Engage Your Group/Business with Choosing Wisely - 3 Things You Can Do

1. **Share Information**
   Share with employees and members the 5 questions to ask health care providers.

2. **Use Media**
   Include information in your newsletters, social media, on your website.

3. **Be Prepared**
   Schedule a presentation on Choosing Wisely.
1. Share Information

- Distribute easy to understand materials, developed by Consumer Reports, to your employees and members
- Share the Choosing Wisely Videos
- “5 Questions to Ask Your Provider” is the first step to achieving better quality healthcare
2. Use Media – Social Media

- Posting Choosing Wisely messages on your website and social media pages to reach additional audiences
2. Use Media – Newsletters

- Incorporate articles into existing communication channels/newsletters
3. Be Prepared

- Schedule a presentation
  - A Choosing Wisely® Introduction
  - Why a campaign? “Question it. Know it. Choose it.”
- How Choosing Wisely and healthcare transformation affect you and your organization
- Create Awareness & use the Choosing Wisely information
- Spread the word – change the culture
- When **You** Seek Healthcare – 3 Things **You** Can Do

1. • Take the 5 Questions with you to your visit

2. • Ask the 5 Questions and write down your options

3. • Review any instructions so you know what to do
Additional Resources

For Consumers:  These two sites provide Information that is written in plain language for consumers to learn more about how to have a conversation with their health care provider on which tests, treatments and procedures may be unnecessary and also to find out the cost of certain procedures on the Compare Maine website.

- Consumer Reports:  www.consumerhealthchoices.org
- Compare Maine:  www.comparemaine.org

For Consumers and Providers:  Maine Quality Counts works with primary care health care providers on patient and family-centered care. Learn more about QC’s work at their Website, Facebook Page, Twitter or on LinkedIn.

- Maine Quality Counts:  www.mainequalitycounts.org/choosingwisely
- Facebook:  @MaineQualityCounts
- Twitter:  @MEQualityCounts
- LinkedIn:  MaineQualityCounts

For Healthcare Providers:  In 2012 the ABIM Foundation launched Choosing Wisely® with a goal of advancing a national dialogue on avoiding wasteful or unnecessary medical tests, treatments and procedures. Choosing Wisely centers around conversations between providers and patients informed by the evidence-based recommendations of “Things Providers and Patients Should Question.” More than 70 specialty society partners have released recommendations

- ABIM/Choosing Wisely:  www.choosingwisely.org
- ABIM Foundation:  www.abimfoundation.org
- Maine Quality Counts:  www.mainequalitycounts.org/choosingwisely

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