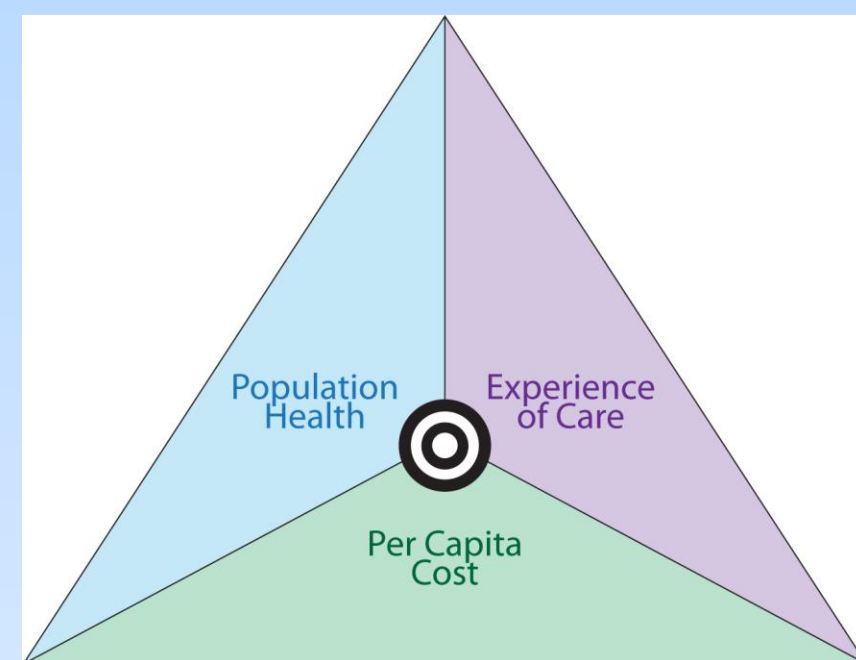


Choosing Wisely: Nursing's Impact on Improving Public Health

Lisa Woodward, DNP, RN, CENP, Stacey Cropley, DNP, RN, and Pamela Bradshaw, MSN/MBA, RN, NEA-BC, CCRN

Executive Summary

The U.S. health care system is the most costly in the world, accounting for 17% of the gross domestic product with estimates that percentage will grow to nearly 20% by 2020 (Centers for Medicare & Medicaid Services, Office of the Actuary, National Health Statistics Group [CMS], n.d.). At the same time, countries with health systems that out-perform the U.S. are also under pressure to derive greater value for the resources devoted to their health care systems. Inappropriate and overuse of procedures and testing in the U.S. healthcare system accounts for billions of dollars in inefficiencies, compromises quality of care, and puts patients at risk for harm. The IHI Triple Aim is a framework developed by the Institute for Healthcare Improvement (IHI, 2014) that describes an approach to optimizing health system performance. It is IHI's belief that new designs must be developed to simultaneously pursue three dimensions, which are called the "Triple Aim":



The intent of this initiative is to conduct a statewide pilot of an innovative program entitled *Choosing Wisely*®, which focuses on assisting in achieving the Triple Aim through patient empowerment. An initiative of the American Board of Internal Medicine (ABIM) Foundation, *Choosing Wisely*® is working to spark conversations between providers and patients to ensure the right care is delivered at the right time. Participating organizations have created lists of "Things Providers and Patients Should Question" which include evidence-based recommendations that should be discussed to help make wise decisions about the most appropriate care based on a patients' individual situation. The American Academy of Nursing (AAN) has agreed to lead national nursing engagement in the *Choosing Wisely*® campaign. The AAN has invited numerous nursing specialty organizations to create specific lists of "things nurse providers and patients should question", assuring the right care is delivered at the right time. This project will specifically focus on pilot testing a nursing approach of *Choosing Wisely*® in Texas, developed in collaboration with the AAN and national nursing societies focusing specifically on nursing strategies to improving patient engagement.

