

Choosing Wisely® Patient Education Material Review

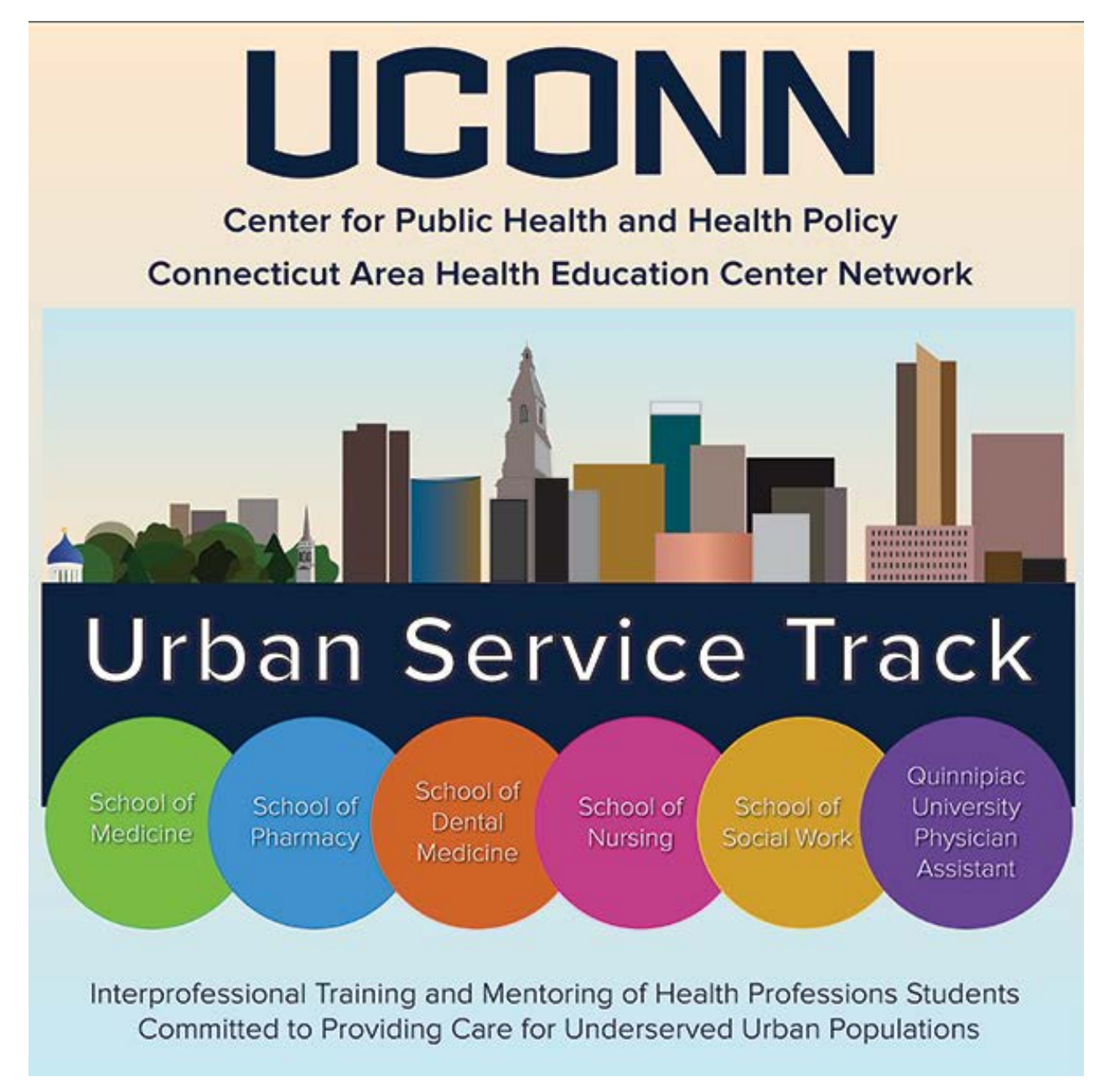
Nicole Cottle PAII¹, Ken Lin PSIV², Jing Marrero MSII³, Cyrus Safizadeh DSII⁴

Devra Dang PharmD², Ruth Goldblatt DMD⁴, Cynthia Lord PA-C¹, Adam Perrin MD³

¹Quinnipiac University Physician Assistant Program, Hamden, CT; ²University of Connecticut School of Pharmacy, Storrs, CT;

³University of Connecticut School of Medicine, Farmington, CT; ⁴University of Connecticut School of Dental Medicine, Farmington, CT

In conjunction with community partners Nancy Yedlin, MPH and Karen Pasquale, MPH and the Connecticut *Choosing Wisely*® Collaborative (CCWC)



Background

The *Choosing Wisely*® campaign is a stewardship initiative of the American Board of Internal Medicine (ABIM) Foundation in collaboration with Consumer Reports. Its purpose is to provide patients with the best level of care by promoting interventions that are supported by evidence, do not duplicate tests already completed, is free from harm, and is truly necessary. A major focus of the campaign is addressing the overuse of antibiotics.

The purpose of this project is to gain insight from healthcare providers on antibiotic prescribing practices and the *Choosing Wisely*® patient education brochures published by Consumer Reports.

We worked closely with **Connecticut *Choosing Wisely*® Collaborative (CCWC)**, **Consumer Reports®** and the **Connecticut Center for Primary Care** utilizing primary care offices in Hartford County as our sample.

The project was conducted focusing on **rhinosinusitis** as it is a disease process that crosses professions and is one that is cited as an example of antibiotic overuse. The results and findings obtained from the focus groups and conversations have been shared with the health impact team at Consumer Reports.

This project was sponsored by the CCWC and *Consumer Reports*® and conducted in order to provide feedback regarding ongoing work to enhance antibiotic related informational brochures. **Urban Service Track** students, representing Physician Assistant, Medicine, Pharmacy and Dental Medicine worked inter-collaboratively to complete this project.



Results

Figure 1. Demographics of those attending the focus groups

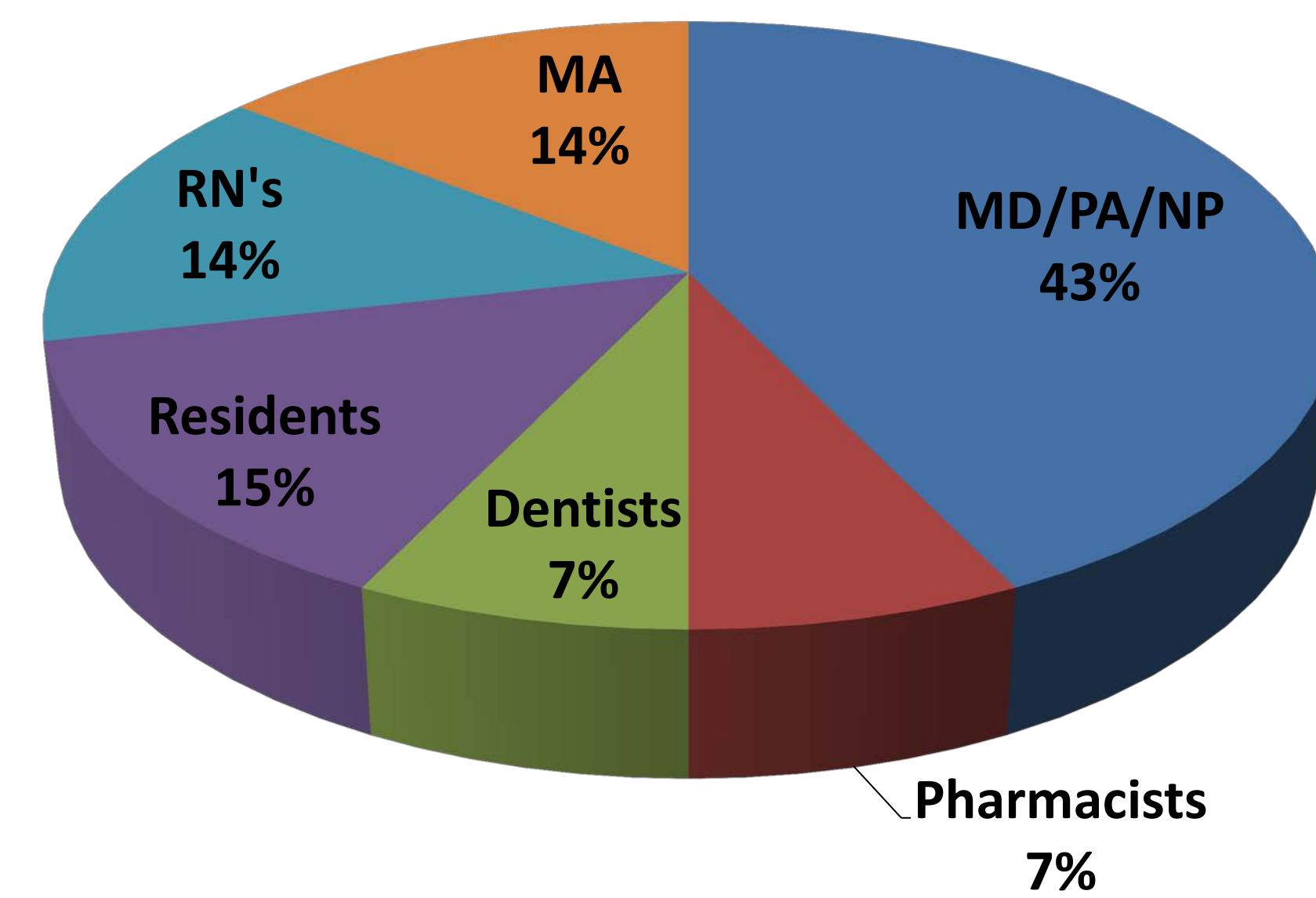


Figure 2. Is there a problem with the frequency of antibiotics being prescribed

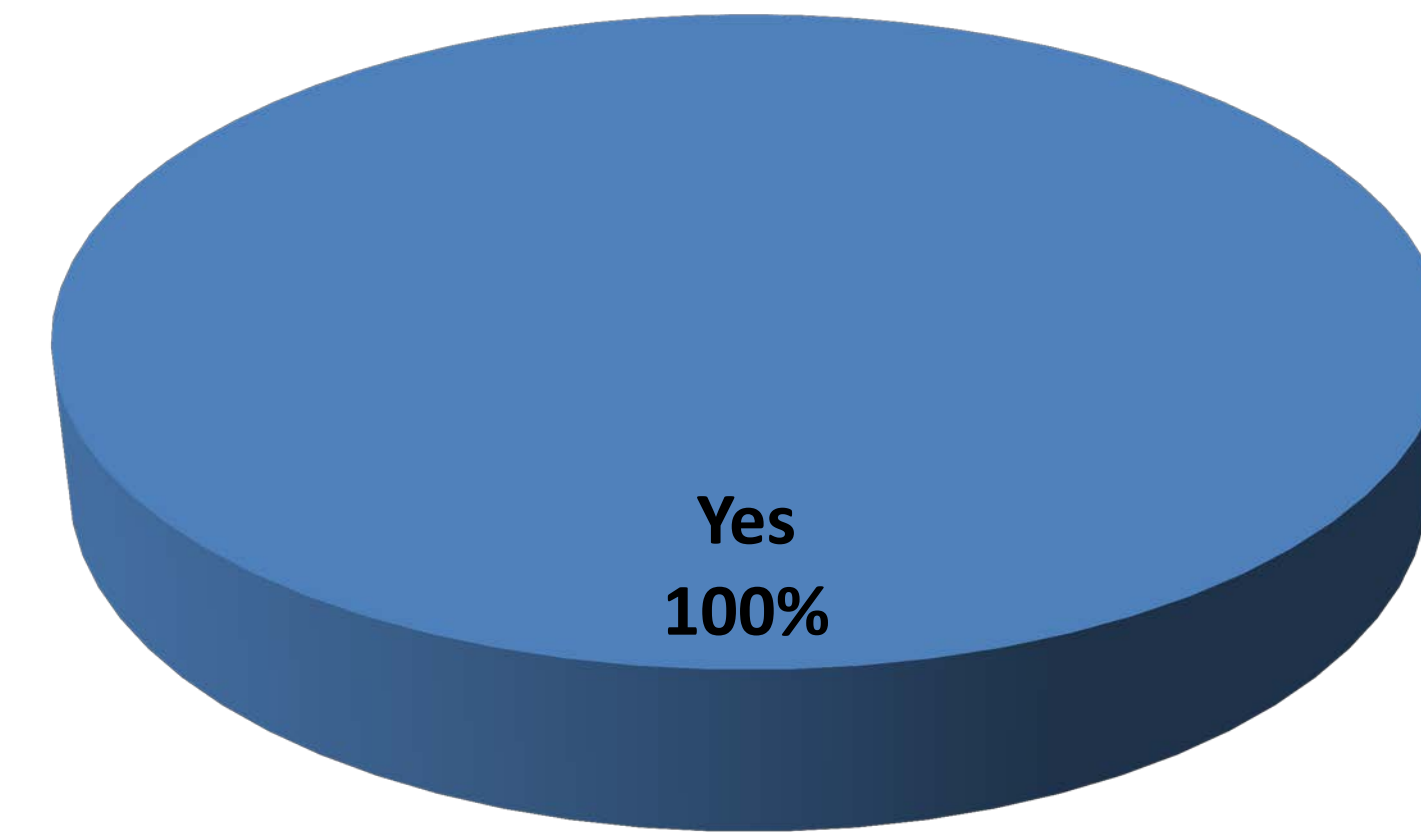


Table 1. What are the reasons for antibiotic over-prescription?

Clinic 1	Clinic 2	Clinic 3
Acute care settings	Patient expectation	Patient expectation
Patient expectation	Uncomfortable	doing nothing
School rules		
Defensive medicine		
Special cases		
Lack of knowledge		

Table 2. Who in the healthcare system is in the best position to help address the problems of antibiotic over-prescription?

Clinic 1	Clinic 2	Clinic 3
Healthcare system	Prescriber	Primary care physicians
Prescriber	Public health	Dentists
Healthcare educators		Pharmacists
Litigation		Public health
Media		

Table 3. Factors affecting the frequency of antibiotics prescribed at that specific clinic

Clinic 1	Clinic 2	Clinic 3
Health literacy	Patient expectations	Patient expectation
Time constraints	Time constraints	Time constraints
Insurance coverage	Follow guidelines	

Figure 3. How many of you are familiar with *Choosing Wisely*®?

