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Choosing Wisely Massachusetts

Presentation to the

Committee on Community Health Investment and Consumer Involvement

Health Policy Commission

February 25, 2015

Massachusetts Health Quality Partners

Who we are

- A non- profit regional health improvement collaborative made up of physicians, hospitals, health plans, purchasers, patient and public representatives, academics, and government agencies working together to promote improvement in the quality of health care services in Massachusetts.

Our Mission

- To drive measurable improvements in health care quality, patients' experiences of care, and use of resources in Massachusetts through patient and public engagement and broad-based collaboration among health care stakeholders.

Our Promise: Health Care Information You Can Trust

- MHQP provides reliable information to help physicians improve the quality of care they provide their patients and help consumers take an active role in making informed decisions about their health care.

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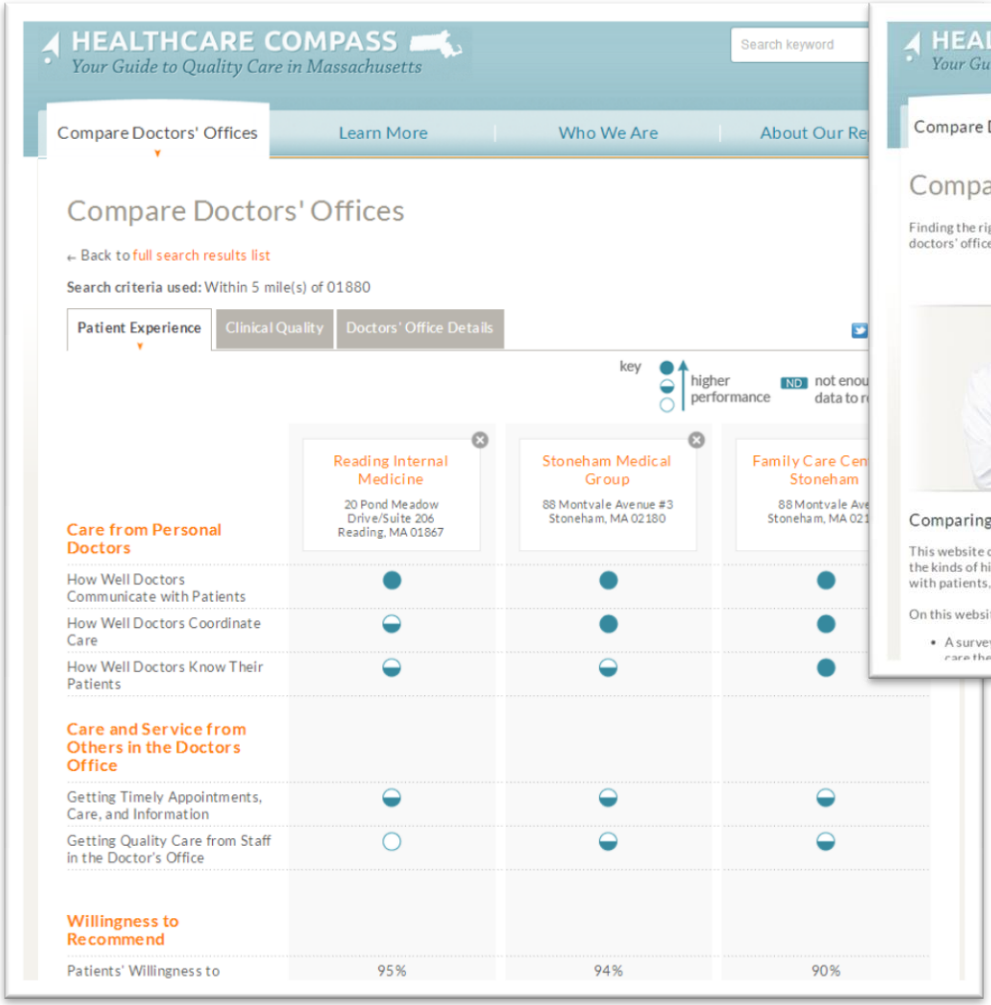
MHQP: Collaboration driving Healthcare Quality



Your Guide To Quality Care in Massachusetts

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Choosing Wisely is an initiative of the ABIM Foundation and Consumer Reports to help physicians and patients engage in conversations about the overuse of tests and procedures and support physician efforts to help patients make smart and effective care choices.

