

More Ways to Improve Health and Reduce Harm: Choosing Wisely Phase 3

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The Choosing Wisely campaign is now in phase 3. If you are already familiar with it, great, because we have some new ways to help you incorporate it more effectively into your practice. But, in case you are not familiar with it, this campaign is an unprecedented effort by 60 medical specialty societies who have collectively contributed more than 200 key clinical recommendations to help promote best practices and avoid unnecessary and potentially harmful medical interventions.¹

American Family Physician (AFP) has helped to get the word out about the Choosing Wisely campaign.² Starting with phase 2, we crafted a table of nearly 100 recommendations of particular interest to primary care clinicians, organized by discipline (<http://www.aafp.org/dam/AAFP/documents/journals/afp/choosing-wisely-table.pdf>).³ We also featured individual recommendations on *AFP*'s home page, Facebook page, and Twitter feed.

As of February 1, 2014, phase 3 of the Choosing Wisely campaign adds more than 90 new primary care–relevant recommendations to the list (with more to come), which we have incorporated into the summary table.⁴ To make it easier to browse and access the increasing number of recommendations, you can search the recommendations relevant to primary care by key word, topic area, or sponsoring organization at <http://www.aafp.org/afp/recommendations/search.htm>.

One of the challenges of the Choosing Wisely campaign is making the leap from publication to practice. Simply posting a long list of recommendations on a website is insufficient. The trick will be to turn the recommendations into action. To help readers with this, we recently introduced a new feature in *AFP*'s review articles. Articles with topics related to Choosing Wisely recommendations will include a table of “Best Practices” that highlights the relevant recommendations. For an example, go to <http://www.aafp.org/afp/2013/1201/p757.html>. We hope that this will keep these important recommendations in the forefront, and reinforce them in the context of the topic at hand. Other challenges for the campaign include enhancing the evidence base for these recommendations, and showing that following them in routine practice leads to better patient outcomes.

Previous review articles have covered Choosing Wisely recommendations related to antibiotic use in patients with upper respiratory tract infections,⁵ appropriate and safe use of diagnostic imaging,⁶ and preoperative testing before noncardiac surgery.⁷ Future articles and editorials will highlight Choosing Wisely recommendations and other best practices in preventive medicine, geriatrics, and patient safety, among others.

AFP is taking a multifaceted approach to making the Choosing Wisely campaign relevant and accessible to our readers by:

- Selecting and organizing recommendations relevant to primary care.
- Highlighting key recommendations on the *AFP* home page, Facebook page, and Twitter feed, and in our review articles.
- Creating a unique and easily searchable database of all recommendations relevant to primary care on our website (<http://www.aafp.org/afp/recommendations/search.htm>).

We hope that these steps will help readers put these recommendations into practice, and achieve their goals of improving care and reducing harm. If you have any other suggestions for how we can facilitate this endeavor, please e-mail us at afpedit@aafp.org.

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EDITOR'S NOTE: Dr. Siwek is editor of *AFP*, and Dr. Lin is associate deputy editor for *AFP Online*.

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Editorials

Podcasts of the POEMs Featured in *AFP* Are Now Available

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Each month, we feature four POEMs in *American Family Physician (AFP)*—some in print and some online. And now, insightful discussions about these same POEMs are available as a free podcast via iTunes.

POEMs (patient-oriented evidence that matters) are synopses of research studies that address common problems in primary care. As many readers know, patient-oriented evidence refers to outcomes that matter to patients, such as morbidity, mortality, symptom improvement, cost reduction, and quality of life. This is in contrast to disease-oriented evidence, which relates to surrogate end points that may or may not reflect improvements in patient outcomes (e.g., laboratory test results, physiologic function, pathologic findings).

The podcasts feature a lively, conversational discussion of each study by Dr. Mark Ebell, *AFP* deputy editor, and Dr. Michael Wilkes, professor of internal medicine

at the University of California–Davis School of Medicine. To subscribe to these podcasts, click on the link in *AFP*'s online version or mobile application, or go to the iTunes store and search for “POEM of the Week.” If you have iTunes on your device, go to <https://itunes.apple.com/us/podcast/poem-of-the-week-podcast/id211101158?mt=2>. If not, you can download it for free at <http://www.apple.com/itunes/>.

In the near future, we will have links to podcasts of individual POEMs in *AFP*'s online version and mobile application, if you want to listen to the podcast directly after reading the POEM.

If you have suggestions for other podcasts of *AFP* content, please let us know at afpedit@aafp.org. We would like to keep you informed about the best evidence for caring for patients in the ways you find useful.

EDITOR'S NOTE: Dr. Ebell is cofounder and editor-in-chief of *Essential Evidence Plus*, which includes these POEMs and is published by Wiley-Blackwell. Dr. Siwek is editor of *AFP*.

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