

Choosing Wisely From Campaign to Movement?

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Director, Health Ratings Center
Consumer Reports
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Disclosures

- General internist, most recent practice at the VA in 2008.
- Employed by Consumers Reports:
 - Independent of industry, non profit, non partisan, consumer advocacy organization.
 - Multimedia company, publisher of Consumer Reports, ConsumerReports.org
- 20 million readers a month, older, affluent, well educated, “savvy buyers”
- Focused for 76 years on providing an alternative perspective to advertising and promotion

The New York Times

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NEW YORK, MONDAY, AUGUST 25, 2008

Crossword Edited by Will Shortz

PUZZLE BY ANDREA CARLA MICHAELS AND MICHAEL

12. Consumer Reports employee

ACROSS

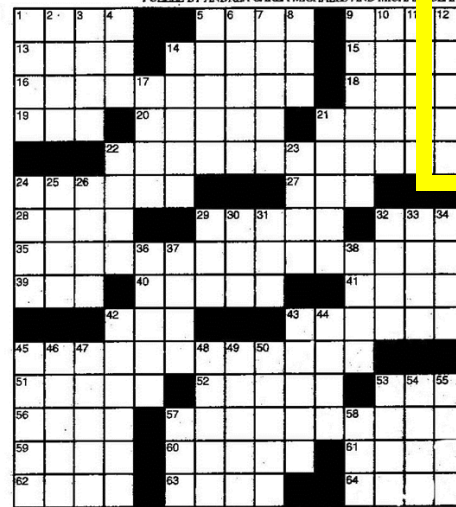
- 1 Opposed to
- 5 Leg part below the knee
- 9 Come from
- 13 Have as a definition
- 14 Tour of duty
- 15 Singsong syllables
- 16 Be very potent
- 18 Londoner, e.g., for short
- 19 "Seats sold out" sign
- 20 Singer Ronstadt
- 21 Pet's annoyance
- 22 Social hierarchy
- 24 Shout before "Open up!"
- 27 Toronto's prov.
- 28 Neighbor of Yemen
- 29 Capital of Bolivia
- 32 Engine additive brand
- 35 Very best puppy or kitten
- 39 Pig's place
- 40 Moth-repellent wood
- 41 Lower-priced spread
- 42 RR stop
- 43 Burr and Copland
- 45 Miscellaneous coins
- 51 Dark
- 52 "Steppenwolf" writer Hermann
- 53 Fuss
- 56 Squad
- 57 Got ready to kiss
- 59 Tent floor, maybe
- 60 Lucy's pal on "I Love Lucy"
- 61 Go ballistic
- 62 Kill
- 63 Requirement
- 64 Ed with the 1967 hit "My Cup Runneth Over"

DOWN

- 1 Concert equipment
- 2 Within easy reach
- 3 Stuffed tortilla
- 4 What a quill may be dipped in
- 5 Reeked
- 6 Language of India
- 7 Of an old Andean empire
- 8 To the ____ degree
- 9 Physicist Einstein
- 10 Got along
- 11 Dead's opposite
- 12 Consumer Reports employee
- 14 Zest
- 17 Baldwin of "30 Rock"
- 21 Kind of scheme that's fraudulent
- 22 Like the sky at dawn or sunset
- 23 Aim
- 24 Boston ____
- 25 Leave out
- 26 Like some delicate lingerie
- 29 Inc., in England
- 30 "I get it"
- 31 The "p" in m.p.g.
- 32 Normandy town in W.W. II fighting
- 33 College freshman, usually
- 34 Experts
- 36 Eight-piece band
- 37 Accomplishment
- 38 Ripped
- 42 Meager
- 43 Photographer Adams
- 44 Ripening agent
- 45 Strokes on the green
- 46 Hollywood's Ryan or Tatum
- 47 Barton of the Red Cross
- 48 Water park slide
- 49 "Men in Trees" actress Anne
- 50 Inquired
- 53 Father of Cain and Abel
- 54 Hill you might drive a buggy over
- 55 Chooses, with "for"
- 57 Quill, sometimes
- 58 Eisenhower years, e.g.

