



# Choosing Wisely Australia

An initiative of NPS MedicineWise

## Application to become a Choosing Wisely Champion Health Service

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**Organisation name:** \_\_\_\_\_

**Organisation address:** \_\_\_\_\_

**Main point of contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Executive sponsor:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### Operating principles

To be a Champion Health Service, a health care organisation agrees to have a commitment, from its medical director or equivalent clinician leader(s), to engage in at least one of the following activities:

- 📌 **Clinician education** — educate physicians on the Choosing Wisely recommendations
- 📌 **Consumer education** — engage consumers in conversations about their healthcare
- 📌 **Systems changes** — modify clinical processes or systems, for example, order sets, order entry systems
- 📌 **Change management** — Be committed to measurement of activities, for example, track practice patterns pre- and post- intervention, provide audit and feedback to physicians

You must designate a staff member to be a point of contact with NPS MedicineWise regarding status updates and communications.

### Key Principles of Choosing Wisely Australia

Any campaign wanting to use the term “Choosing Wisely” must include the following principles:

- 📌 The campaign must be clinician-led (as opposed to payer/government led). This is important to building and sustaining the trust of clinicians and patients.
  - 📌 Key messages in the campaign must emphasise quality of care and harm prevention, rather than cost reduction.
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- 👉 The campaign must be consumer-focused and involve efforts to engage consumers in the process, as communication between clinicians and consumers is central to Choosing Wisely. Consumer, or groups representing consumers' interests, should be engaged in the development and/or implementation of the campaign.
  - 👉 The recommendations issued by the campaign must be evidence-based and must be reviewed on an ongoing basis to ensure credibility.
  - 👉 Multi-professional – where possible the campaign should include physicians, nurses, pharmacists and other health care professionals.
  - 👉 Transparent – processes used to create the recommendations must be public and any conflicts of interest must be declared.

NPS MedicineWise and Choosing Wisely Australia will work with the Champion Health Service to:

- 1** Promote the Champion Health Service's involvement as a leading organisation in implementing high value care in alignment with Choosing Wisely Australia.

This includes:

- 👉 Recognition of participation on the Choosing Wisely Australia website.
  - 👉 Provision of communications support, including tools such as template media releases, communication kits, etc.
  - 👉 Permission to use the NPS MedicineWise "Choosing Wisely Australia" trademark.
- 2** Promote outcomes in multiple forums to raise awareness of implementation activities.
  - 3** Explore opportunities to share and collaborate, for example, development and sharing of resources.

## Yes - I agree to the Choosing Wisely operating principles for becoming a Choosing Wisely Champion Health Service

Signed \_\_\_\_\_

Print name \_\_\_\_\_

Please return application form via email to  
[choosingwisely@nps.org.au](mailto:choosingwisely@nps.org.au)

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Independent, not-for-profit and evidence-based, NPS MedicineWise enables better decisions about medicines, medical tests and other health technologies. Our programs are funded by the Australian Government Department of Health. ABN 61 082 034 393 CW2375

