Canada. “[MEDICAL PROFESSIONAL SOCIETY NAME’s] Choosing Wisely Canada list will help [SPECIALTY] across the country engage their patients in a dialogue about what care is best for them, and what we can do to reduce waste and overuse in our health care system.”

With the release of these new lists, the campaign will have covered close to 300 tests and treatments that the medical professional society partners say are overused and inappropriate, and that clinicians and patients should discuss.

To learn more about Choosing Wisely Canada and to view the complete lists and additional detail about the recommendations and evidence supporting them, visit [www.ChoosingWiselyCanada.org](http://www.ChoosingWiselyCanada.org).

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[INSERT ORGANIZATION BOILERPLATE]

In partnership with the Canadian Medical Association, Choosing Wisely Canada is a national health care campaign to help clinicians and patients engage in conversations about unnecessary tests and treatments and make smart and effective choices to ensure high-quality care.