



# **Choosing Wisely: From an Idea to an International Movement**

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I've always done this

The patient wants it


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New tests are good

I don't want to get sued


Better to do something than do nothing

Referring doctor wants it

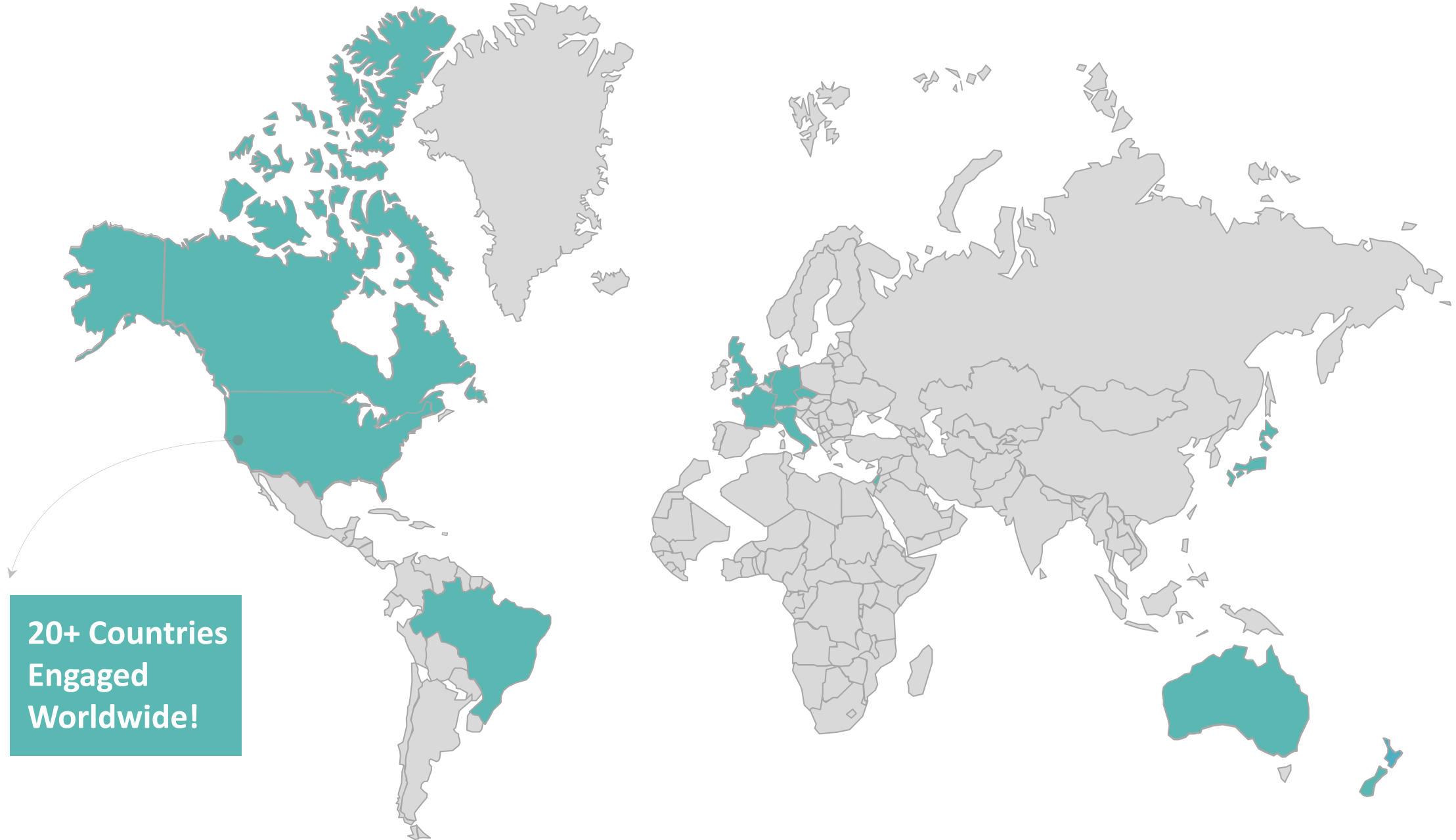


**Choosing Wisely** is a campaign to help clinicians and patients engage in conversations about unnecessary tests and treatments and make smart and effective choices to ensure high-quality care.

# Choosing Wisely Principles

1. Clinician-led
  2. Emphasize quality of care and harm prevention
  3. Patient-focused
  4. Evidence-based
  5. Multi-professional
  6. Transparent
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# Choosing Wisely Around the World





**What has led to Choosing Wisely spreading?**