

President's Letter

April 1, 2014

Nation-wide launch of *Choosing Wisely Canada* on April 2



Yordan Karaivanov, MD
President

Dear Colleagues:

On April 2, 2014, the NLMA will join with colleagues across the country in support of *Choosing Wisely Canada*. The campaign encourages physicians and patients to engage in conversations about the over use of unnecessary tests, treatments and procedures, to help them make smart and effective choices about their care.

Choosing Wisely Canada was initiated by the Canadian Medical Association and Dr. Wendy Levinson at the University of Toronto, in partnership with various national medical specialty societies. The campaign has been formally endorsed by the NLMA Board of Directors, in concert with other Canadian provincial/territorial medical associations.

To facilitate the launch, the CMA will unveil the new website www.choosingwiselycanada.org, which features educational pamphlets for patients that describe when common tests and treatments might be needed and when they should be avoided.

The website will also feature a series of eight evidence-based lists for physicians, which include 40 tests, treatments and procedures where there is strong evidence of overuse, waste, or even possible harm to patients.

Each list highlights "*Five Things Physicians and Patients Should Question*" and provides targeted interventions to help physicians work with patients to ensure they get the care they need and avoid procedures that are unnecessary.

The following societies will participate in Wave 1 of the *Choosing Wisely Canada* launch on April 2:

- Canadian Association of General Surgeons
- Canadian Association of Radiologists
- Canadian Cardiovascular Society
- Canadian Geriatrics Society
- Canadian Orthopaedic Association
- Canadian Rheumatology Association
- Canadian Society of Internal Medicine
- College of Family Physicians of Canada
- CMA Forum on General and Family Practice Issues.

Another 21 national medical societies are working with *Choosing Wisely Canada* to release additional lists for Wave 2 in Fall 2014.

As a profession, we have a responsibility to deliver the best possible care that is based on evidence. While some commentators have questioned whether *Choosing Wisely Canada* is about finding savings for the health care system, this is certainly not the case. Avoiding unnecessary tests or procedures will lead to better health outcomes that may indeed result in system efficiencies. However, the goal of this campaign is encouraging and empowering patients and physicians to make informed decisions so the care our patients' receive is appropriate.

To learn more about *Choosing Wisely Canada* visit www.choosingwiselycanada.org.

Regards,



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President



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