ANSWER TO PREVIOUS PUZZLE

PLASTICINE IRAQ
HAVE AN IDEA VERB
OBITUARIES YAMS
BOATS CODES SON
ORTO DUMBLEDORE
SSE TOT ESTONIA
RITE TWEAK
STAM ITSLATE RLS
LITRAS SURE
ARMLETS TIS JAM
SWITCHEROO LOCO
HFOY TENAM SOLOS
EMAG WHYAM IHERE
RAGE HOOTENANNY
SNIT ORNATENESS



9/25/08 (No. 1625)

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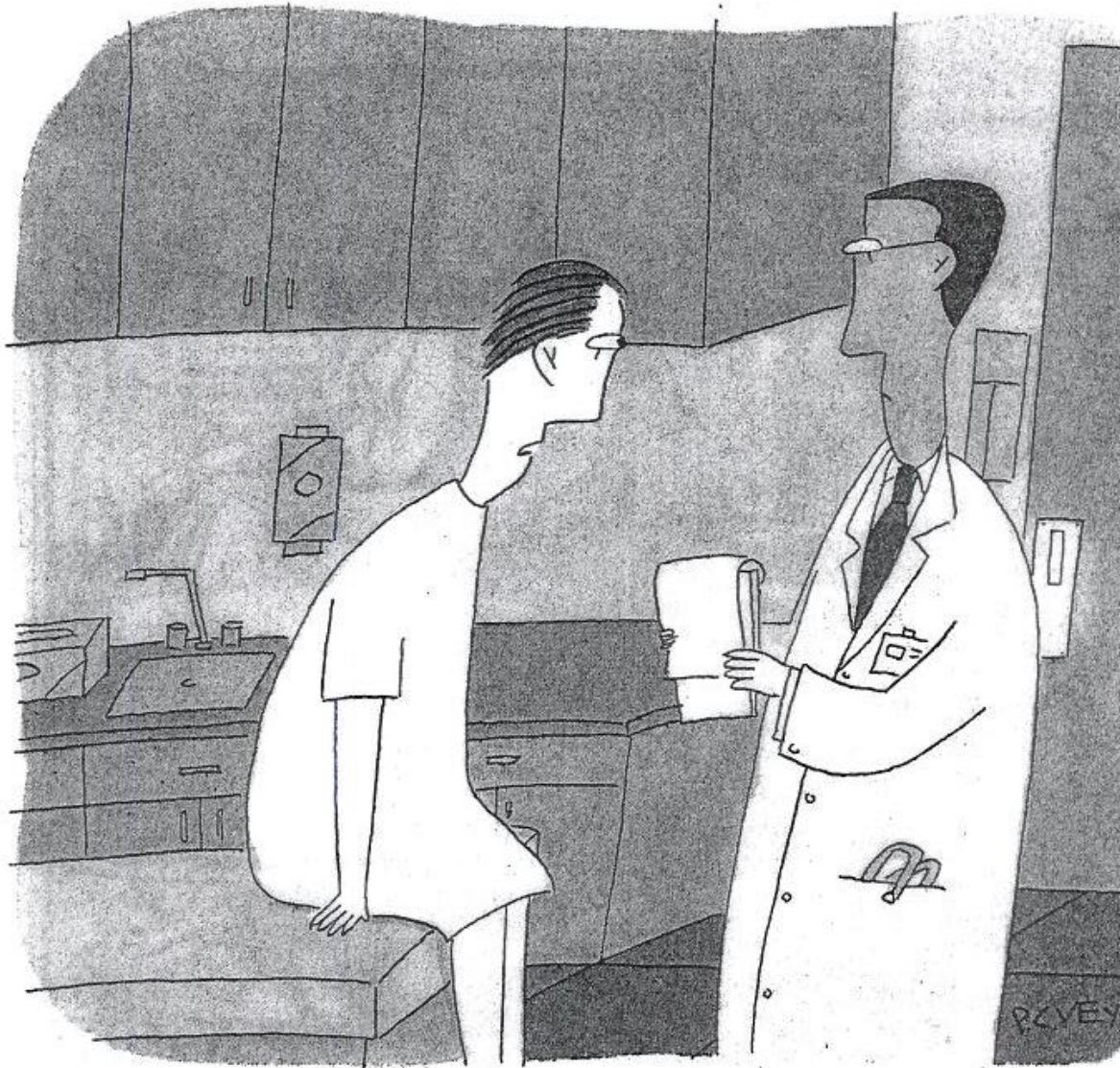
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Share tips: nytimes.com/puzzleforum. Crosswords for young solvers: nytimes.com/learning/xwords.

