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An Italian proposal: “Scegliamo con cura” a proper communication as a resource for both patients and family physicians

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Background and Aim: In 2012, the American Board of Internal Medicine and Consumer Report launched the “Choosing Wisely” campaign with the aim to avoid unnecessary medical tests, treatments and procedures. In Italy the movement Slow Medicine, in the end of 2012, launched a similar campaign titled “DOING MORE DOES NOT MEAN DOING BETTER”. The Italian Society of General Practice (SIMG, Torino) identified five procedures that were overused in their contest also if did not provide meaningful benefit (see www.slowmedicine.it). In 2014 SIMG Torino, Slow Medicine and Change (Communication and Counseling group) set up a program titled "Scegliamo con cura".

Method: The program provided:

- 1) Educational events for clinicians with the aim to discuss the practices and develop communication skills
- 2) Meeting with press and population
- 3) Production of patient-friendly materials
- 4) Prospective evaluation of effectiveness monitoring drug and diagnostic examination prescription in selected cohorts of patients and doctors.

Results: In 2015, we performed three educational events for family doctors, two press conferences and four presentations in different meetings open to doctors and/or patients. We projected and printed patient-friendly materials that are disseminated through the health center of clinicians involved.

Besides, with the help of psychologists, we created a focus group of patients to discuss about healthcare and drugs

Conclusion: At the end of the first year we can say that the impact was positive both for clinicians and patients. Public health services was concerned too and they were interested to spread the project.

Our next challenges will be the evaluation of the efficacy and effectiveness of the project and improving doctor-patient relationship to sustain such a cultural change.