



West Virginians for Affordable Health Care

Choosing Wisely in West Virginia

April 16, 2014

Lower Cost Subcommittee

WV DHHR Innovation Collaborative

System Improvements: Why It's Needed

- **20% of US total health care cost is waste, including:**
- **\$102 billion in failure of delivery of care (e.g., lack of widespread adoption of best care practices) and**
- **\$158 billion in overtreatment (e.g., overuse of antibiotics)**

Source: Berwick & Hackbarth, JAMA, 2012;307(14):1515-1516



System Improvements: Why It's Needed

“The current (payment) system, based on volume and intensity, does not disincentivize, but rather pays more for overuse and fragmentation.”

Mark McClellan

Choosing Wisely: A Physician Led Reform

- **Choosing Wisely was started by the National Alliance of Physicians. Three physician organization each submit 5 procedures in their area of expertise that have questionable value**

Choosing Wisely

- **Choosing Wisely is now operated by the American Board of Internal Medicine Foundation and has identified from more than 50 physician specialty organizations 270 low-value procedures**

Major Partners Include:

- **Consumer Report**
- **AARP**
- **National Business Group on Health**
- **Puget Sound Health Alliance**
- **National Hospice and Palliative Care Organization**
- **SEIU**

Choosing Wisely

- **Examples of selected procedures include:**
 - **Using antibiotics for a viral infection is ineffective and potentially harmful**
 - **Don't order imaging for uncomplicated low-back pain**
 - **Use Pap test appropriately**
 - **Imaging for headaches is ineffective**

Choosing Wisely

- **Consumer Reports has written 31 two-page summaries for consumers on these low-value procedures plus other helpful discussion guides for consumers**

Consumer Reports Five Questions to Ask Your Physician

- **Do I really need this procedure?**
- **What are the risks?**
- **Are there simpler, safer options?**
- **What happens if I don't do anything?**
- **How much does it cost?**

Choosing Wisely in West Virginia

- **Coalition of providers, consumers, payers and state agencies working to engage providers and consumers on avoiding low-value procedures**

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Cabin Creek Health Systems

Family Care Health Center

Highmark Blue Cross Blue Shield of West Virginia

Hospice Council of West Virginia

Partners in Health

West Virginia Center on Budget and Policy

West Virginia Children's Health Insurance Program

West Virginia Hospital Association

West Virginia Medicaid

West Virginia Perinatal Partnership

West Virginia Primary Care Association

West Virginia Public Employees Insurance Agency

West Virginia Nurses Association

West Virginia School of Osteopathic Medicine

West Virginians for Affordable Health Care

WV FREE

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- **Provider organizations likely to be early adopters, include:**
- **WV Primary Care Association**
- **WV Association of Free Clinics**
- **WV Academy of Pediatrics**
- **WV Perinatal Partnership**
- **WV Nurses Association**

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- **Physician education is through their associations and presentations at conferences**
- **WVAHC is applying for a grant to assist with this effort**

Choosing Wisely in West Virginia

- **WVAHC has become a partner with Consumer Reports for the Choosing Wisely initiative**
- **WVAHC's goal is to distribute 50,000 two-page summaries to physician offices across the state**

Challenges

- **Evaluation: currently only process evaluations have been identified. Real goal is to reduce the number of inappropriate low-value procedures. Claims data is inadequate to determine appropriateness of a procedure (lacks clinical data).**

Challenges

- **Changing physician behavior is difficult, particularly for dispersed, independently practicing physicians.**

Challenges

- **Reaching the subset of 1.8 million West Virginia consumers who may use low-value procedures is difficult.**
- **Messaging that more health care is not necessarily better health care is counter-intuitive.**

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