What is a Movement?

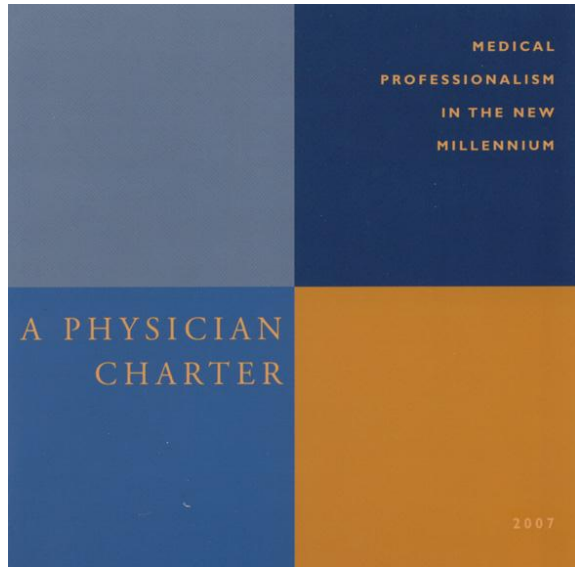
- **Social movements** are a type of group action.
- They are large informal groupings of individuals or organizations which focus on specific political or social issues.
- In other words, they carry out, resist or undo a social change.

Choosing Wisely is an initiative of the ABIM Foundation to help physicians and patients **engage in conversations** about the overuse of tests and procedures and support physician efforts to help patients make smart and effective care choices.



"If I don't think it's going to work, will it still work?"

ACP Foundation/ABIM Foundation/EFIM Physician Charter



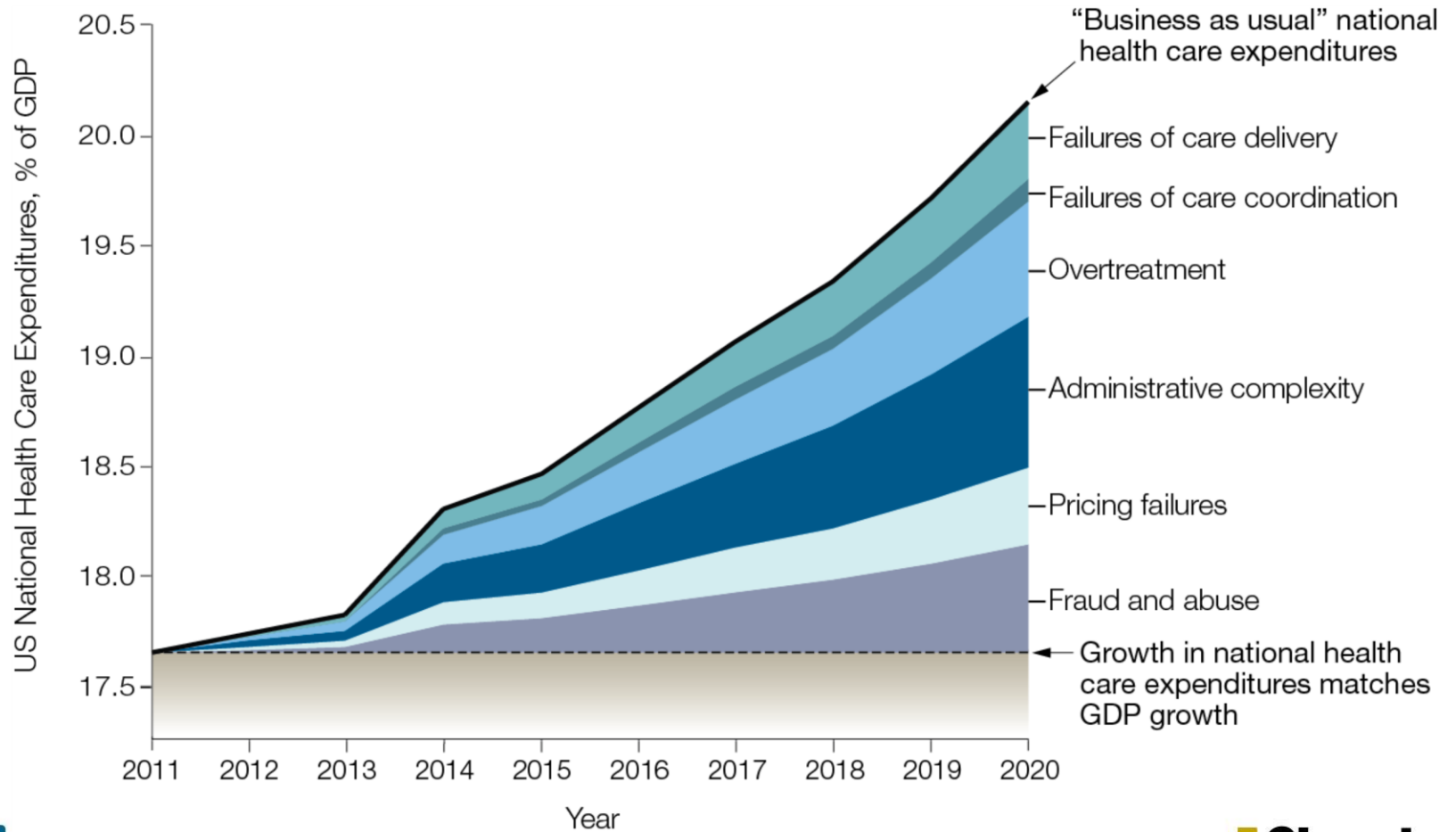
Fundamental Principles

- Primacy of patient welfare
- Patient autonomy
- Social justice

A Commitment to

- **Professional competence**
- **Honesty with patients**
- Patient confidentiality
- Maintaining appropriate relations with patients
- Improving quality of care
- Improving access to care
- **A just distribution of finite resources**
- Scientific knowledge
- **Maintaining trust by managing conflicts of interest**
- **Professional responsibilities**

Waste in US Health Care



Medicine's Ethical Responsibility for Health Care Reform — The Top Five List

“A Top 5 list also has the advantage that if we restrict ourselves to the **most egregious causes of waste**, we can demonstrate to a skeptical public that we are genuinely protecting patients’ interests and not simply ‘rationing’ health care, regardless of the benefit, for cost-cutting purposes.”

Howard Brody, MD, PhD

New England Journal of Medicine

Components of the Campaign

- ***Messengers and Collaborators***
 - 41 specialty societies and Consumer Reports—and growing
- ***Communicate Messages***
 - Specialty societies, Consumer Reports, consumer organizations and ABIM Foundation
- ***Activate***
 - Concrete action around unnecessary tests and procedures

How the Lists Were Created

- Societies were free to determine the process for creating their lists with the following requirements:
 - Each item was within the specialty's purview and control
 - Procedures should be used frequently and/or carry a significant cost
 - Should be generally-accepted evidence to support each recommendation
 - Process should be thoroughly documented and publicly available upon request

Choosing Wisely Partners

Societies That Announced Lists April 2012

- American Academy of Allergy Asthma & Immunology
- American Academy of Family Physicians
- American College of Cardiology
- American College of Physicians
- American College of Radiology
- American Gastroenterological Association
- American Society of Clinical Oncology
- American Society of Nephrology
- American Society of Nuclear Cardiology

Societies That Announced Lists February 2013

- American Academy of Family Physicians
- American Academy of Hospice and Palliative Medicine
- American Academy of Neurology
- American Academy of Ophthalmology
- American Academy of Otolaryngology-Head and Neck Surgery
- American Academy of Pediatrics
- American College of Obstetricians and Gynecologists
- American College of Rheumatology
- American Geriatrics Society
- American Society for Clinical Pathology
- American Society of Echocardiography
- American Urological Association
- Society of Cardiovascular Computed Tomography
- Society of Hospital Medicine
- Society of Nuclear Medicine and Molecular Imaging
- Society of Thoracic Surgeons
- Society of Vascular Medicine

Societies Announcing Lists Later in 2013

- American Academy of Dermatology
- American Academy of Family Physicians
- American Academy of Orthopaedic Surgeons
- American Association of Clinical Endocrinologists
- American Association for Pediatric Ophthalmology and Strabismus
- American College of Chest Physicians
- American College of Emergency Physicians
- American College of Rheumatology
- American College of Surgeons
- American Headache Society
- AMDA—Dedicated to Long Term Care Medicine
- American Society of Clinical Oncology
- American Society of Hematology
- American Society for Radiation Oncology
- American Thoracic Society
- Heart Rhythm Society
- North American Spine Society
- Society of Critical Care Medicine
- Society of General Internal Medicine

