Dr. Latimore is the Immediate Past President of the California Services Chapter American College of Physicians and the Associate Dean of the Office of Student and Resident Diversity at U.C. Davis School of Medicine.
The ABIM Foundation selected Integrated Healthcare Association (IHA) as grantee in the Choosing Wisely campaign. IHA partnered with healthcare organizations and will work in collaboration to reduce waste and overuse in our nation’s health care system.

Choosing Wisely® California Grant Collaborators include Integrated Healthcare Association, Sharp Rees-Stealy, Sutter Health, ACP California Services Chapter, Center for Healthcare Decisions, and Blue Shield of California.
Choosing Wisely®
Project Leaders for Partner Organizations

- Integrated Healthcare Association – Jill Yegian, PhD, SVP, Programs and Policy
- American College of Physicians California Services Chapter – Ashley Ruby, Executive Director
- Blue Shield of California – Ryan Lawton, MD, Chief Architect for Engage in My Health
- Center for Healthcare Care Decisions – Marjorie Ginsburg, MPH, Executive Director
- Sharp Rees-Stealy Medical Group – Parag Agnihotri, MD, Medical Dir. for Continuum of Care
- Sutter Health – Ann Marie Giusto, RN, Director of Variation Reduction
About the **Choosing Wisely® Campaign**

- An initiative of the ABIM Foundation to reduce use of unnecessary medical tests and treatments in California.
- Grant program supported by the Robert Wood Johnson Foundation brings together health care organizations nationwide that have built strong multi-stakeholder alliances.
- Choosing Wisely centers around conversations between providers and patients informed by evidence-based recommendations.
- The 3-year grant project aims to reduce utilization of antibiotics for adult bronchitis, diagnostic testing for low back pain, pre-operative stress testing, imaging for uncomplicated headache and repetitive complete blood count and chemistry testing.
Promoting Conversations Between Clinicians and Patients

- Supported by Evidence
- Free from Harm
- Not Duplicative of other Tests or Procedures Already Received
- Truly Necessary
Society Antibiotic Recommendations

• **AAFP**: Don’t routinely prescribe antibiotics for acute mild-to-moderate sinusitis, unless symptoms last 7/more days, or worsen after initial clinical improvement;

• **AAAAI**: Don’t order sinus computed tomography (CT) or indiscriminately prescribe antibiotics for uncomplicated acute rhino sinusitis;

• **AAO-HNSF**: Don’t routinely obtain radiographic imaging for patients who meet diagnostic criteria for uncomplicated acute rhino sinusitis;

• **AAP**: Antibiotics should not be used for apparent viral respiratory illnesses (sinusitis, pharyngitis, bronchitis);

• **IDSA**: Avoid prescribing antibiotics for upper respiratory infections

• **ACEP**: Avoid prescribing antibiotics in the emergency department for uncomplicated sinusitis

*Note*: These items are provided for informational purposes and are not intended as a substitute for consultation with a medical professional. Patients with any specific questions about these items on this list or their individual situation should consult their physician. Additionally, these are the *Choosing Wisely* recommendations on URIs; there are several more dealing with ABX tx of other issues.
Interventions will include:

- Incorporating clinical decision support, including in some cases best practice alerts in EMRs
- Providing clinicians with feedback and benchmarking
- Engaging physician champions
- Providing supportive clinician education
The American College of Physicians (ACP) supports the Choosing Wisely® campaign, which complements and builds upon ACP’s ongoing efforts in its High Value, Cost-Conscious Care Initiative to help physicians provide the best possible care to their patients while simultaneously reducing unnecessary health care costs.

ACP’s High Value Care (HVC) initiative is a broad program that connects two important priorities for the College:
- Helping physicians to provide the best possible patient care
- Simultaneously reducing unnecessary costs to the healthcare system

ACP is committed to producing evidence-based clinical recommendations; educating physicians and patients about reducing the unsustainable costs of health care while preserving or increasing the delivery of high-value, high-quality care.
5 QUESTIONS to Ask Your Doctor Before You Take Antibiotics

1. **Do I really need antibiotics?** Antibiotics fight bacterial infections, like strep throat, whooping cough and symptomatic bladder infections. But they don’t fight viruses—like common colds, flu, or most sore throats and sinus infections. Ask if you have a bacterial infection.

2. **What are the risks?** Antibiotics can cause diarrhea, vomiting, and more. They can also lead to “antibiotic resistance”—if you use antibiotics when you don’t need them, they may not work when you do need them.

3. **Are there simpler, safer options?** Sometimes all you need is rest and plenty of liquid. You can also ask about antibiotic ointments and drops for conditions like pink eye or swimmer’s ear.

4. **How much do they cost?** Antibiotics are usually not expensive. But if you take them when you don’t need them, they may not work for you in the future—and that may cost you a lot of time and money.

5. **How do I safely take antibiotics?** If your doctor prescribes antibiotics, take them exactly as directed, even if you feel better.

Use these 5 questions to talk to your doctor about when you need antibiotics—and when you don’t.

Antibiotics can help prevent or treat some infections. But if you use them for the wrong reason, they may cause unnecessary harm. Talk to your doctor to make sure you only use antibiotics for the right reasons—and at the right time.

http://ConsumerHealthChoices.org/antibiotics
Resources to Help You/Help us Spread Choosing Wisely®

- Host a *Choosing Wisely* presentation or webinar at your facility
- Provide patient-friendly materials developed by **Consumer Reports** based on Specialty Societies’ list of recommendations
- Provide *Choosing Wisely* information/materials for your newsletter or website
- Seek feedback/work with you to overcome obstacles in implementing *Choosing Wisely*
Decreasing Inappropriate Care in California...

Spreading Choosing Wisely in Communities, Health Systems and Medical Groups

THANK YOU!

QUESTIONS?