

Choosing Wisely: Professionalism in Action

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Challenges to Professionalism

Technology

- Present
- Future

Consumerism

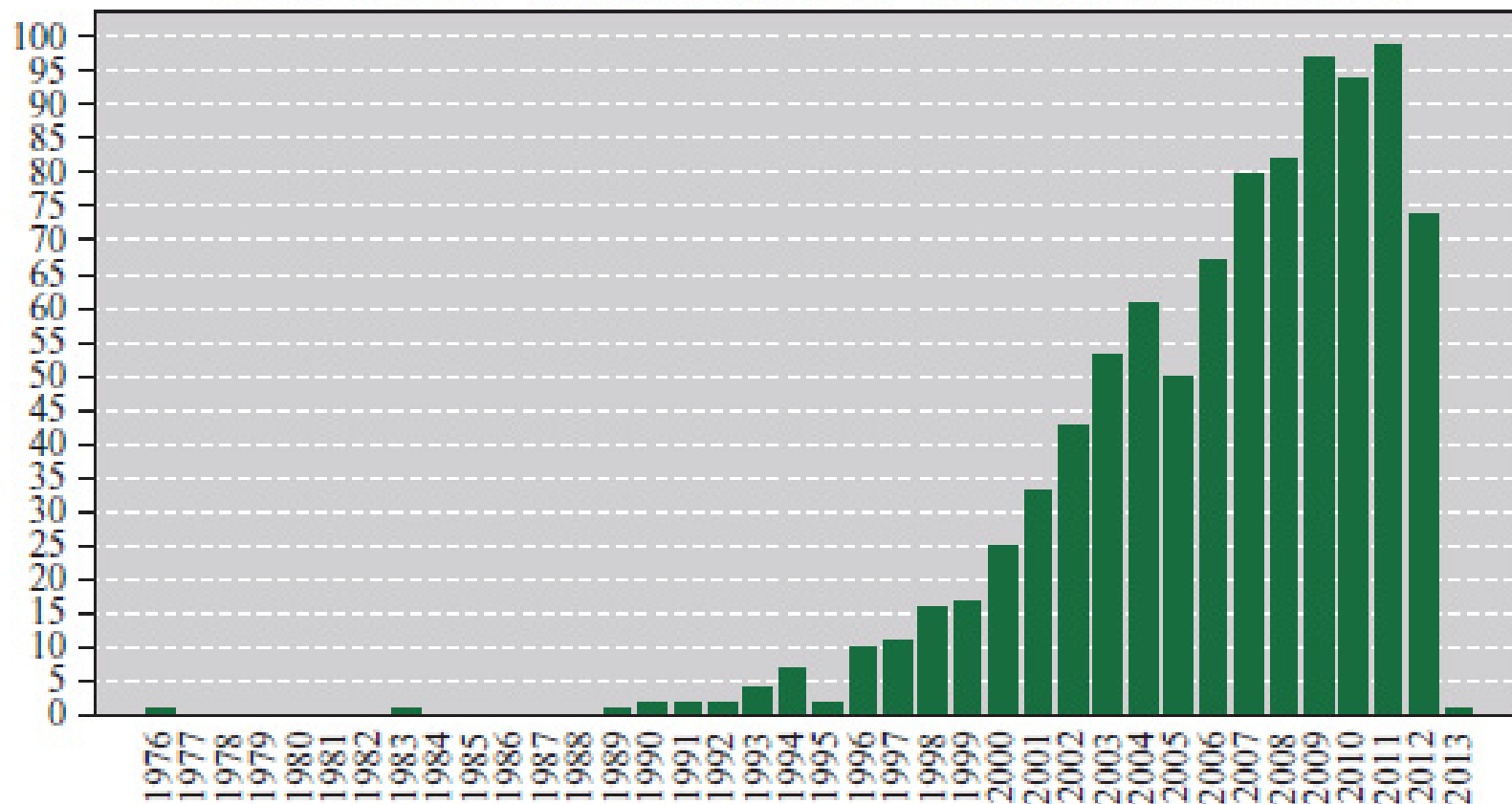
- Expectations
- Changing Roles

Social Determinants of Health

Payment Models and Incentives

Articles on Medicine and Professionalism

Search Terms (TS = professionalism and TS = medicine): December 20, 2012



The Physician Charter on Professionalism

Fundamental Principles