Consumer Groups

Through Partnership with Consumer Reports

- AARP
- Alliance Health Networks
- Leapfrog Group
- Midwest Business Group on Health
- Minnesota Health Action Group
- National Business Coalition on Health
- National Business Group on Health
- National Center for Farmworker Health
- National Hospice and Palliative Care Organization
- National Partnership for Women & Families
- Pacific Business Group on Health
- SEIU
- Union Plus
- Univision (with HolaDoctor)
- The Wikipedia Community

Choosing Wisely in the Media

JAMA[®]
The Journal of the American Medical Association

The New York Times

AP

 **CardioSource**
American College of Cardiology

**USA
TODAY**

VOGUE

AFP

AARP

THE WALL STREET JOURNAL.

Medscape

 **msnbc.com**

 **PBS NEWSHOUR**

TIME

THE HUFFINGTON POST

The Washington Post

 **WORLD NEWS**
WITH DIANE SAWYER

n p r

**FOX
NEWS**
.com
Fair & Balanced

 **CBSNEWS**

ConsumerReports.org[®]

Forbes

The New York Times
The Opinion Pages

CNN

Men's Journal

AGA Perspectives

medpageTODAY's
KevinMD.com
Social media's leading physician voice 

KHN
KAISER HEALTH NEWS

ABIM
FOUNDATION

JOURNAL OF CLINICAL ONCOLOGY

WebMDSM

 **REUTERS**

Measures of Success

- Featured in Medscape's "The Year in Medicine 2012: News That Made a Difference"
- 14 Medscape articles reaching 87,171 physicians
- More than 420,400 physicians reached through specialty society communications. Hundreds of thousands more with second release.
- 55 journal articles reaching nearly 4 million. More on the way.
- 300 million media impressions from first release – including *New York Times*, *Washington Post*, *Vogue*, ABC, NBC, CBS, PBS. Many millions more from second release.
- 33 patient-friendly translations of materials
- More than 80+ million reached through Consumer Reports partnerships with consumer/employer groups

What's Next?

- 18 additional specialties have joined the campaign and will release lists in late 2013
- Advancement of campaign in local communities through a grant from the Robert Wood Johnson Foundation
- Continue the conversations among physicians and between physicians and patients
- Rollout of Consumer Reports patient-focused materials

Robust Topic Themes

135 Choosing Wisely Topics

- Screening tests (20)
 - EKG
 - Exercise test
 - Pap smear
 - Bone density
 - Heart imaging
 - Colon cancer
- Diagnostic testing (31)
 - Low back pain
 - Headache
 - Allergy
 - Fainting
- Preoperative evaluations (11)
 - Chest Xray
 - Heart imaging
- Common treatments (28)
 - Antibiotics (8)
 - Heartburn meds
 - Anti-inflammatories
- Routine FU/Monitoring (12)
- “Disease” approach
 - Cancer (21)
 - Chronic kidney failure/dialysis (4)
 - Heart disease (21)
 - Maternity (4)

Cross Cutting Categories

- Imaging---55 topics
 - CT scans (19)
 - MRI/Ultrasound—no radiation (14)
- Drugs---23 topics
 - Antibiotics (8)
 - Antipsychotics/benzos/sedatives
 - Opioids
 - Several (5) actively advertised
- Women---28 topics
 - Specific to women (14)
 - More common in women (4)
 - Important children topics (10)

Robust Topics

- Approach to poor prognosis solid cancer treatment
- Approach to monitoring curative breast cancer patients post treatment
- Approach to stenting of “non culprit” lesions
- Monitoring of patients post heart procedures
- Overall---tens of millions of decisions, tens of billions of dollars

Consumer Reports



Chest X-rays before surgery

When you need them—and when you don't

If you're scheduled for surgery, a pre-operative chest X-ray can sometimes help make it safer by identifying medical problems that might make it a good idea to delay or even cancel the procedure. But if you don't have signs or symptoms of heart or lung disease, you should think twice about having the X-ray. Here's why.

The test usually isn't helpful for low-risk people without symptoms.

Many people automatically receive a chest X-ray to "clear" them before surgery, and some hospitals even require the test for almost all patients who are admitted. But serious abnormalities found through chest X-rays are uncommon in low-risk people, so most of the time all that's needed is a careful medical history and physical examination. A chest X-ray doesn't add much useful information for people without risk factors for heart or lung problems and rarely changes their treatment or helps the anesthesiologist and surgeon manage their care. In fact, in those people the test can produce false alarms that require follow-up tests that usually aren't necessary and can add needless risk and expense.



