

## News Release For Immediate Release



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### ***HealthInsight* Utah Receives Grant from the ABIM Foundation to Advance the Choosing Wisely® Campaign in Utah**

*Salt Lake City, April 9, 2013* – The [ABIM Foundation](#) has announced that *HealthInsight* Utah, has received one of 21 grants awarded to state medical societies, specialty societies and regional health collaboratives to advance the Foundation’s [Choosing Wisely®](#) campaign. The *Choosing Wisely* campaign encourages physicians and patients to engage in conversations aimed at reducing unnecessary tests and procedures. Support for the grant program comes from the [Robert Wood Johnson Foundation](#).

Launched in April 2012, *Choosing Wisely* is focused on encouraging physicians and patients to think and talk about medical tests and procedures that may be unnecessary, and in some instances can cause harm. Since April 2012, 25 specialty societies have created lists of “[Things Physicians and Patients Should Question](#)” — evidence-based recommendations that should be discussed to help make wise decisions about the most appropriate care based on a patients’ individual situation.

“We are thrilled at the opportunity to advance the *Choosing Wisely* campaign in communities throughout Utah,” said Christie North, MBA, FACHE, vice president of Utah programs for *HealthInsight*. “The *Choosing Wisely* campaign aligns perfectly with our mission of convening a wide variety of community stakeholders to influence the quality of health care in our community and to ensure patients get **only** the right care at the right time.”

Over the two-year grant period providers and senior leaders from AARP, Utah Chapter of the American College of Physicians, ARUP, Intermountain Healthcare, Public Employees Health Program, Utah Academy of Family Physicians, and the University of Utah Department of Family Medicine will join *HealthInsight* in a community advisory council to provide guidance to the *Choosing Wisely* effort. This council will assist in implementing all *Choosing Wisely* recommendations regarding awareness and reduction in unnecessary health care services within the organizations they represent community wide.

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*HealthInsight* Utah will advance this dialog across Utah by educating practicing physicians about the *Choosing Wisely* recommendations from the specialty societies and help build physician communication skills to have conversations with their patients about the care they need and encourage providers to integrate this shared dialog into care processes.

To advance this work, *HealthInsight* is looking for an advertising agency to partner in this initiative. For more information or to become involved contact Christie North at *HealthInsight* at 801-892-0150.

### ***About HealthInsight***

*HealthInsight is a private, non-profit, community-based organization dedicated to improving health and health care that is composed of locally governed organizations in three western states: Nevada, New Mexico and Utah. The HealthInsight enterprise holds contracts, grants and accreditation in key areas of healthcare improvement. This work includes an Agency for Healthcare Quality and Research Chartered Value Exchange (Nevada, Utah); Medicare Quality Improvement Organization (Nevada, New Mexico, Utah); Robert Wood Johnson Foundation Aligning Forces for Quality (New Mexico); Office for the National Coordinator (ONC) Beacon Community (Utah); Medicaid External Quality Review Organization (New Mexico); Health Information Technology Regional Extension Center (Utah, Nevada; New Mexico subcontractor); a Community Health Information Exchange (Nevada); Prescription Improvement Coalition (New Mexico); Utah HealthScape (Utah); and URAC accreditation (Nevada).*

*HealthInsight is a recognized leader in quality improvement; transparency and public reporting; health information technology programs; healthcare system delivery and payment reform efforts; and human factors science research and application. Visit our website at [www.healthinsight.org](http://www.healthinsight.org).*

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