



# NORTHUMBERLAND HILLS HOSPITAL

## NEWS RELEASE – FOR IMMEDIATE RELEASE

More isn't always better –  
NHH supports *Choosing Wisely Canada* campaign

**NORTHUMBERLAND COUNTY, Wednesday, April 23rd, 2014** – Nine national medical organizations recently came together with the Canadian Medical Association to launch *Choosing Wisely Canada*, an awareness campaign developed to encourage more informed discussion and decision making between doctors and their patients.

Most health-related awareness campaigns promote medical interventions we *should* have. *Choosing Wisely Canada (CWC)*, however, is highlighting 40 tests, treatments and procedures that patients do *not* need in all circumstances.

Each of the following nine participating organizations submitted their top five lists of tests, treatments and procedures that evidence suggests both physicians and patients should question:

- Canadian Association of General Surgeons;
- Canadian Association of Radiologists;
- Canadian Cardiovascular Society;
- Canadian Geriatrics Society;
- Canadian Medical Association Forum on General and Family Practice Issues\*;
- Canadian Orthopaedic Association;
- Canadian Rheumatology Association;
- Canadian Society of Internal Medicine; and
- The College of Family Physicians of Canada.\*

*\*The CMA Forum on General and Family Practice Issues and the College of Family Physicians of Canada submitted a joint list.*

Combined and released April 2<sup>nd</sup> on [www.choosingwiselycanada.org](http://www.choosingwiselycanada.org) with a related media release [available here](#), the 40 interventions identified as unnecessary include:

- imaging for lower-back pain in the absence of certain “red flags” (Canadian Association of Radiologists);
- the routine use of “whole-body” diagnostic computed tomography (CT) scanning in patients with minor or single system trauma (Canadian Association of General Surgeons);
- annual electrocardiograms (ECGs) for low-risk patients without symptoms (Canadian Cardiovascular Society); and
- benzodiazepines or other sedative-hypnotics in older adults as first choice for insomnia, agitation or delirium (Canadian Geriatrics Society).

“CWC is about changing the culture that more is always better when it comes to medical tests and procedures,” said Dr. Wendy Levinson, the campaign’s founder. “The goal of this is about providing good care with the right patient getting the right test and treatment and avoiding unnecessary tests and procedures.”

Hospitals across Ontario have been encouraged by the participating organizations to support the goals of the campaign and proactively share the information with their communities. Following discussion and agreement at the April 2014 meeting of Northumberland Hills Hospital’s Medical Advisory Committee—a group made up of physician leaders for all programs and services in the local hospital—Northumberland Hills Hospital committed to doing just that.

“As physicians we have a responsibility to ensure that we are using the interventions available to us in the safest and most effective way possible,” said Dr. David Broderick, NHH’s Chief of Staff. “Sometimes this means not using the intervention at all. This is a great initiative. *Choosing Wisely Canada* will encourage patients and doctors to talk frankly about common tests, treatments and procedures so we can, together, make the best choice at the right time using evidence as our guide.”

For a full summary of the lists by all medical organizations, [click here](#). For more details on the campaign, visit the website: <http://www.choosingwiselycanada.org/>.

For more information or to schedule an interview please contact Jennifer Gillard, 905-377-7757 or [jgillard@nhh.ca](mailto:jgillard@nhh.ca).

**About NHH** – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, and obstetrical care. Post-acute specialty services (PASS) include restorative care, rehabilitation and palliative care. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs approximately 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East Local Health Integration Network. For more information, please visit [www.nhh.ca](http://www.nhh.ca) or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp).