



Choosing Wisely:
Bridging the gap from theory to practice
Hands on experience about data & patient empowerment



EVENT ORGANISED BY



Friday, 15th September 2017

Lugano, Hotel De La Paix
Viale Giuseppe Cattori 18

SESSION2 measuring and monitoring

(Moderators: Fabrizio Barazzoni and Yvonne Willems Cavalli)

13h20	Measuring the impact of Choosing Wisely: an international perspective (Wendy Levinson)
13h50	Q&A
13h55	Evaluation of lacunes in evidence: the third pillar of The Netherlands Choosing Wisely (Wilco C. Peul)
14h15	Q&A
14h20	If you want to go far, go together: cooperation of specialty societies in the "Gemeinsam Klug Entscheiden" - initiative (David Klempner)
14h40	Q&A
14h45	How to reduce polypharmacy in the multimorbid elderly? (Nicolas Rodondi)
15h05	Q&A
15h10	Overuse of tests and treatments in Italy: physicians' and citizens' opinions and first data from the campaign "Doing more does not mean doing better - Choosing Wisely Italy" (Sandra Vernero)
15h30	Q&A
15h35	Coffee break
16h00	What we have learnt from transparency: brief overview on EOC project results (Angela Greco, Alessandro Ceschi, Mauro Giuliani, Luca Gabutti)
17h00	Q&A
17h05	Presentations of two posters and "Best Poster" award ceremony
17h30	Wrap-up and final considerations (Jean-Michel Gaspoz)

SYMPOSIUM CLOSING

17h40

SYMPOSIUM OPENING

09h30	Registration and Breakfast
10h00	Opening remarks by event planners (Giorgio Pellanda)
10h05	Welcome from the President of Choosing Wisely International (Wendy Levinson)

SESSION1 shared decision making

(Moderators: Gianfranco Domenighetti and Luca Gabutti)

10h10	Helping patients to make risk literate decisions about screening (Mirjam Jenny)
10h30	Q&A
10h35	Helping patients choose wisely (Beccah Rothschild)
10h55	Q&A
11h00	Choosing wisely together - The need for honesty (Paul Myres)
11h20	Q&A
11h25	Implementing communication material to promote shared decision making in colorectal cancer screening in primary care - The Swiss experience (Reto Auer)
11h45	Q&A
11h50	Poster session
12h00	Lunch break

SPEAKERSandMODERATORS

Reto Auer, MD, MAS, Assistant Professor, Head of Research, Institute of Primary Health Care (BIHAM), University of Bern, and Adjunct physician, Department of Ambulatory Care and Community Medicine, University of Lausanne, Switzerland

Fabrizio Barazzoni, MD, MPH, FMH Prevention and Public Health, Chief Medical Officer and Head of Academic Education, Research and Innovation Area, EOC, Switzerland

Alessandro Ceschi, MD, PD, FEAPCCT, Medical and Scientific Director, Institute of Pharmacological Sciences of Southern Switzerland, EOC, and Consultant, Department of Clinical Pharmacology and Toxicology, University Hospital Zurich, Switzerland

Gianfranco Domenighetti, PhD, former professor at the Universities of Lausanne and Lugano, Switzerland

Luca Gabutti, MD, Professor and Chief Physician of Medicine and Nephrology, Ospedale Regionale di Bellinzona e Valli and Head of EOC Internal Medicine Department; Scientific Director of the campaign Choosing Wisely EOC, Switzerland

Jean-Michel Gaspoz, MD, Professor and Physician-in-chief, Division of Primary Care Medicine; Chairman, Department of community medicine, primary care and emergency medicine, Geneva University Hospitals; Co-President, Swiss Society of General Internal Medicine, Geneva, Switzerland

Mauro Giuliani, MD, Specialist in Visceral Surgery, Vice Head Physician, Surgical Ward, Ospedale Regionale di Locarno, Switzerland

Angela Greco, MS, Head of Quality and Patient Safety Service, Ospedale Regionale di Locarno, and EOC Internal Medicine Department; coordinator of the campaign Choosing Wisely EOC, Switzerland

Mirjam Jenny, PhD, Head Research Scientist, Harding Center for Risk Literacy, Max Planck Institute for Human Development, Berlin, Germany

David Klempner, MD, Professor of Social Medicine and Public Health, University of Applied Sciences, Regensburg, Germany

Wendy Levinson, MD OC, Professor of Medicine, University of Toronto, and Chair Choosing Wisely Canada

Paul Myres, MMed Sci FRCP, Chair Academy of Medical Royal Colleges Wales, Programme Lead Choosing Wisely Wales

Giorgio Pellanda, PhD, Chief Executive Officer, EOC, Switzerland

Wilco C. Peul, MD, PhD, MBA, Professor & Chair Neurosurgery, Leiden University, Department of Neurosurgery The Hague & Leiden, Holland

Nicolas Rodondi, MD, Professor and Head of Ambulatory Care, Department of General Internal Medicine, Inselspital, University Hospital of Bern, Switzerland

Beccah Rothschild, MPA, Senior Outreach Leader for Choosing Wisely campaign at Consumer Reports, San Francisco, United States of America

Sandra Vernero, MD, Founding Member and Vice-president of Italy's Slow Medicine, Coordinator of the campaign "Doing more does not mean doing better" - Choosing Wisely Italy

Yvonne Willems Cavalli, MSc, Member of the Board of Directors of the Swiss Nurse Leaders and Head of Nursing Department, EOC, Switzerland

Speakers and moderators will present in their mother tongue. **Simultaneous translation** will be provided in Italian, French, German and English.

The conference is being approved for **Swiss credits** for physicians and pharmacists.

As **seats are limited**, application will be treated on a first come first served basis, therefore we strongly recommend early registration.