



# Decreasing Inappropriate Care in California in Partnership with Choosing Wisely®

## Project Overview

According to the Institute of Medicine, waste accounted for 30% of the \$2.5 trillion spent in the U.S. on healthcare in 2009. Misuse and overuse of services accounted for 27% of the total waste, or \$210 billion. Choosing Wisely is an initiative of the ABIM Foundation to help clinicians and patients engage in conversations about overuse of tests and treatments and support physicians' efforts to help patients make effective care choices. As momentum continues to grow across the nation toward higher-value health care, California has a timely and strategic opportunity to align the interests of diverse stakeholders towards a common purpose: reducing overuse through a Choosing Wisely campaign.

The Integrated Healthcare Association is a statewide multi-stakeholder leadership group focused on improving quality, accountability, and affordability of health care in California through performance measurement and aligning incentives. With funding from the ABIM Foundation, IHA has convened a multi-stakeholder team including Sharp Rees-Stealy Medical Group, Sutter Health, the American College of Physicians (California Chapter), the Center for Healthcare Decisions, and Blue Shield of California. The team plans to target overuse through clinical interventions, consumer engagement strategies, and communication efforts targeting physicians, provider systems, health plans, purchasers, consumers, and policymakers across the state.

**Delivery System Partners** – Each delivery system partner will be responsible for implementing interventions to reduce three key targeted areas of overuse by 20%. Each system will report on progress against baseline data every six months, and results will be publicly available. Both systems will focus on use of antibiotics for acute bronchitis, and each will also target two additional tests or treatments:

- **Sharp Rees-Stealy Medical Centers**, which has 21 locations throughout San Diego, will address imaging for nonspecific low back pain and preoperative stress testing.
- **Sutter Health**, serving broad areas of Northern California, will tackle imaging for uncomplicated headache and repetitive CBC and chemistry testing for inpatients.

**American College of Physicians, California Chapter** – ACP's primary role will be provider engagement. Through its member network, ACP will foster professional values consistent with the culture of Choosing Wisely, and contribute to dissemination of Choosing Wisely resources and project results. The timing and content of its communications will be coordinated through the project partners. Particular emphasis will be given to the geographic regions of the delivery system partners – Sacramento, the Bay Area, and San Diego.

**Center for Healthcare Decisions** – CHCD’s primary responsibility will be consumer engagement. Through its separately funded project, Doing What Works, CHCD will gain understanding and insights about strategies to reduce overuse based on the perspectives of Medi-Cal members and those with commercial insurance. CHCD will hold 10-12 deliberative sessions statewide to assure that the public’s 2 voice – as consumers, patients and citizens – are incorporated into long-term healthcare policy and practice. CHCD will also broadly disseminate the project findings and help coordinate dissemination of Choosing Wisely consumer resources and project results.

**Blue Shield of California** – BSC’s primary role will be in a Choosing Wisely communications campaign, targeting members and ACO partners, that complements the provider partner interventions and the provider and consumer engagement activities of the other proposal partners. In order to improve quality and reduce overuse and misuse, BSC plans to share CW content with members, and engage ACO partners to share CW content with patients at the point of care.

**Statewide Workgroup on Reducing Overuse (WG)** – California’s Department of Health Care Services, Covered California, and CalPERS are launching a new statewide initiative intended to reduce overuse across the State of California, with an initial focus on the Choosing Wisely® campaign as the primary approach. The WG complements the efforts of this project; the synergy between the project and the WG will magnify both the short-term and long-term impact. The role of the WG on this project will be alignment and coordination of efforts, as well as communication and dissemination; some project members will also be active WG members.

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