It can pose risks.

A chest X-ray exposes you to a small amount of radiation. While the risk from any single exposure is uncertain, the harmful effects of radiation might be cumulative, so it's best to avoid exposure whenever you can. Also, most abnormal test results from the X-ray must be followed up with additional tests to rule out a serious prob-

- Consumer Reports is a partner in Choosing Wisely and will support the effort by creating patient-friendly materials based on the society recommendations and engaging a coalition of consumer communication partners to disseminate content and messages about appropriate use to the communities they serve.

- Tools and resources can be found at: www.consumerhealthchoices.org.

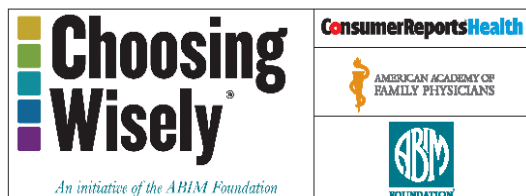
Communicating “What Not to Do”

- Go where people are (Wikipedia & Vogue)
- Talk about what they are talking about (usually benefits) and connect your dots to theirs (risk, waste)
- Use safety if you can
- Use empathic stories
- Provide structure for decision making (consumers wary of not following doctor advice)

Culture Initiatives

- Large scale information campaign focused on doctors and patients and their interaction
- Use trusted brands---Consumer Reports, Physician specialty societies
- Consider community consortiums willing to take on overuse
- Use all appropriate distribution channels including carriers but focus on culture change that prepares for strategies.

Sample Content



EKGs and exercise stress tests

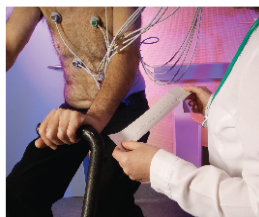
When you need them for heart disease—and when you don't

If you have chest pain or other symptoms of heart disease, an electrocardiogram (EKG) or exercise stress test can be lifesaving. The same is true if you have a history of heart disease or are at very high risk for it. But in other cases, you should think twice. Here's why.

The tests usually aren't necessary for people without symptoms.

With an EKG, electrodes attached to your chest record your heart's electrical activity. When an EKG is done as you walk or jog on a treadmill, it's called an exercise stress test. If you have symptoms of heart disease or are at high risk for it, both can help determine your chances of having a heart attack and help you and your doctor decide how to treat the problem.

But he tests are less accurate for lower-risk people and often have misleading results. Yet many people without symptoms of heart disease get the tests as part of their routine checkup. For example, in a 2010 Consumer Reports survey of nearly 1,200 people between the ages of 40 and 60 with no history of heart disease or heart-disease symptoms, 39 percent said they had undergone



an EKG during the previous five years and 12 percent said they had an exercise stress test.

They can pose risks.

EKGs and exercise stress tests won't harm you directly. But both can produce inaccurate results that trigger follow-up tests that can pose risks. Those include CT angiography, which can expose you to a radiation dose equal to 600 to 800 chest X-rays, and standard coronary angiography, an invasive procedure that exposes you



Treating heartburn and GERD

Use Nexium, Prilosec, and related drugs carefully

If you have heartburn, or a feeling of burning pain in your upper abdomen or lower chest, you might be tempted to try a powerful drug such as Nexium, Prevacid, or Prilosec. Those drugs, called proton pump inhibitors (PPIs), can be good choices for severe or frequent heartburn. But in most cases PPIs aren't necessary. And when they are, consider using the lowest dose necessary for as short a time as possible. Here's why.

You might not need a PPI.

A PPI can help if you have heartburn more than twice a week for several weeks, or a condition called gastroesophageal reflux disease (GERD). But studies suggest that up to 70 percent of people taking a PPI were never diagnosed with GERD. Instead, they might have less serious heartburn, which can often be eased with dietary and other lifestyle changes and, if necessary, antacids like Roloids and Tums or another class of medication, known as H₂ blockers, such as Pepcid AC and Zantac.

The drugs can pose risks.