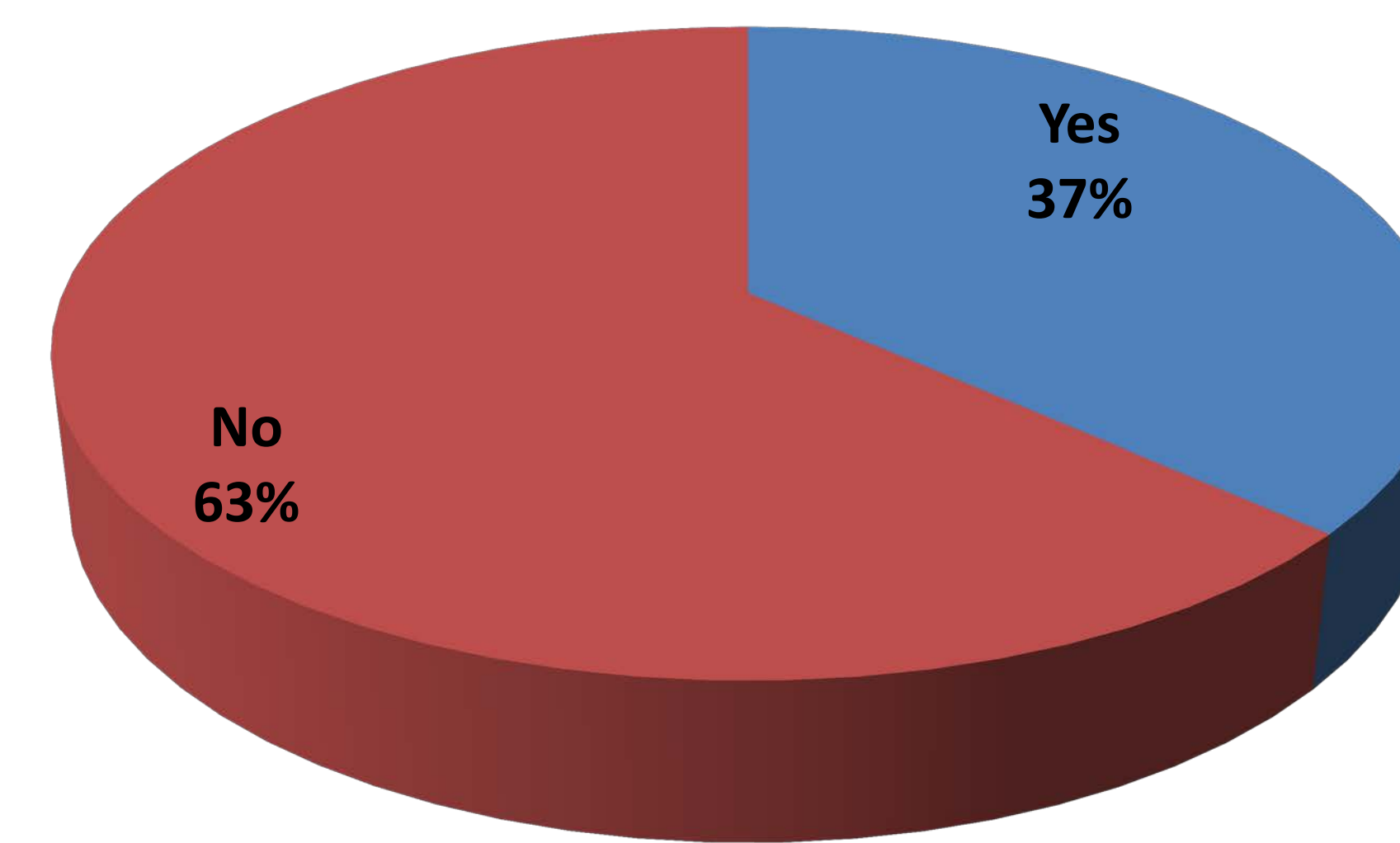


Table 4. Feedback regarding *Choosing Wisely*® materials

	Clinic 1	Clinic 2	Clinic 3
Positives	"Blue boxes"	"Blue boxes"	"Blue boxes" Multilingual
Suggestions for changes	Antibiotics cost money Resistance Discuss with provider Literacy level	Antibiotics cost money Strep diagnosis Double dosing Discuss with provider Literacy level Spanish literacy level	Length Acquire additional society endorsements (e.g. CDC, IDSA)

Figure 4. Example *Choosing Wisely*® blue box information from educational brochures.

Advice from Consumer Reports

How should you treat sinus problems?

Most people get over a sinus infection in about a week. These tips may help you feel better sooner:
Rest. Your body needs rest to fight the infection. Try to rest as much as you can, especially in the first few days.

Drink warm liquids. Drinking warm water, tea, and other liquids helps thin and loosen mucus. This helps it drain away faster.

Breathe warm, moist air. The steam from a warm shower or bath, or from a kettle of boiling water helps to loosen mucus and soothe your throat.

Keep your head up on a pillow when you lie down. This helps keep postnasal drip from going into the back of your throat.

Gargle to soothe your throat. Use half a teaspoon of salt stirred into a glass of warm water.

Rinse your nose. Saltwater sprays or nasal irrigation kits may make you feel better. Make sure you follow the directions.

Project Planning

In preparing for the focus groups the Urban Service Track interprofessional team:

- Reviewed the CCWC goals and objectives and the *Choosing Wisely*® educational materials developed by *Consumer Reports*® Health Impact team.
- Completed a literature review concerning current antibiotic use and guidelines for treating sinusitis
- Developed seven questions regarding antibiotic overuse and the *Choosing Wisely*® material

Three focus groups with healthcare professionals at different primary care clinics in Connecticut were conducted. Follow up interviews were done to discuss and obtain more feedback on the educational materials. Recommendations were then developed regarding the *Choosing Wisely*® materials for the *Consumer Reports*® Health Impact team.

Discussion

Clinicians like the messages of the *Choosing Wisely*® patient education brochures. Recommendations for changes to increase their impact further included:

- Reduce the reading level and length of material
- Include a section on prevention
- Keep the "Blue Boxes"
- Suggest stating "discuss with your provider" instead of "when should you use an antibiotic"
- Suggest partnering with CDC "Get Smart" program

Clinicians also recognize the need for an interprofessional team of health care providers to address the issue of antibiotic stewardship:

