



# Institute of Health Economics Innovation Forum

November 28, 2013

Dr. William Hnydyk

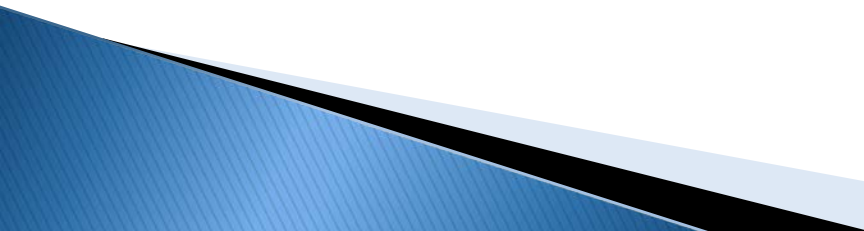
Assistant Executive Director (Professional Affairs)

# Choosing Wisely Canada (CWC)

Choosing Wisely in Health Care

A Canadian Perspective

# Opportunity for AMA

- Aim to launch CWC in Alberta in Spring 2014
  - Demonstrate leadership in area of appropriateness and accountability
  - Major communication vehicle
  - Professional/ethical responsibility to be responsible stewards of health care resources
  - Under umbrella of SWES Consultation Agreement – early priority
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# System Wide Efficiencies and Savings (SWES)

- SWES Consultation Agreement ratified May 31, 2013
- Better value for money
- Without sacrificing quality or access
- “Commitment to a sustainable health care system”
- Triple AIM Framework
  - Better care/better outcomes/better value


# SWES Consultation Agreement

- Proposal to consider moving forward
  - Primary Care
  - EMRs
  - Physician Compensation
  - Appropriateness and Accountability
    - Appropriate testing, treatments and procedures
    - Improved efficiencies and reduced waste

# Guiding Principles

- Reflect shared or common interest
  - Focus on physician practice patterns
  - Quality of care is not compromised
  - Clinically relevant, reflect best available evidence, actionable, implementable
  - Be able to measure impact (good data)
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# Survey Responses

- 160 recommended initiatives / 113 unique initiatives
  - 24 – Appropriateness
  - 7 – Improved efficiency/reduced waste
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# Choosing Wisely Canada

- Validate developed lists with relevant AMA sections
  - Detect any potential red flags
- Utilize AMA quality programs and AHS Strategic Clinical Networks / Operating Clinical Networks
  - Ensure maximal uptake and implementation



# AMA Quality Programs

- Towards Optimized Practice (TOP)
  - Expertise to support process and behavioral change
- Physician Learning Program (PLP)
  - Provision of detailed data reports based on administrative data to reflect CWC related key practice indicators and aggregate peer comparisons


# Patient Education/Engagement

- Create patient website
  - House Choosing Wisely Canada patient materials (Consumer Reports)
  - Strategies to drive patients to website
    - Empower patients → informed choices
    - Public dialogue → more is not better
  - Develop media strategy
  - Key to success

# Precursor to Choosing Wisely Canada

- Mini-list of 3 diagnostic tests developed by Canadian Association of Radiologists and supported by Alberta Society of Radiologists
  - Use of MRI for low back pain
  - Use of MRI for headaches
  - Use of CT scans for minor head trauma
  - “Pilot” to test strategies

# Choosing Wisely Canada – Moving Forward

- Project Plan
  - Stakeholder Engagement (“Who’s going to do what”)
    - Alberta Health
    - Alberta Health Services (SCNs/OCNs)
    - Universities
    - Quality Programs
    - AMA Sections
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# Choosing Wisely Canada – Moving Forward

- Evaluation
  - Key measures from top five Lists
  - Examine impact on utilization
  - Report Card
  - Pilot audit and feedback reports