



# Choosing Wisely Colorado



Encouraging Communication



## Saying no is hard, but when it comes to patient care doing the right thing shouldn't be.

That's why the Colorado Medical Society is launching the Choosing Wisely Colorado campaign to help make these patient conversations easier. We know that medically unnecessary tests and procedures adversely affect the quality of health care in Colorado. National estimates indicate about thirty percent of healthcare is wasteful, meaning it is unwarranted or duplicative. This medically unnecessary care can drive inefficiency and even put patients in harm's way. Talking with patients about medically unnecessary care can be challenging, but the potential impact you can have makes the effort worthwhile.

## What is Choosing Wisely Colorado?

Choosing Wisely Colorado is a physician-centered campaign designed to make conversations with patients simple and effective. This is the Colorado twist on the national Choosing Wisely campaign. Choosing Wisely was initiated by the American Board of Internal Medicine Foundation promoting the effective use of health care resources by encouraging conversations between physicians and patients on best treatment options.

These discussions should be designed to help the patient choose care that is

- Supported by evidence;
- Not duplicative of other tests or procedures already received; and
- Free from harm.

Several specialty societies have established 'Top 5 Lists' of tests and procedures that display overuse, minimal benefit, and potential harm to help focus efforts for improved care.

## The Colorado Medical Society has enthusiastically launched Choosing Wisely Colorado, to bring this nationwide campaign closer to home at the state level.

Choosing Wisely Colorado focuses on the needs of the physician in making these conversations happen. CMS is creating tools to assist physicians in discussions about health care by gathering scripting ideas from physicians already successfully communicating these messages in their practice. In many situations it seems HOW you deliver your message is just as important as WHAT the message is. Talking with fellow physicians about their experiences will greatly help the positive impact of the project.

## Choosing Wisely Colorado: How to start the conversation

### Step 1: Establish Vision

#### *Physician:*

"We want to give you the best care possible, and part of that is letting you know what the latest research tells us. We may be able to avoid large medical bills that are not needed by using the options that are shown to be most helpful."

### Step 2: Establish Personal Value

#### *Physician:*

"Your health is worth talking about. We want to decide on the best health care options for YOU today."

#### *Patient:*

Agrees with the value as it has been individualized.

### Step 3: Be Ready to Address Barriers

#### *Patient:*

"Yes but, my friend received this medical test... and I read in a magazine that I need this procedure..."

#### *Physician:*

"Treating you with medical care you do not need may end up costing you a lot of money, and could even make you feel worse. Based on your symptoms and today's examination, the treatment your friend got may not be a good fit for you."

### Step 4: Take Action

#### *Physician:*

"Let's take a few moments to talk about what treatment option would be best for you. Let's work as a team. As your doctor, my professional recommendation is... How do you feel about that?"

## Take action

CMS encourages you to use the tools they provide in order to engage in these critical conversations. More tools can be found at our frequently updated webpage: [www.cms.org/choosing-wisely](http://www.cms.org/choosing-wisely)

Please let us know how your Choosing Wisely Colorado efforts are going in our webpage's comments section.

The support of Colorado physicians in this project is crucial. If you or your specialty society would like to be a partner in the Choosing Wisely Colorado campaign please contact Chet Seward at [chet\\_seward@cms.org](mailto:chet_seward@cms.org).



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