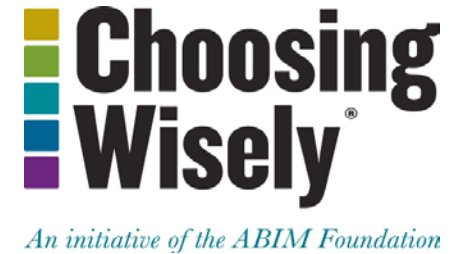




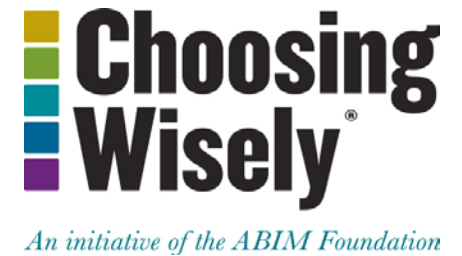
# Choosing Wisely Patient Champion Activist Program



- Nationwide Application
- Over 200 applicants
- 1<sup>st</sup> Round-review applications
- 2<sup>nd</sup> Round – telephonic interviews
- 25 people chosen as Patient Champion Activists



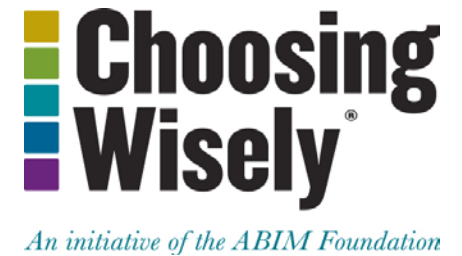
## Choosing Wisely Patient Champion Activist Program



- Based on the Baby Boomers for Balanced Health Care, a citizen action group with a mission to change the cultural belief that more health care is better health care.
- Facilitate and organize Roundtable discussions
- Messaging the Choosing Wisely Campaign
- Goal is to stimulate public conversation about what ordinary people can do to change the culture



# Choosing Wisely Patient Champion Activist Program Training

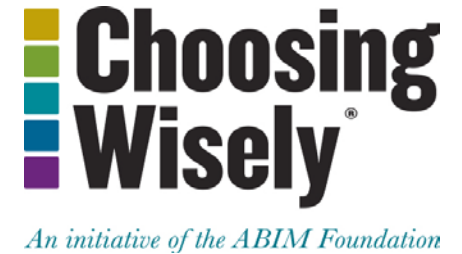


## Four weeks of online/webinar training classes

- Introduction to the Consumer Reports Choosing Wisely Patient Champion Activist Program and Advocacy at Consumer Reports
- Facilitating and Organizing Roundtable Discussion
- Messaging the Choosing Wisely Campaign
- Storytelling in Advocacy
- Capstone Project – organizing and facilitating a Roundtable discussion
  - Secure a local, accessible and free venue
  - Recruit 20 people to the event
  - Use social media and other methods to advertise
  - Collect at least two stories from your network on how they have been affected by or have challenged the concept of overtreatment or medication and/or emulate the characteristics of a Choosing Wisely Patient Champion



# Choosing Wisely Patient Champion Activist Program Training Consumer Reports Provided



Flyer

Facilitator Guide

Participant Workbook

Event Sign In Sheet

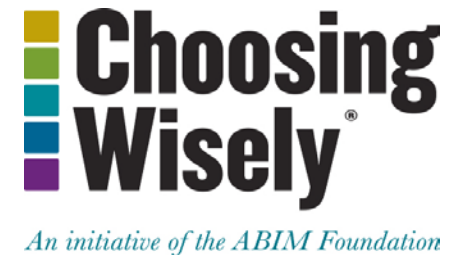
Participant Evaluation Form

Many materials

Cool Swag



# Choosing Wisely Patient Champion Activist Future for Laura & Jackie



- Volunteer 4-6 hours per month for one year
- Laura conducted one Roundtable
- Jackie conducted one Roundtable in Spanish
- There are **16** organizations that would like us to come and have Roundtable discussions
- Partnering with the State Innovation Model's Consumer Advisory Board to utilize the Choosing Wisely Patient Champion Activist to further two of their focus areas:
  - Focus Area #2 Promote Provider-Consumer Partnerships
  - Focus Area #3 Engage and Empower Consumers



# Choosing Wisely Patient Champion Activist 1<sup>st</sup> Roundtable Findings



*An initiative of the ABIM Foundation*

- All the participants ask 4 of the 5 questions when seeing a provider
- All do not ask the question regarding cost because their providers can never answer the question
- Cultural issue – have to have more and bigger of everything including healthcare – need to have a shift in this cultural thought
- Participants also cited the following as contributing to the overuse:
  - Medical malpractice
  - Elongated care – patients don't get the care they needed at the time because of insurance barrier/denial (example: mental health/substance use treatment)
  - How much are the Pharma reps adding to this overuse by providing samples to providers and do providers have a degree of influence regarding use of those meds?
  - Media marketing of medications – how much does that contribute to overuse?
  - End of Life care is a contributing factor – cultural to sustain life beyond what is necessary, doesn't add any value to time spent with loved one, not honoring DNR's, how do we as a society approach euthanasia?
  - What
- Suggestions to address overuse:
  - Mobile App to obtain information from CW/CR.
  - Create list of questions consumers can ask specific to tests, procedures, etc.
  - Advertise more stories of success

# Choosing Wisely Patient Champion Activist 2<sup>st</sup> Roundtable Findings

- 25 Spanish Speaking elderly participants
- All participants agreed “more healthcare is no better”
- Cultural issue: in the Hispanic culture consumers are taught not to question providers (needs to change but participants do not know how to change it)
- Participants also cited the following as contributing to the overuse:
  - Spanish culture preserves life/do everything until the end of life
  - Need to focus on nutrition with more resources to eat healthier, low income population not able to afford healthy food
  - Obtain a second physician opinion
- Suggestions to address overuse:
  - Need Spanish translators at the doctor’s office and emergency rooms
  - Add to the 5 Question flyer: “you have the right to ask questions”
  - Educate providers on cost and insurance
  - Increase availability of Spanish materials
  - Better patient/physician interaction/relationship