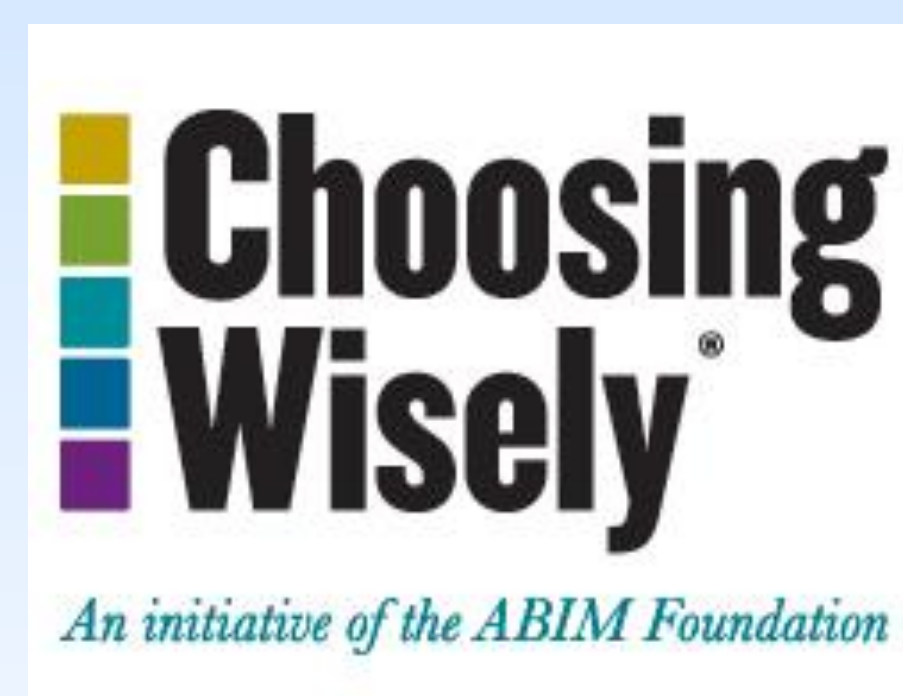
Scope of Problem

The collaborative approach that the National Physician Alliance addresses through the *Choosing Wisely*® campaign has more than 60 specialties providing lists to date. This collaboration, though, is rooted in medical professions, leaving out a nurse work force of over 3 million, of which more than 180,000 being reported as active advanced practice nurses ("Total NP," 2011). This provides for a large gap of dissemination of best practice information to the patient. Further analysis must be completed as to the effect that the nursing profession has on moving forward the *Choosing Wisely*® campaign, or a similar effort, by reaching a much larger patient population than the medical profession can do on its own.

Significance

Health improvement that focuses on patient-centeredness, quality and efficiencies cannot be effectively moved forward solely by the medical profession. To provide for the complete needs of the population, all stakeholders must be active and informed participants. These stakeholders include the healthcare professional providing the care, whether it is a physician, advanced practice nurse, or registered nurse. Other stakeholders are the patient, family, insurance carriers, health care systems, and business partners. The goal is for the nursing profession to partner in the efforts to provide the appropriate, evidence-based care at the right time to the right patient that will provide an equitably agreed-upon potential outcome. To reach this goal, engagement with the ABIM and key nursing societies is essential in the development of a plan to educate nursing professionals across the United States.

The ABIM recently asked the American Academy of Nursing (AAN) to join forces in moving forward the campaign. The AAN has since convened national nursing leaders to develop evidence-based recommendations for discussion with patients. The AAN has engaged with the Texas Team Advancing Health Through Nursing (Texas Team) to implement a pilot program in Texas.



Project Objective

The objective of this project is to engage nurses in Texas in achieving a true patient-centered focus through implementation of the *Choosing Wisely*® campaign. Texas will serve as the pilot state for the national initiative recently introduced by the American Academy of Nursing. The campaign facilitates meaningful, patient-centered interactions between patients and providers, fostering crucial conversations that stimulate patient empowerment and engagement in health care choices. The *Choosing Wisely*® campaign was initiated by the ABIM Foundation in an effort to develop evidence-based recommendations that support patient and provider engagement, accountability, and appropriate decision making throughout health care consumerism.

Overall Goals

- 1 Develop a comprehensive pilot program model in collaboration with AAN, educating APRNs and RNs, other health professionals, policy stakeholders, and consumer advocacy groups in Texas.
- 2 Develop an evaluation plan to assess the effectiveness of the *Choosing Wisely Campaign* launch in Texas, with the intent that the Texas Model will be refined for use by other states.

EDUCATION TO:

- 1 Advance practice registered nurses
- 2 Registered nurses
- 3 Other health professionals
- 4 Policy stakeholders
- 5 Consumer advocacy groups

EVALUATION PLAN:

- Assess the effectiveness of launch of *Choosing Wisely Campaign*
- 1 Education of APRNs
 - 2 Education of RNs
 - 3 Engagement of health professionals
 - 4 Engagement of policy stakeholders
 - 5 Engagement of consumer advocacy groups

Plan of Action

APRNs

- 1 Survey Texas APRNs for knowledge and attitudes on unnecessary tests and procedures in the health care system, views on possible causes, and their perspective as to potential solutions using current survey tool provided by the ABIM Foundation.
- 2 Develop educational tool kit on the *Choosing Wisely*® Campaign based upon the AAN recommendations.
- 3 Develop electronic media application for continuing and supplemental education.
- 4 Disseminate educational tool to APRNs in the State of Texas.

RNs

- 1 Develop survey tool to gauge registered nurse knowledge and attitudes on unnecessary tests and procedures in the health care system, views on possible causes, and their perspective as to potential solutions.
- 2 Develop educational tool kit on the *Choosing Wisely*® Campaign based upon the AAN recommendations.
- 3 Develop electronic media application for continuing and supplemental education.
- 4 Disseminate educational tool to RNs in the State of Texas.

Roadmap for launching Texas Campaign

- 1 Build on ABIM Campaign
- 2 Form a state-wide campaign steering committee
- 3 Develop a strategic plan
- 4 Develop a recruitment plan
- 5 Develop timeline for goal accomplishment
- 6 Develop budget
- 7 Identify potential funders
- 8 Launch educational campaign

Conclusion

Providing patient-centered care that is both safe and equitable is the future for health care in the United States. To be effective and to meet the goals set forth by the IHI, healthcare and ancillary support professionals must work collaboratively in order to attain a modicum of success. Resources are not endless, however the innovation and resourcefulness of invested interdisciplinary professionals in achieving the Triple Aim is truly endless. Combining efforts between the AAN, Texas Team, TNA, Texas IHCQE, and TMA in conjunction with the *Choosing Wisely*® campaign will set the bar for the rest of the nation to follow.

References

- About TMA. (n.d.). Retrieved June 26, 2014, from <http://www.texmed.org>
- About us: Texas Nurses Association. (n.d.). Retrieved June 26, 2014, from <http://www.texasnurses.org/displaycommon.cfm?an=3>
- Choosing Wisely* website. (n.d.). <http://www.choosingwisely.org>
- Grantees. (n.d.). Retrieved June 16, 2014, from <http://www.choosingwisely.org/grantees/texas-medical-association/>
- Hilborne, L. (2014, April). *Choosing Wisely: Selecting the right test for the right patient at the right time [Management Q&A]*. *Medical Laboratory Observer*, 40. Retrieved from www.mlo-online.com
- Home. (n.d.). Retrieved June 16, 2014, from <http://www.ihcqe.org/>
- Initiatives. (2014). Retrieved June 16, 2014, from <http://www.ihcqe.org/engage/initiatives/tripleaim/pages/default.aspx>
- Introduction to *Choosing Wisely*. (n.d.). Retrieved June 16, 2014, from http://modules.choosingwisely.org/modules/m_00/content/0_3_Introduction.htm
- Moses, III, H., Matheson, D., Dorsey, E. R., George, B., Sadoff, D., & Yoshimura, S. (2013, November 13). The anatomy of health care in the United States. *Journal of the American Medical Association*, 310, 1947-1963. Retrieved from <http://jama.jamanetwork.com/>
- Perry/Under Research/Communication. (2014). *Unnecessary tests and procedures in the health care system*. Retrieved from www.choosingwisely.org
- Polancich, S., Roussel, L., & Miller, A. (2014). Quality improvement and safety science: Historical and future perspectives. In *Evidence-based practice: An integrative approach to research, administration, and practice* (pp. 185-200). [Google Books]. Retrieved from <http://books.google.com>
- TMA wins *Choosing Wisely* grant. (April 15, 2013). Retrieved from <http://www.texmed.org/Template.aspx?id=26872&terms=choosing%20wisely>
- Texas Institute of Health Care Quality and Efficiency. (n.d.). <http://www.ihcqe.org/>
- Texas Team strategic plan 2012-2014. (n.d.). Retrieved from <http://www.dshs.state.tx.us/chs/cnws/texasteam/>
- Total nurse practitioners. (2011). Retrieved June 16, 2014, from <http://kff.org/other/state-indicator/total-nurse-practitioners/#table>