



FOR IMMEDIATE RELEASE

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GDAH awarded \$315,000 grant to reduce overuse of medical tests and treatments in southeast Michigan ***GDAH partners with DMC PHO, Henry Ford Physician Network, Michigan State Medical Society and others in a Choosing Wisely initiative***

DETROIT (June 29, 2015) – The Greater Detroit Area Health Council (GDAH) announces that it was chosen by the American Board of Internal Medicine Foundation (ABIM) to lead one of seven initiatives that will focus on reducing the use of tests and treatments that national medical specialty societies participating in *Choosing Wisely* have said are overused.

The grant program, supported by the Robert Wood Johnson Foundation, will bring together health care organizations from across the country that have built strong multi-stakeholder alliances to focus on implementation of at least three *Choosing Wisely* recommendations. This includes reducing the use of antibiotics for viral infections by at least 20 percent during a nearly three-year period at participating health systems, hospitals and medical groups in the collaborative's region.

"The new *Choosing Wisely* grantees are undertaking a systematic effort to make a measurable difference on some of the most pervasive examples of waste or overuse in our nation's health care system," said **Richard Baron, MD**, president and CEO of the ABIM Foundation. "The diverse regional health care coalitions selected for these grants all include active clinician participation and leadership, continuing the campaign's emphasis on working with the health care community to put the *Choosing Wisely* recommendations into practice."

In its *Choosing Wisely* initiative, GDAH will collaborate with core partners Detroit Medical Center Physician Hospital Organization (DMC PHO), Henry Ford Physician Network and the Michigan State Medical Society, along with supporting partners Blue Care Network, Health Alliance Plan (HAP), Michigan Health and Hospital Association, and the UAW Retiree Medical Benefits Trust to reduce unnecessary care in southeast Michigan. GDAH and its partners will focus on decreasing the use of antibiotics for viral infections among adults, diagnostic testing for low back pain, and screening for Vitamin D deficiencies.

"The purpose behind *Choosing Wisely* and ABIM Foundation's goal to align with health collaboratives to reduce the overuse of unnecessary health care services is a direct correlation to GDAH's reinvigorated mission," said **Kate Kohn-Parrott**, president and CEO of GDAH. "Ultimately our goal – as GDAH and a community – is to improve the quality of health care and reduce the cost, which equates to eliminating unnecessary care. We are thrilled to be chosen as one of seven collaboratives and honored to have several partners who are committed to reaching and exceeding the outcomes."

GDAH has supported the *Choosing Wisely* campaign in the past by training volunteers to deliver presentations to health care consumers regarding the questions to ask physicians about their care. In February, GDAH launched a microsite (consumerhealthchoices.org/Detroit) with resources available to health care providers, consumers, health plans and employers created by Consumer Reports and the ABIM Foundation.

The seven *Choosing Wisely* initiatives will each receive a grant of \$315,000 during a three-year period. In addition to GDAH, the collaboratives include the Integrated Healthcare Association in California, Maine Quality Counts, North Carolina Healthcare Quality Alliance, the UCLA Department of Medicine, the Washington Health Alliance, and the Wisconsin Collaborative for Healthcare Quality.

Visit GDahc.org to learn more about *Choosing Wisely* and other initiatives it leads.



GREATER DETROIT AREA HEALTH COUNCIL

NEWS RELEASE

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ABOUT THE GREATER DETROIT AREA HEALTH COUNCIL

The Greater Detroit Area Health Council (GDAHC) is southeast Michigan's premier health care collaborative. It leverages multi-sector and multi-stakeholder collaboration to develop and evaluate innovative ways to improve the health and wellbeing of people living and working in southeast Michigan. As a health care leader for more than 70 years – 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 non-profit collaborative seeks to develop strong, strategic partnerships that increase access to care, improve the value, and manage the cost of health. Visit www.gdahc.org to learn more.

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