



FOR RELEASE

September 14, 2018

### **The Yukon Medical Association launches the Choosing Wisely Yukon Campaign today**

Choosing Wisely Canada is a national campaign that helps clinicians and patients engage in conversations about unnecessary tests, treatments and procedures so together they can make smart and effective health care choices. It is estimated that in Canada 30 % of health care interventions are unnecessary and even sometimes harmful to patients. As part of the national campaign, clinicians have created over 300 recommendations to help guide clinicians and patients in their health care decisions.

Choosing Wisely Yukon (CWY), the Yukon's regional Choosing Wisely campaign, is led by the Yukon Medical Association with the support of the Government of Yukon and in collaboration with the Yukon Hospital Corporation, Yukon Registered Nurses Association, Yukon Pharmacists Association, and Yukon Dental Association. Health care professionals currently involved in this collaborative campaign include nurses, nurse practitioners, pharmacists and physicians. Whitehorse family physician Dr. Owen Averill is the clinical leader of CWY.

The CWY campaign focuses on educating the public to start a discussion with their health care providers about whether or not the tests, treatments, and procedures they are receiving are necessary or beneficial.

CWY's other focus is encouraging health care providers to evaluate and reduce unnecessary and potentially harmful health care tests, treatments and procedures in their practices.

#### **Quotes**

"In health care, more is not always better. Whether you are healthy or managing current medical conditions, talk to your physician about which tests, treatments or procedures are really necessary to help you stay in optimal health."

*–Yukon Chief Medical Officer of Health Dr. Brendan Hanley*

"In the constant progression of the art and science of medicine physicians and patients are faced with many therapeutic and diagnostic choices. The Choosing Wisely campaign is a valuable resource to help physicians parse the many choices available to optimize the care of our patients"

*–Dr. Alex Poole, Yukon Medical Association President*

"Choosing Wisely Canada is proud to partner with clinician leaders and Yukon Health and Social Services. Choosing Wisely Yukon is focused on developing regional approaches to address the problem of unnecessary tests and treatments. Regional specific strategies, alongside efforts to engage clinicians,

patients and the public in conversations about unnecessary tests and treatments can help improve the quality of health services and wellbeing for the community.”

–Dr. Wendy Levinson, Chair of Choosing Wisely Canada

### **Quick facts**

- The current areas of focus for the CWY are:
  - Appropriate use of CT Head imaging in headache/head injury/syncope
  - Appropriate use of sedatives in the elderly
  - Appropriate bone density testing
- Choosing Wisely Canada was launched in 2014 and now has regional campaigns in Alberta, Manitoba, Newfoundland and Labrador, New Brunswick, Nova Scotia, Saskatchewan, Quebec, Ontario, Northwest Territories and Yukon.
- Choosing Wisely Canada is modelled after the same campaign in the United States, launched by the American Board of Internal Medicine’s ABIM Foundation in 2012 and it has spread to over 20 countries
- [“More is not always better”](#) a national campaign

**Learn more:** [Choosing Wisely Yukon](#), [choosingwiselycanada.org](http://choosingwiselycanada.org)

### **Contact:**

Dr. Owen Averill  
Clinical Leader, Choosing Wisely Yukon  
867-393-6633  
[cwyukon@yukondoctors.ca](mailto:cwyukon@yukondoctors.ca)

Julie Ménard  
Communications, Health and Social Services, Government of Yukon  
867-667-8478  
[julie.menard@gov.yk.ca](mailto:julie.menard@gov.yk.ca)

# MORE IS **NOT** ALWAYS **BETTER**



The same is true for medical tests and treatments. Talk with your health care provider about what you need, and what you don't. To learn more, visit [www.choosingwiselycanada.org/yukon](http://www.choosingwiselycanada.org/yukon)

Choosing  
Wisely  
Yukon

# TROP C'EST COMME **PAS** ASSEZ



Le même principe vaut dans le cas des examens et des traitements médicaux. Parlez à votre fournisseur de soins de santé de ce dont vous avez besoin et n'avez pas besoin. Pour en savoir davantage, consultez [www.choisiravecsoin.org/yukon](http://www.choisiravecsoin.org/yukon)

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