- patient welfare
- patient autonomy
- social justice

Professional Responsibilities

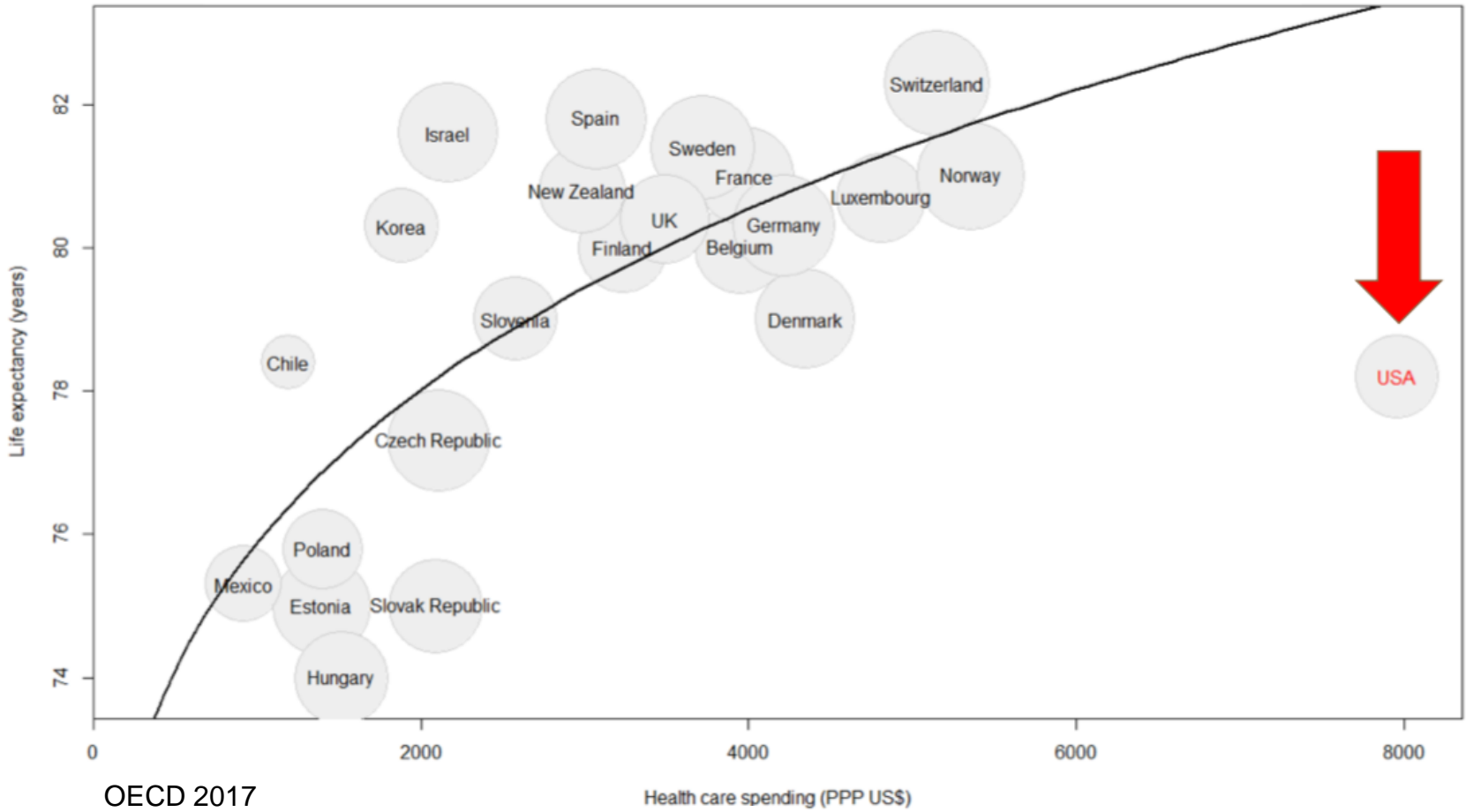
Commitment to

- professional competence
- honesty with patients
- patient confidentiality
- maintaining appropriate relations with patients
- improving quality of care
- improving access to care
- just distribution of finite resources
- scientific knowledge
- maintaining trust by managing conflicts of interest
- professional responsibilities

