MINUTES

MMA CHOOSING WISELY ADVISORY COMMITTEE
THURSDAY, JUNE 27, 2013, 6:00-8:00 PM
MINNESOTA MEDICAL ASSOCIATION JOHN MURPHY CONFERENCE ROOM
1300 GODWARD STREET NE, SUITE 2500
MINNEAPOLIS, MN 55413

Members Present
Thomas Kottke, MD, Chair
Julie Anderson, MD
Greg Barsness, MD (via phone)
Grant Cravens, MD
Lisa Mattson, MD
Marilyn Peitso, (via phone)
Bjorn Westgard, MD (via phone)

Members Absent
Elizabeth Fracica, Medical Student Section

Staff Present
Dan Hauser
Janet Silversmith

I. Welcome & Introductions
The first meeting of the MMA Choosing Wisely® Advisory committee was called to order at 6:10 pm by Thomas Kottke, MD, Chair. Committee members and staff introduced themselves.

II. Project Summary, Goals and Timeline
Janet Silversmith, MMA Director of Health Policy and Choosing Wisely Project Director, provided an overview of the MMA project, which includes a variety of communication strategies to raise physician awareness about the project, targeted physician outreach and education about the project, recruitment of physician clinics interested in implementing recommendations, and communication skills training in partnership with the Guthrie Theater.

Janet also informed the group of related work occurring in Minnesota through a separate ABIM Foundation–funded effort led by ICSI and the Minnesota Health Action Group (MHAG), an employer coalition.

During discussion several committee members noted that there are not only patient drivers of unnecessary care but physician drivers as well. There was broad support that the opportunity associated with this project to create a community-wide approach to conversations about unnecessary care would be extremely valuable.
III. **Baseline Physician Awareness Survey**
Committee members reviewed the draft physician awareness survey and offered support for the content and direction. Some modifications and additions were suggested, including issues related to access to patients’ medical history and personal relationship/familiarly with patients as forces driving unnecessary care.

IV. **Communications Plan**
Dan Hauser, MMA Sr. Manager of Media Relations & Communications, reviewed the draft project communications plan and key messages. Several suggestions for strengthening messages were offered, including the idea that Choosing Wisely is a resource to help physicians. Other ideas included a focus on data as a way to garner physician attention, leveraging the professionalism obligation of physicians, and emphasizing that Choosing Wisely gives physicians a chance to take control – an opportunity to “be part of the solution.”

V. **Clinic Implementation**
Janet provided a brief update on MMA’s interest in identifying physician clinics interested in implementing Choosing Wisely recommendations and related resources in their practices. More information about this effort will be forthcoming, but any committee members with ideas or interest were asked to contact Janet Silversmith.

VI. **Next Meeting and Adjourn**
The next meeting will be held sometime in September – a meeting notice will be distributed as soon as the date is confirmed.

There being no additional business, the meeting was adjourned at 7:40 pm.