High doses of PPIs, and taking them for a year or longer, has been linked to an increased risk of



bone fractures. Long-term use might also deplete magnesium blood levels, which, in turn, can trigger muscle spasms, irregular heartbeats, and convulsions. Another complication of long-term use is an intestinal infection called Clostridium difficile that can lead to severe diarrhea, fever and, in rare cases, death. PPIs can also interact with other medications. For example, omeprazole (Prilosec) can reduce the blood-thinning effect of the drug



Treating sinusitis

Don't rush to antibiotics

Millions of people are prescribed antibiotics each year for sinusitis, a frequent complication of the common cold, hay fever, and other respiratory allergies. In fact, 15 to 21 percent of all antibiotic prescriptions for adults in outpatient care are for treating sinusitis. Unfortunately, most of those people probably don't need the drugs. Here's why.

The drugs usually don't help

Sinusitis can be uncomfortable. People with the condition usually have congestion combined with yellow, green, or gray nasal discharge plus pain or pressure around the eyes, cheeks, forehead, or teeth that worsens when they bend over. But sinus infections almost always stem from a viral infection, not a bacterial one—and antibiotics don't work against viruses. Even when bacteria are responsible, the infections usually clear up on their own in a week or so. And antibiotics don't help ease allergies, either.

They can pose risks

About one in four people who take antibiotics have side effects, including stomach prob-



lems, dizziness, or rashes. Those problems clear up soon after stopping the drugs; but in rare cases antibiotics can cause severe allergic reactions. Overuse of antibiotics also encourages the growth of bacteria that can't be controlled easily with drugs. That makes you more vulnerable to antibiotic-resistant infections and undermines the benefits of antibiotics for others.

Consumer Response

- Findings from a December 2012 Consumer Reports survey of 2,669 consumers who received *Choosing Wisely* information:
- 72% agreed that it had changed their opinion of the topic, taught them new information, or prompted them to ask more questions of their health provider.
- 81% of consumers reporting interest in a *Choosing Wisely* topic said they were likely to have a conversation with their physician about what they had read.
- In the case of one topic (back pain), 85% intended to have a conversation with their doctor.
- Choosing Wisely is about stimulating conversations and we are well on our way.

Campaign:

The Leapfrog Group

Informed patients, making smarter choices



The Leapfrog Group partners with Consumer Reports and Consumer Health Choices to offer our purchaser members and their employees key information on making smart healthcare decisions. For more information on membership with The Leapfrog Group, please visit [our website](#).

[Welcome](#)[Choosing Wisely](#)[High Value Care](#)[Best Buy Drugs](#)[Videos](#)[About](#)

Welcome to our collaboration with Consumer Reports

The Leapfrog Group is proud to join in the [Choosing Wisely](#) campaign to help our members and their employees get better, safer healthcare and avoid unnecessary care.

Healthcare consumers can utilize the resources available on this website – as well as those available at www.LeapfrogGroup.org and www.HospitalSafetyScore.org – to make better choices in regards to the care they receive at their physician's office and in the hospital.

Most importantly, patients should talk to their doctor. Ask questions like, "What are you doing to keep me safe?" and, "Is that test really necessary?" to make sure you are

Wikipedian in Residence



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The Free Encyclopedia

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Wikipedia:Health Article Review Project

From Wikipedia, the free encyclopedia
(Redirected from [Wikipedia:HealthReview](#))

Welcome to the Health Article Review Project

Improve the quality of a health-related article on Wikipedia
in 20 minutes!

Key resources

Shortcuts:

- [WP:HEALTHREVIEW](#)
- [WP:HARP](#)

- [Wikipedia:MEDICINE](#), for information about Wikipedia health articles
- [WP:TEAHOUSE](#), a place for beginners to get fast answers to Wikipedia questions
- [WP:HELP](#), for help using Wikipedia

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This is a two-minute tutorial video which explains how Wikipedia newcomers can start participating in the project. If you watch this two-minute video, that and two minutes to setup means you get started in four minutes.

What is this?

[\[edit\]](#)

If you have never edited Wikipedia, and you are an expert in a field of health, then in 20 minutes, this guide will help you post a proposal to add missing content to a Wikipedia article.