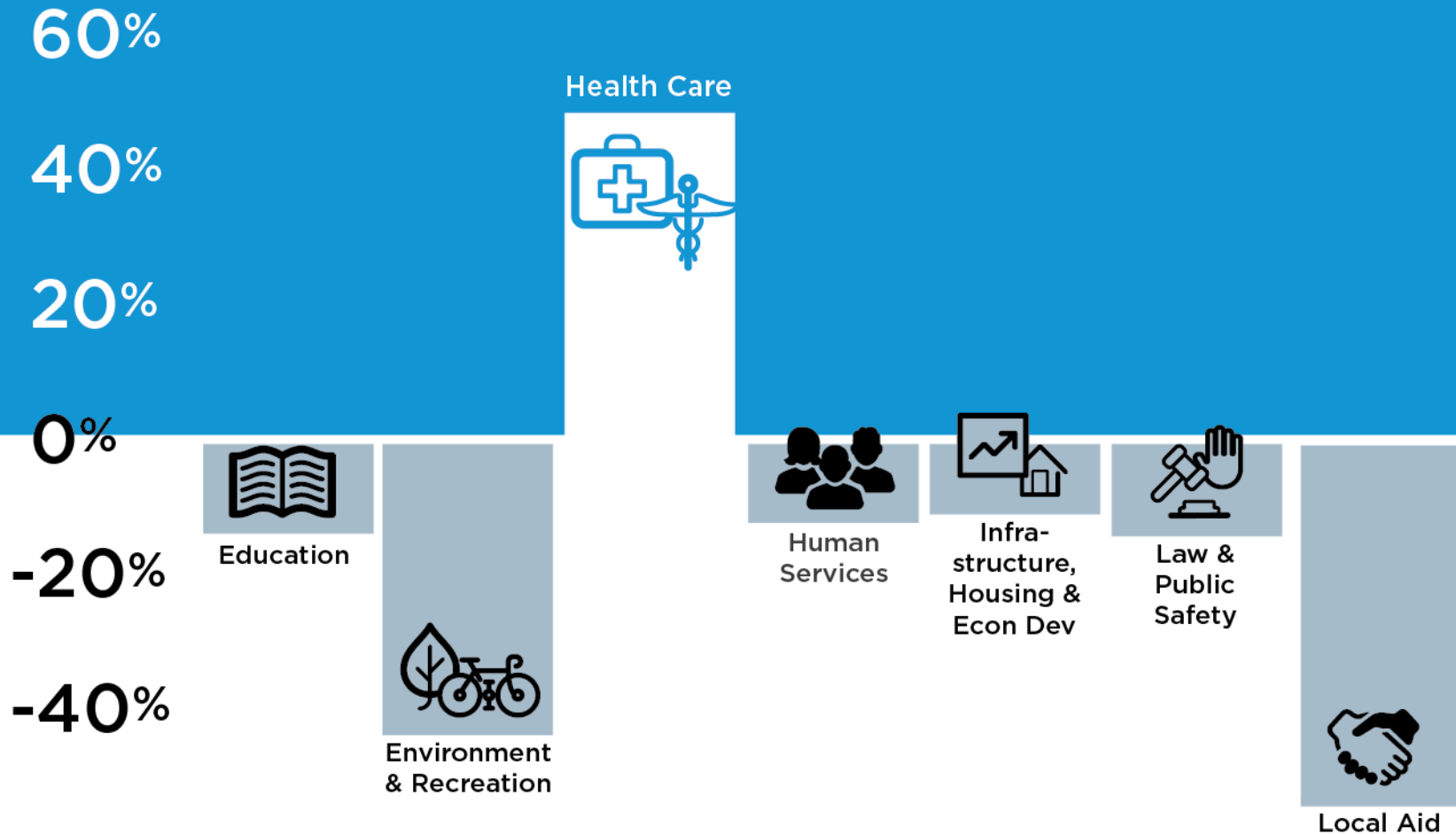


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Simultaneously published in *The Lancet* and *Annals of Internal Medicine* in February 2002. Republished on the Charter's 10th anniversary in 2012 in *Annals of Internal Medicine*.



Healthcare Squeezing Out Other Priorities



The Death Panel Myth

facebook



The Washington Times

EDITORIAL: Death panels by proxy

The Democrats promise that a government health care system will reduce the cost of health care, but as the economist Thomas Sowell has pointed out, government health care will not reduce the cost; it will simply refuse to pay the cost. And who will suffer the most when they ration care? The sick, the elderly, and the disabled, of course. The America I know and love is not one in which my parents or my baby with Down Syndrome will have to stand in front of Obama's "death panel" so his bureaucrats can decide, based on a subjective judgment of their "level of productivity in society," whether they are worthy of health care. Such a system is downright evil.

- Sarah Palin



PolitiFact's Lie of the Year: 'Death panels'

By Angie Drobnic Holan on Friday, December 18th, 2009 at 5:15 p.m.

Choosing Wisely



An initiative of the ABIM Foundation



In Action

Discover how
Choosing Wisely is
being implemented



Lists

See which tests and
procedures should
be questioned

80+ PARTNERS
— PUBLISHED —

550+
RECOMMENDATIONS

70 CONSUMER ORGANIZATIONS
— DISTRIBUTED —

110+ PATIENT-FRIENDLY MATERIALS
TO MILLIONS OF CONSUMERS

200,000 "FIVE QUESTIONS TO ASK" wallet cards distributed

29 GRANTEES
— WORKING WITH —
14 HEALTH CARE SYSTEMS*

45+ CLINICIANS
— RECOGNIZED —
as Choosing Wisely Champions

6,809 newsletter subscribers

Highlighting Choosing Wisely implementation efforts.

80+ WEBINARS
Featuring implementation strategies as part of the Choosing Wisely Learning Network

MOBILE ENGAGEMENT



9,294 App downloads/users
(iOS and Android devices)

INCREASING CONVERSATIONS ABOUT OVERUSE

MOST VIEWED PATIENT MATERIALS



145,360
ANTIBIOTICS FOR PINK EYE

MEDIA HITS IN 2017

*(from Meltwater news
and social tracking service)*

6,249
US PRESS

2,158
INTERNATIONAL PRESS

MOST VIEWED SOCIETY LIST



11,147
AMERICAN ACADEMY OF
FAMILY PHYSICIANS

CHOOSING WISELY CAMPAIGNS WORLDWIDE



What's Next?



Why a Kaiser Permanente School of Medicine?

To impact education and the health of the nation – which is the role of physicians in producing HEALTH.



Priorities for Medical Education

- Diversity & Inclusion
- Wellness
- Teams/Systems
- Data/Analytics
- Population Health
- Community Engagement
- Leadership for Change
- Professionalism
- Citizenship

Questions and Comments

Your thoughts on professionalism ?

Your questions and ideas on Choosing
Wisely?