



**Choosing Wisely
Australia**

An initiative of NPS MedicineWise

INNOVATION FUND PROJECT



**BETTER
CARE
VICTORIA**

Choosing Wisely Implementation Toolkit **Introduction**



**NPS
MEDICINEWISE**

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Introduction

Welcome to the *Choosing Wisely Implementation Toolkit*.

This toolkit has been developed as the key resource for health services implementing projects to address unnecessary tests, treatments and procedures as part of the Choosing Wisely Australia initiative.

It is recommended that this toolkit be used alongside project management methodologies and quality improvement frameworks supported by your health service.

Benefits for you

We expect that the information, advice and assistance provided by this toolkit will give you knowledge and skills that will help your Choosing Wisely project to be as successful as possible.

The toolkit has been developed based on the expertise of NPS MedicineWise and experiences of health services who have implemented the Choosing Wisely initiative and draws on their learnings and insights.

As a professional experienced in the healthcare sector, you may feel you already know how to make your Choosing Wisely project a success. Indeed, much of what's needed is a matter of common sense.

However, there are also things that may not be obvious and need to be highlighted by experts in behaviour change and implementation science and people who have implemented their own projects.

Tip

For example, did you know that it's best-practice to:

- 🔔 Collect data and evaluate from the start of your project, not just at the end?
- 🔔 Consider interventions other than clinical education to achieve improvement, such as changes in workflow and the workplace environment?
- 🔔 Increase the potential of your impact through targeted change management activities?
- 🔔 Discover the behaviour drivers of your target audience in the process of choosing a topic and relevant interventions?

You may regard such things as 'nice to have' rather than essential for your project. But we know through our expertise and experience that the extra effort is worth it in the long run.

Background

What is Choosing Wisely?

[Choosing Wisely](#) is an international movement operating in more than 20 countries to improve conversations between health professionals and consumers about available and appropriate health diagnostic and management options. Choosing Wisely is governed by the following principles:

- 👉 health profession-led
- 👉 emphasis on improving quality of care
- 👉 patient-focused
- 👉 evidence-based
- 👉 multidisciplinary
- 👉 transparency.

[Choosing Wisely Australia](#) was launched in 2015 as an initiative of NPS MedicineWise (see ‘Who is NPS MedicineWise?’ below for more details) in partnership with Australia’s health professional colleges, societies and associations.

The initiative brings together these health professional bodies, health services, clinicians and other healthcare providers, researchers, consumer advocates, consumers and the media in a national dialogue to shift the culture around low-value and unnecessary healthcare in this country.

It enables clinicians, consumers and healthcare stakeholders to start important conversations about tests, treatments and procedures where evidence shows they provide no benefit, or in some cases, lead to harm.

Choosing Wisely Australia has [Champion Health Services](#) throughout the nation who take up the initiative and put it into practice. Many of them are health services in Victoria that have been funded by the Better Care Victoria Innovation Fund. (See [Acknowledgment](#) below)

Who is NPS MedicineWise?

[NPS MedicineWise](#) is an independent, not-for-profit and evidence-based organisation that works to improve the way health technologies, medicines and medical tests are prescribed and used in Australia.

NPS MedicineWise launched Choosing Wisely Australia in 2015, adding to its suite of quality improvement programs and services for health professionals and consumers.

Key activities include:

- growing engagement through recruitment and support of member and supporter organisations
- leveraging NPS MedicineWise programs and services to promote Choosing Wisely recommendations and principles, and evaluating impact
- hosting and supporting regular forums with members to promote implementation, including the annual Choosing Wisely National Meeting
- leading and supporting the “community of practice” Champion Health Services network providing access to resources including NPS MedicineWise program materials, communications kits, evaluation tools partnering with consumer organisations to drive consumer engagement activities and development of consumer resources
- targeted communications via newsletters, social media and media.

As custodian of Choosing Wisely in Australia, NPS MedicineWise sets the strategy for implementation and evaluation, guided by an international framework for the initiative and informed by the Choosing Wisely Advisory Group.

Acknowledgement

The [Better Care Victoria](#) Innovation Fund has provided funding for health services in Victoria through the [Choosing Wisely Scaling Collaboration](#) project, whose primary objectives are to:

- establish a sustainable framework to measure low value care and impact of interventions designed to reduce low value care practices
- decrease the proportion of low value care practices delivered in health services by reducing unnecessary requesting of tests, treatments and procedures.

The content of this toolkit, funded by Better Care Victoria Innovation Fund, was developed based on the expertise of NPS MedicineWise and experiences of the health services in Victoria participating in the Choosing Wisely Scaling Collaboration.

What is this toolkit?

