

Inviting Patient and Family Participation in Implementation of Choosing Wisely® Tools

The mission of *Choosing Wisely* (CW) is to promote conversations between clinicians and patients that help patients choose care that is supported by evidence, not duplicative of other tests or procedures already received, and free from harm.

Participating clinicians have identified more than 540 tests, treatments, and procedures that are unnecessary and performed too frequently. The *Choosing Wisely* website www.choosingwisely.org has many tools available to support these important conversations with patients and their families.

QUESTIONS TO CONSIDER WHEN IMPLEMENTING CHOOSING WISELY

- Which topics/tests/procedures are most relevant to our practice?
- How do we create a team-based workflow process that is efficient and effective in building partnerships with patients and their families? What is needed to make it sustainable?
- [What CW tools](#) (posters, brochures, rack cards, wallet cards, information on using the mobile phone app, etc.) should we select and how will they be used in the practice? Where should they be placed to achieve high impact and visibility?
- How can our clinic communicate our CW program to patients and their families?
- What messages will help start meaningful conversations with our patients and their families?
- How might we evaluate the success of our implementation efforts?

PATIENT AND FAMILY INSIGHTS CAN HELP YOU!

Patients and families can help answer the questions above and plan implementation strategies. Consider the ideas below to ensure that patient and family perspectives inform your implementation:

- Sit down with one patient and share a CW tool that is relevant to tests or treatments they have had. Ask whether and how the information could have been useful to them in making decisions.
- Provide a list of topics that could be addressed through CW, and ask patients to select items that would be most impactful from their perspective.
- Bring together a small group of patients and family members to review a small number of specific tools that could be implemented and ask them which they like best and why. Integrate that information into implementation decisions.
- Invite 2-3 patients or family members to join a workgroup planning the implementation of Choosing Wisely.
- Ask a few patient portal users to rate the value of receiving a Choosing Wisely link via the portal and to suggest what messages might engage other patients to review the information before an office visit.
- Walk through the clinic with a few patients and ask for suggestions on where CW materials would be most visible and accessible to patients and families.
- Ask a few patients and family members to help you develop scripts/messages for clinicians to use when they talk about the CW program to other patients and families.

- Solicit input from patients on how to customize patient education on CW materials so they better reach/match your patient population.
- Brainstorm with patients and families the best ways to get feedback from patients about their experience with the CW tools during implementation.
- Establish a project advisory group of patient and family advisors to participate throughout the project — in the planning, implementation, and evaluation.
- Invite patient and family advisors to role play with staff and clinicians and serve as coaches to practice how to have a conversation about CW with patients and families.

GETTING STARTED

- Determine which of the ways listed above you will use to involve patients/families.
- Ask staff and clinicians to help identify potential patient and family advisors—individuals who can listen and share their thoughts effectively, are naturally curious, can see more than one side of an issue, and want to make a difference who will partner with clinic on this effort.
- Create information for potential patient and family advisors about what you are hoping to accomplish, why it's important and how they can help you. This information can be shared in a flyer/brochure posted in exam rooms or in a short letter/email.
- Select those individuals whose experiences and interests match your goals for CW implementation.

LEARN HOW OTHER PRACTICES INVOLVE PATIENTS AND FAMILIES AS PARTNERS IN TRANSFORMATION

Maine Quality Counts first incorporated *Choosing Wisely* into its Patient Centered Medical Home initiative as part of the Aligning Forces For Quality (AF4Q) project. The strategic emphasis was on patient engagement and establishment of patient advisory groups and patient advisors at the practice level. Four pilots in primary care practices had great success in recruiting patient advisors to work with the practices specifically on creating tangible ways to engage patients in their own care through *Choosing Wisely*. Read more about their efforts at:

<http://ipfcc.org/bestpractices/maine-quality-counts.html>.

More information about working with patient and family advisors to improve your practice is available at www.pcpc.org/tcpi.