Choosing Wisely®

An initiative of the ABIM Foundation

Choosing Wisely®

An initiative of the ABIM Foundation

- A successful communication campaign
  - Focused on professionalism
- Stimulating culture change
  - More is not better
- Create conversations about overuse
  - Doctor and patient
  - Practitioner and practitioner

https://www.youtube.com/watch?v=ZPWTPXvnC_w

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Bringing National Campaign to Communities

- Robert Wood Johnson Foundation provided funds to ABIM Foundation to support nine multi-stakeholder regional health improvement collaboratives (including MHQP) to spread and expand the Choosing Wisely campaign

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The Massachusetts Healthcare Landscape

- MA Chapter 224 seeks to increase transparency around health care costs and quality and provide consumers with a greater level of information around costs of their care by health plans.
- MA stakeholders are urgently seeking effective ways to communicate the importance of cutting waste and lowering cost while putting the patient at the center of care.
- **MHQP's Goal:** to leverage existing initiatives and partnerships to encourage interest in the *Choosing Wisely* campaign and recommendations within the context of Chapter 224 reforms taking place in Massachusetts.

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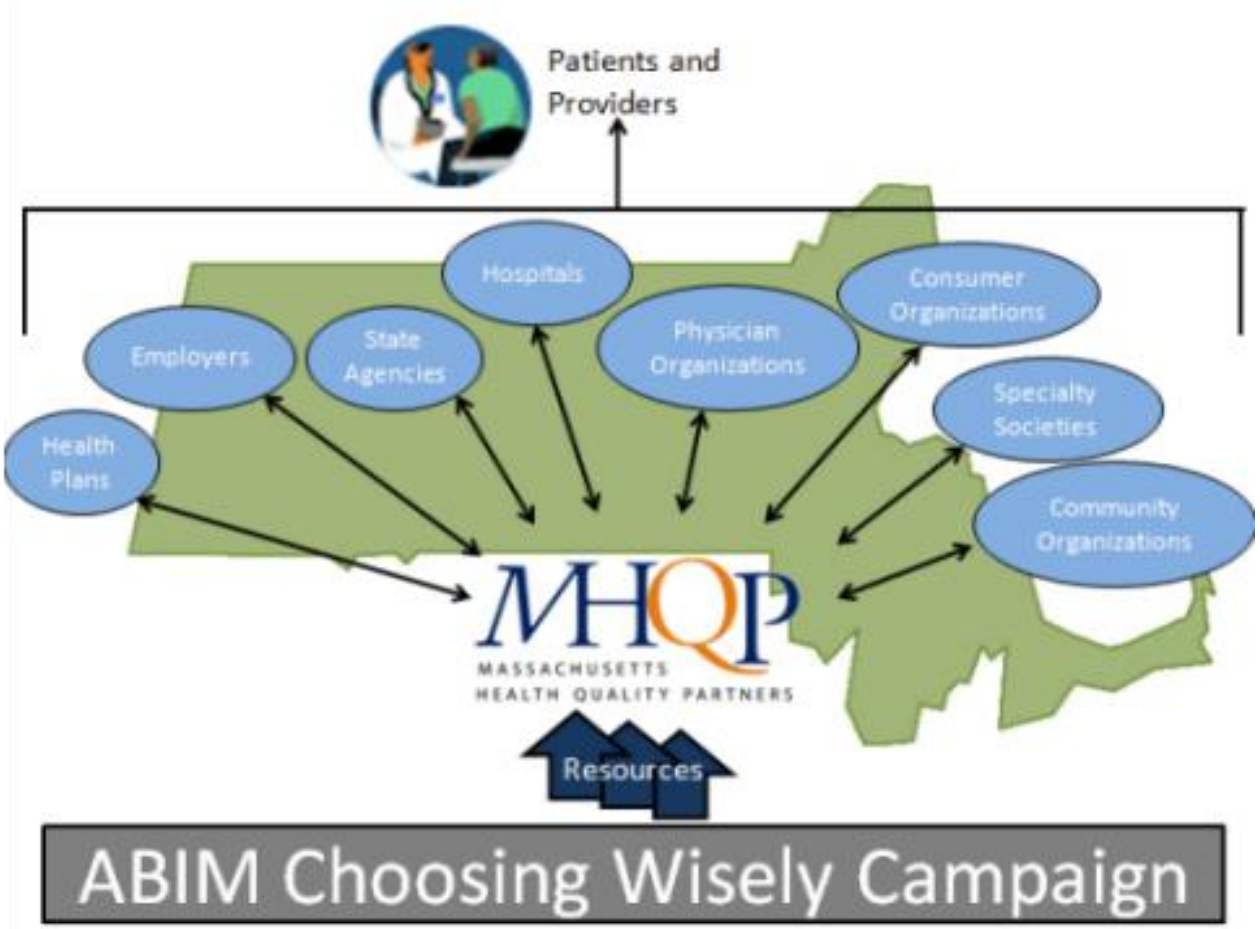
Choosing Wisely Massachusetts