Wikipedia and Choosing Wisely

- Each list of five is relevant to 12 Wikipedia articles
- Each article gets 35k requests a month
- 9 societies
- $12 \times 35k \times 9 \times (3 \text{ months})$ is 10 million requests for Choosing Wisely content per quarter, perpetually after setup
- Maintenance useful

Choosing Wisely in
Local Communities:

Washington State Medical
Association

Know
your Choices
Ask your
Doctor



Know Your Choices - Ask Your Doctor is a patient-centered initiative that will promote important health messages. To kick off the initiative, the WSMA will lead a statewide campaign promoting Choosing Wisely®



Choosing Wisely is a national effort launched by the American Board of Internal Medicine (ABIM) Foundation and Consumer Reports to encourage conversations between physicians and patients about the necessity of certain tests and procedures.

Participating specialty societies have each identified five tests/procedures commonly used in their fields whose necessity should be questioned and discussed between physician and patient.

Working with the Puget Sound Health Alliance, Washington State Hospital Association, and other interested parties, we will educate patients about the lists of procedures to discuss with their doctor.

Stay tuned!

ConsumerReportsHealth

Washington State Medical Association
WSMA
Physician Driven
Patient Focused

Consumer Partners

1. **AARP**
2. **Alliance Health Networks**
3. **Minnesota Health Action**
4. **Midwest Business Group on Health**
5. **National Business Coalition on Health**
6. **National Business Group on Health**
7. **National Center for Farmworker Health**
8. **National Hospice and Palliative Care Organization**
9. **National Partnership for Women and Families**
10. **Pacific Business Group on Health**
11. **Leapfrog Group**
12. **SEIU**
13. **Union Plus (reaching AFL-CIO)**
14. **Univision (with Hola Doctor)**
15. **The Wikipedia Community**

Other Collaboration:

- Washington State Medical Association
- Puget Sound Health Alliance
- Escape Fire (documentary film viewer toolkit)

Other Distribution Affiliates:

- Wellpoint

Others in discussion:

- Library-based
- Faith-based
- Children
- African-American
- Healthcare provider organizations

New Consumer Resources for Phase 2

Employer Toolkits

(comprehensive resources, articles, suggestions, background to support employee communication:

- NBGH
- PBGH/NBCH

Employer webinar with NBGH:

- Maternity care

Posters for Partners & Physicians' Offices to display to patients/consumers:

- Key topics e.g. prevention & primary care
- General campaign posters

Videos for Partners & Physicians' Offices

- About Choosing Wisely, More Care is Not Better, How to Talk to Your Doctor
- Specific topics from the Top Five lists

New Consumer Resources for Phase 2

Social Media

- @ConsumerDavid on Twitter
- Consumer Health Choices on Facebook
- Twitter Chat with Specialty Society Experts and Consumer Partners
- Patient Community Engagement with Alliance Health Networks

Wikipedia

- Choosing Wisely Wikipedia article goes live
- First 6-9 topics from Phase 2 go live
- Continue to grow Wikipedia coverage of 135 topics

AARP

- Publish at least one major new article about Phase 2 topics

Websites

- Upgrade ConsumerHealthChoices.org to improve consumer user experience
- Upgrade ChoosingWisely.org to improve access to CR resources

Campaign to Movement

- Overarching topic areas
 - Preop testing
 - Routine monitoring
 - Screening for heart disease in low risk
- Safety
 - Imaging---Image Gently, Image Wisely, Ultrasound
 - Bladder catheters
 - Feeding tubes
 - Opioids
- Connect Dots
 - Univision

Campaign to Movement

- Drug Treatment
 - Antibiotics
 - PPI
 - NSAIDs
 - Testosterone
- Advertising
 - Screening
 - Drugs
 - Hospital services

Other distribution strategies

- Insurers
 - Distribution only agreement
- Government
 - Insurance exchanges
- Church

Charles Tilly

Sociologist, Historian

- **Campaigns:** a sustained, organized public effort making collective claims of target authorities;
- **Repertoire** ([repertoire of contention](#)): employment of combinations from among the following forms of [political action](#): creation of special-purpose associations and coalitions, public meetings, solemn processions, vigils, rallies, demonstrations, petition drives, statements to and in public media, and pamphleteering; and
- **Displays:** participants' concerted public representation of **w**orthiness, **u**nity, **n**umbers, and **c**ommitments on the part of themselves and/or their constituencies

“When you’re through learning,
you’re through.”

John Wooden

Former UCLA basketball coach

John Santa

santjo@consumer.org

[http://consumerhealthchoices.org/
campaigns/choosing-wisely/](http://consumerhealthchoices.org/campaigns/choosing-wisely/)