Chapters

The content in this toolkit is divided into 5 key areas, with each area presented as a separate chapter of the toolkit:

- 📁 Governance
- 📁 Change management + Communications
- 📁 Design
- 📁 Evaluation
- 📁 Interventions.

Each chapter itself:

- 📁 largely provides you with practical information, tools and resources
- 📁 includes some theory and explanations
- 📁 is illustrated by case studies of Choosing Wisely projects recently implemented by health services in Victoria.

Who is this toolkit for?

Your health service may be regarded as having two levels of experience with Choosing Wisely projects:

Beginner

You're intending to implement a Choosing Wisely project for the first time. This toolkit will help you get started and keep you on track throughout the process.

Experienced

You've already implemented a Choosing Wisely project or projects. This toolkit will help you review what you've done and either reinforce that it was on the right track or help you make changes where necessary.

How to use this toolkit?

Modular learning

This toolkit is based on a modular learning style, which:

- provides best-practice information, tools and resources

at the same time as:

- being self-directed
- enabling you to customise using the content according to the needs of your project
- empowering you to assess, make decisions on and take actions to address your project's needs.

Modular learning is different to a didactic approach, where an educator often provides 'one-size fits all' information, in a one-way direction to a passive recipient.

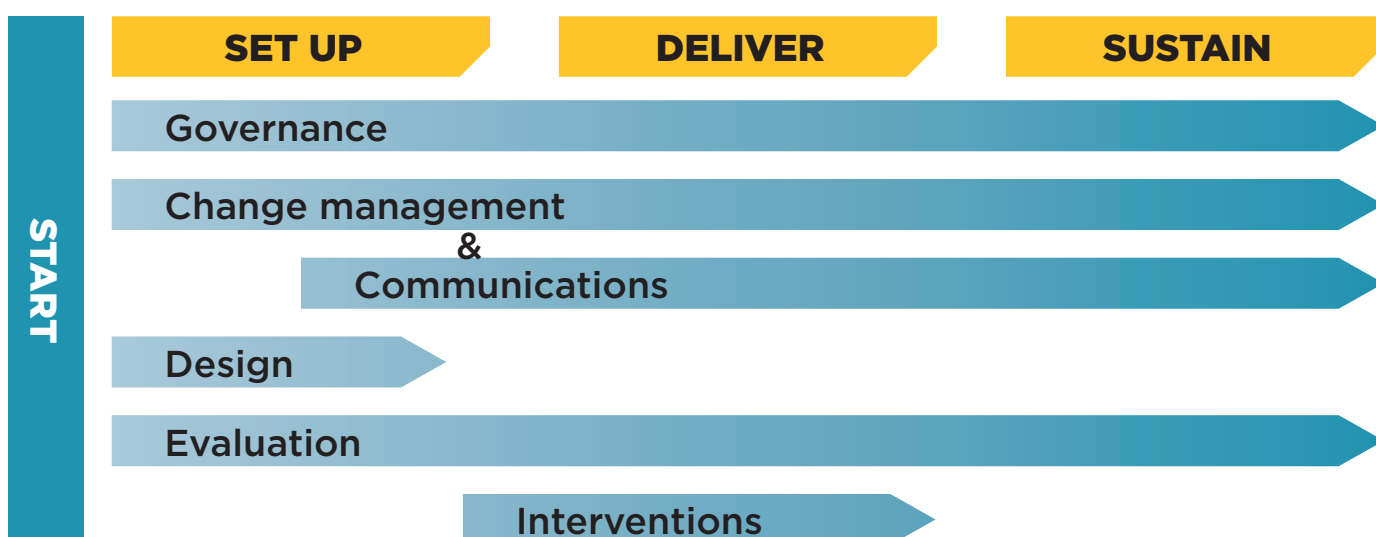
When to use the toolkit's chapters?

This toolkit recommends dividing your Choosing Wisely project into 3 stages:

- Set up (pre-implementation)
- Deliver (implementation)
- Sustain (post-implementation).

There are 2 types of sustainability:

- Sustaining the objectives of your Choosing Wisely project's specific clinical problem (eg reducing unnecessary radiology for acute injuries in emergency or unnecessary pathology studies etc.).
- Sustaining Choosing Wisely initiative in general after your project's funding has run out. This will enable your health service to address additional clinical problems.



Beginner

If you're implementing a Choosing Wisely project for the first time, start with the following chapters:

- 📌 Governance
- 📌 Change management + Communications
- 📌 Design.

Then use the following chapters in this order:

- 📌 Evaluation
- 📌 Interventions.

Experienced

If you've already implemented a Choosing Wisely project or projects, the modular learning style enables you to use chapters according to the needs of your project.

In general, it's advisable to start where your project has the:

- 📌 greatest need
- 📌 least knowledge, skills and experience.