Choosing Wisely MA Advisory Group

- Analog Devices
- Blue Cross Blue Shield MA
- Health Care For All
- Informed Medical Decisions Foundation
- Institute for Clinical & Economic Review (ICER)
- MA Association of Health Plans
- MA Chapter of Radiological Society of North America
- MA Coalition for the Prevention of Medical Errors
- MA Group Insurance Commission
- MHQP Consumer Health Council
- Mass Hospital Association
- Mass Medical Society
- MA Health Policy Commission
- MA Bureau of Health Care Quality, DPH
- MA Office of Consumer Affairs
- Network Health
- Tufts Healthcare Institute



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Topics Selected for MA Collective Focus

- **Imaging for lower back pain**
- **Imaging for uncomplicated headache**
- Elective non-medical inductions
- Colonoscopy
- Antibiotics:
  - Adult sinusitis
  - Pediatric upper respiratory
  - UTI for elderly
- Cancer-directed therapy for solid tumor patients

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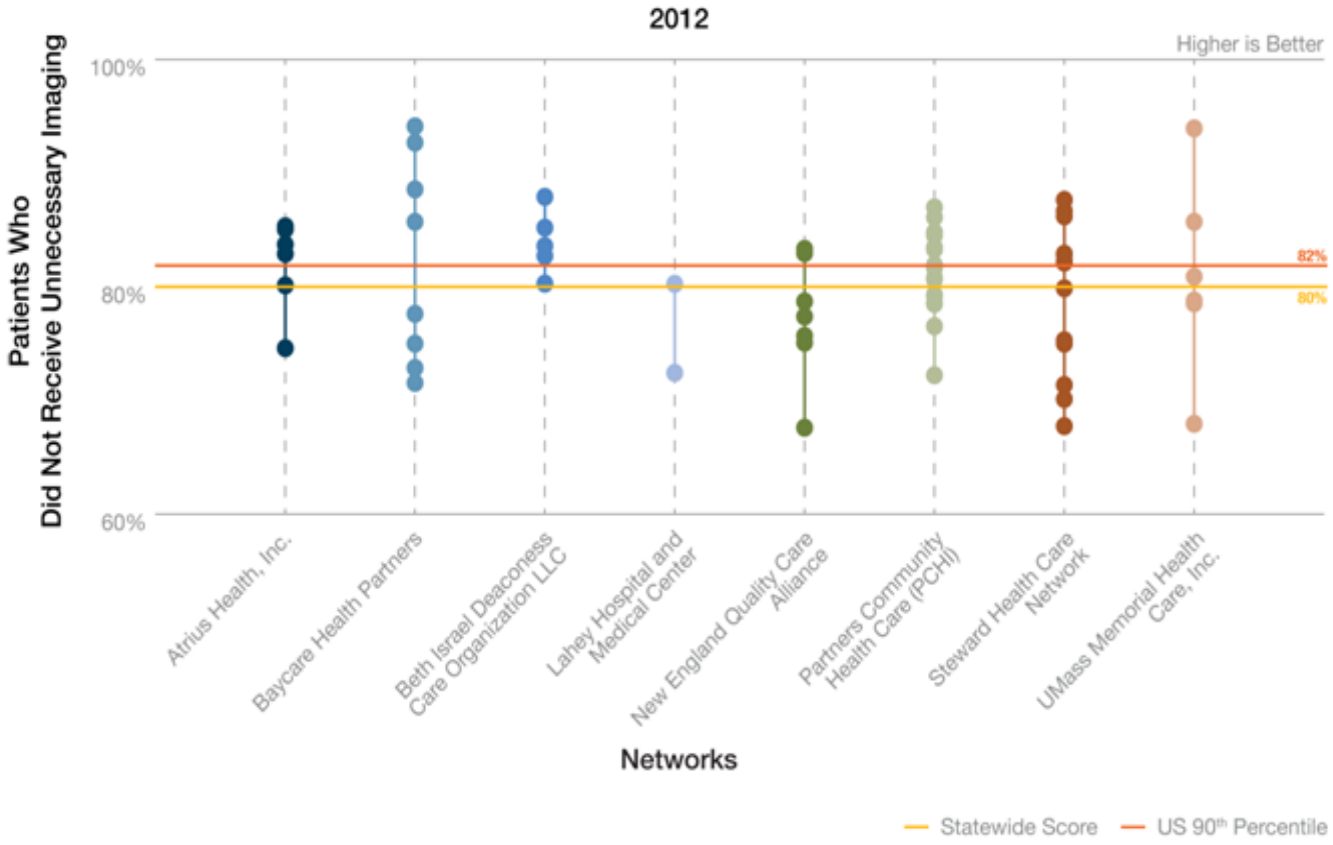
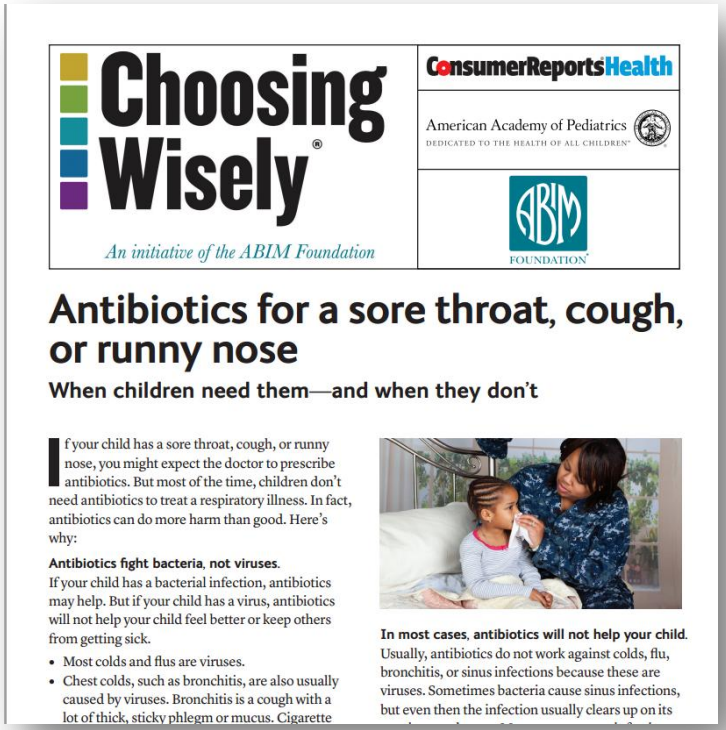
CHIA.



Use of Imaging for Low Back Pain, by Network

Massachusetts medical groups are just below the 90th percentile nationally on appropriate use of imaging studies for low back pain.

Source: Massachusetts Health Quality Partners | **Note:** Commercial HMO/POS members, Age 18+



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American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™

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Antibiotics for a sore throat, cough, or runny nose

When children need them—and when they don't

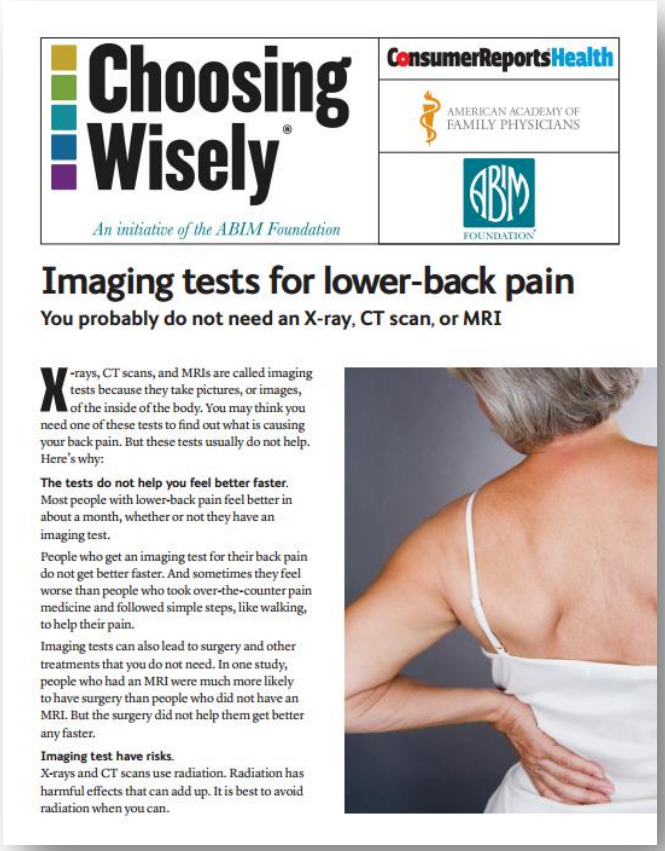
If your child has a sore throat, cough, or runny nose, you might expect the doctor to prescribe antibiotics. But most of the time, children don't need antibiotics to treat a respiratory illness. In fact, antibiotics can do more harm than good. Here's why:

Antibiotics fight bacteria, not viruses.
If your child has a bacterial infection, antibiotics may help. But if your child has a virus, antibiotics will not help your child feel better or keep others from getting sick.

- Most colds and flus are viruses.
- Chest colds, such as bronchitis, are also usually caused by viruses. Bronchitis is a cough with a lot of thick, sticky phlegm or mucus. Cigarette

In most cases, antibiotics will not help your child.
Usually, antibiotics do not work against colds, flu, bronchitis, or sinus infections because these are viruses. Sometimes bacteria cause sinus infections, but even then the infection usually clears up on its

Recommendations translated into consumer relevant materials



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AMERICAN ACADEMY OF FAMILY PHYSICIANS

ABIM FOUNDATION

Imaging tests for lower-back pain

You probably do not need an X-ray, CT scan, or MRI

X-rays, CT scans, and MRIs are called imaging tests because they take pictures, or images, of the inside of the body. You may think you need one of these tests to find out what is causing your back pain. But these tests usually do not help. Here's why:

The tests do not help you feel better faster.
Most people with lower-back pain feel better in about a month, whether or not they have an imaging test.

People who get an imaging test for their back pain do not get better faster. And sometimes they feel worse than people who took over-the-counter pain medicine and followed simple steps, like walking, to help their pain.

Imaging tests can also lead to surgery and other treatments that you do not need. In one study, people who had an MRI were much more likely to have surgery than people who did not have an MRI. But the surgery did not help them get better any faster.

