



FOR IMMEDIATE RELEASE

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GDAHC partners with Consumer Reports to share the information patients, providers and employers need to make wise health care choices

Collaboration launches new microsite in effort to reduce unnecessary care

DETROIT (February 16, 2015) – Patient health outcomes are improved substantially and nearly 30 percent of health care cost in America may be reduced when consumers (patients) and providers have meaningful conversations about tests, procedures and treatment. The Greater Detroit Area Health Council (GDAHC) is part of the Choosing Wisely campaign, an initiative of the American Board of Internal Medicine Foundation (ABIM). Together with Consumer Reports, GDAHC has launched a website for consumers, providers and employers to access the information necessary to make educated health care choices.

“Choosing Wisely is transforming patient care and safety,” said **Kate Kohn-Parrott**, GDAHC president and CEO. “Patients frequently request needless tests and medications based on advertising, recommendations from family and friends, and other persuasive factors. Physicians often prescribe treatments due to a historic pattern of delivering that type of care or to meet patient expectations. The Consumer Health Choices microsite gives consumers, providers and employers the information they need to help ensure that the care delivered is appropriate and necessary.”

The ABIM and Consumer Reports recommend that both consumers and providers question the purpose and necessity of certain medical tests and procedures. The guidance for these questions is readily accessible now in a format that both helps influence provider decisions and encourages two-way dialogue between providers and patients. Health care consumers, insurers, providers – including physicians, clinics, and hospitals – and employers may simply visit www.consumerhealthchoices.org/detroit for fingertip access to Choosing Wisely.

BROADCAST MEDIA: GDAHC has a 30-second public service announcement on this topic available for your station. To receive a copy, contact Bryan Peckinpaugh at 313-965-4123 or bpeckinpaugh@gdahc.org.

ABOUT THE GREATER DETROIT AREA HEALTH COUNCIL

The Greater Detroit Area Health Council (GDAHC) is the premier health care coalition leveraging multi-sector and multi-stakeholder collaboration to develop and evaluate innovative ways to improve the health and wellbeing of people living in southeast Michigan. As a health care leader that is recognized nationally and regionally, GDAHC represents everyone who gets care, gives care and pays for care. Dedicated to the cost-effective allocation, management and use of health care resources, the organization seeks to develop strong, strategic partnerships that increase access to and improve the value and manage the cost of health care. Visit www.gdahc.org to learn more.

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