Imaging test have risks.
X-rays and CT scans use radiation. Radiation has harmful effects that can add up. It is best to avoid radiation when you can.

Versions in plain language English, and Spanish, some videos

Resources for Community Hospitals and Doctors' Offices

- ***Choosing Wisely PDFs for Patients*** Print and place the patient-friendly resources available online in your waiting rooms.
- **Choosing Wisely *One-Pager*** A one-page summary overview of *Choosing Wisely* and the importance for patients and physicians to work together to make wise choices.
- ***Physician Communication Modules*** This series of scenario-based communication education modules helps physicians engage their patients in conversations about tests and procedures to question.
- **Tufts Health Care Institute (THCI),** a not-for-profit educational organization with a mission is to help physicians and other health care professionals deliver high quality, cost-effective, evidence-based, and patient-centered care, has incorporated Choosing Wisely into its online training modules.

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Resources for Patients and Consumers

- www.choosingwiselyma.org/#patients has brochures to download and print out, videos for patients about how to ask questions, prepare for doctors' visits and links all the Choosing Wisely patient materials on www.consumerhealthchoices.org
- www.healthcarecompassma.org This site is designed to help patients and families find quality primary care in Massachusetts.
- www.macoalition.org The MA Coalition for the Prevention of Medical mission is to improve patient safety and eliminate medical errors in Massachusetts.
- www.informedmedicaldecisions.org IMD Foundation works to advance shared decision making practices between patients and clinicians.
- http://www.patientcarelink.org Massachusetts Hospital Association delivers transparent quality and safety information to patients and other healthcare stakeholders.

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Setting the Stage: Campaign Foundation with Website & Social Media

- www.choosingwiselyma.org
- Provide a landing place for audiences to learn more, join campaign, and/or access resources and Choosing Wisely materials.

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Choosing Wisely Campaign Assumptions

- Choosing Wisely: common foundation/broad stakeholders support
- Focus: Imaging around lower back pain and uncomplicated headache
- Two pronged audience: providers AND patients
- The campaign will span a 4-5 week period from Feb 10-March 13, 2015
- All advisory group members will participate in driving the collective campaign throughout this time:
  - Share & promote web link to choosingwiselyma.org prominently
  - Following @mhqp, using #choosingwisely with social media platforms
  - Utilizing turn-key content and resource links with respective communication vehicles (newsletters, blogs, emails, events)
- Advisory group members may also participate in activities that align specifically with their organization's mission & programs

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Tactics For Reaching Community Doctors/Providers

- **Massachusetts Radiological Society:** link to ChoosingWiselyMA on their website; buy-in from leadership on imaging topics
- **MA Medical Society:** spread the word with their physician membership using their communication vehicles
- **Tufts Health Care Institute:** developed an online training module on imaging for lower back pain for resident training/possible CME
- **Health Plans:** integrate provider performance communications
- **Providers** integrating Choosing Wisely as part of their quality improvement processes and tools
- **Hospitals and Physician Organizations:** integrating choosing wisely as part of resource spread efforts
- **MHQP:** identify areas of unexplained variation in collaboration with physicians to improve the quality and reduce waste

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Tactics for Reaching Consumers

- **Office of Consumer Affairs and Business Regulation:** feature choosing wisely in digital communications and social media to promote materials aimed to empower consumers in their interactions with the health care system
- **Health Plans:** include Choosing Wisely materials in member materials; build on seasonal relevance and messaging; post on member education sections of website
- **Consumer Advocacy and Interest Groups:** identify champions (providers and patients) to share choosing wisely materials with their communities
- **Health Care For All:** promote Choosing Wisely as a resource online and with their Patient and Family Advisory Council work group
- **MHQP:** feature Choosing Wisely resources on consumer facing website, *Healthcarecompassma.org*

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Join the Campaign!

Barbara Lambiaso

Senior Project Manager, Communications

blambiaso@mhqp.org

617.600.4877

http://www.choosingwiselyma.org/

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