



Choosing Wisely[®]

An initiative of the ABIM Foundation

Conhecimento

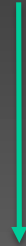
Sabedoria

Crença

Certeza

Determinismo

Anti-economia



Conduas de baixo valor

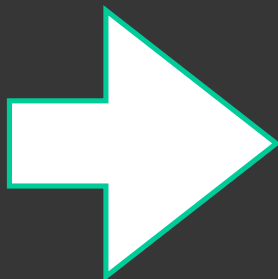


Crença

Certeza

Determinismo

Anti-economia



Ceticismo

Incerteza

Probabilismo

Economia



Baixo Valor



Alto Valor

Crença



Segurança Perceptível

Franz Porzsolt et al

*“confiança é um sentimento
”*

...

“confiança por coerência ...”

Aversão à Incerteza



RESEARCH

General health checks in adults for reducing morbidity and mortality from disease: Cochrane systematic review and meta-analysis



OPEN ACCESS

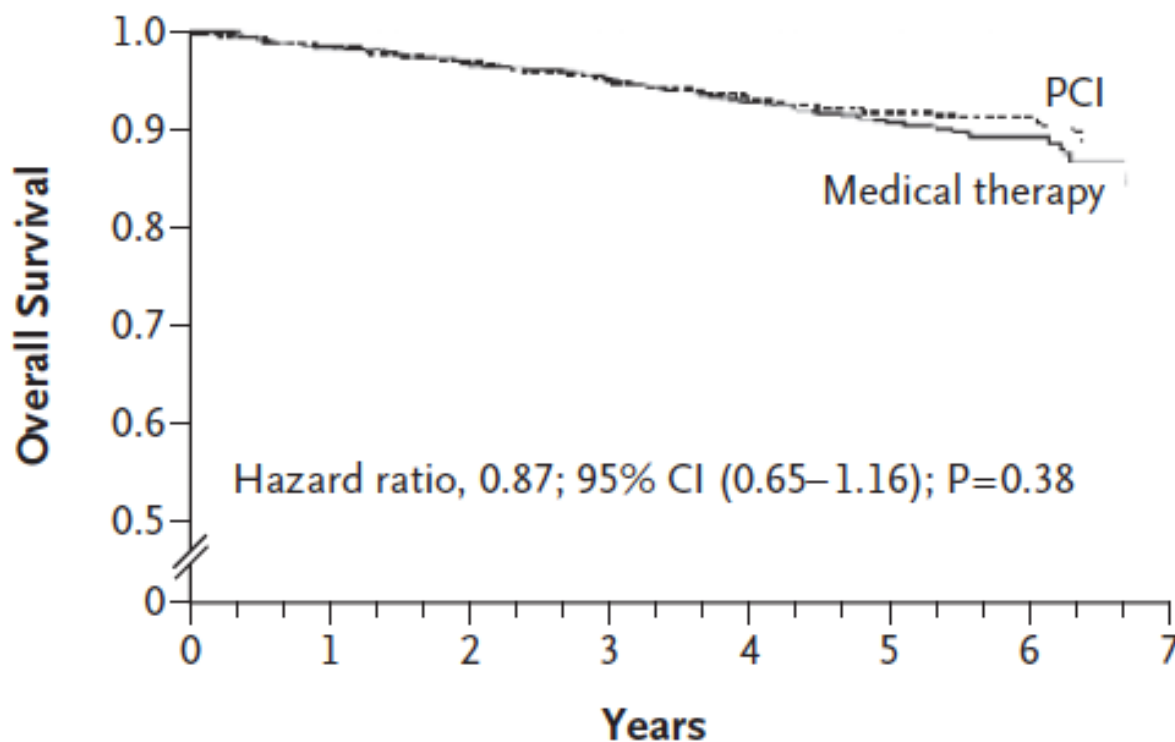
Lasse T Krogsbøll *doctor*, Karsten Juhl Jørgensen *doctor*, Christian Grønhøj Larsen *doctor*, Peter C Gøtzsche *professor, director*

Nordic Cochrane Centre, Rigshospitalet, Blegdamsvej 9, 2100 Copenhagen, Denmark



Optimal Medical Therapy with or without PCI for Stable Coronary Disease

B



No. at Risk

Medical therapy	1138	1073	1029	917	717	468	302	38
PCI	1149	1094	1051	929	733	488	312	44

RESEARCH ARTICLE

Open Access



Screening for asymptomatic coronary artery disease in patients with diabetes mellitus: A systematic review and meta-analysis of randomized trials

Christophe Bauters^{1,2,3,4*} and Gilles Lemesle^{1,3,4}

Overdiagnosis



Pensamento Anti- probabilístico

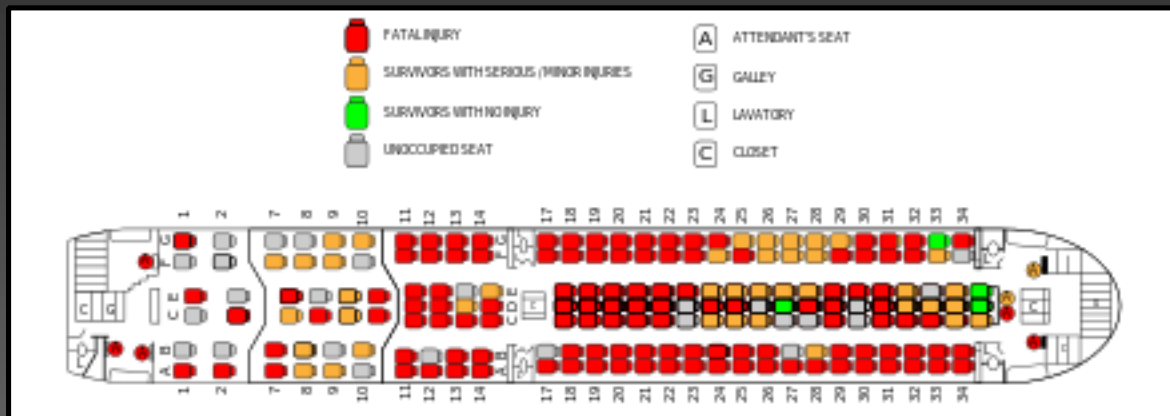


Hawaii, 2014



Probabilidad
e

Fight 691



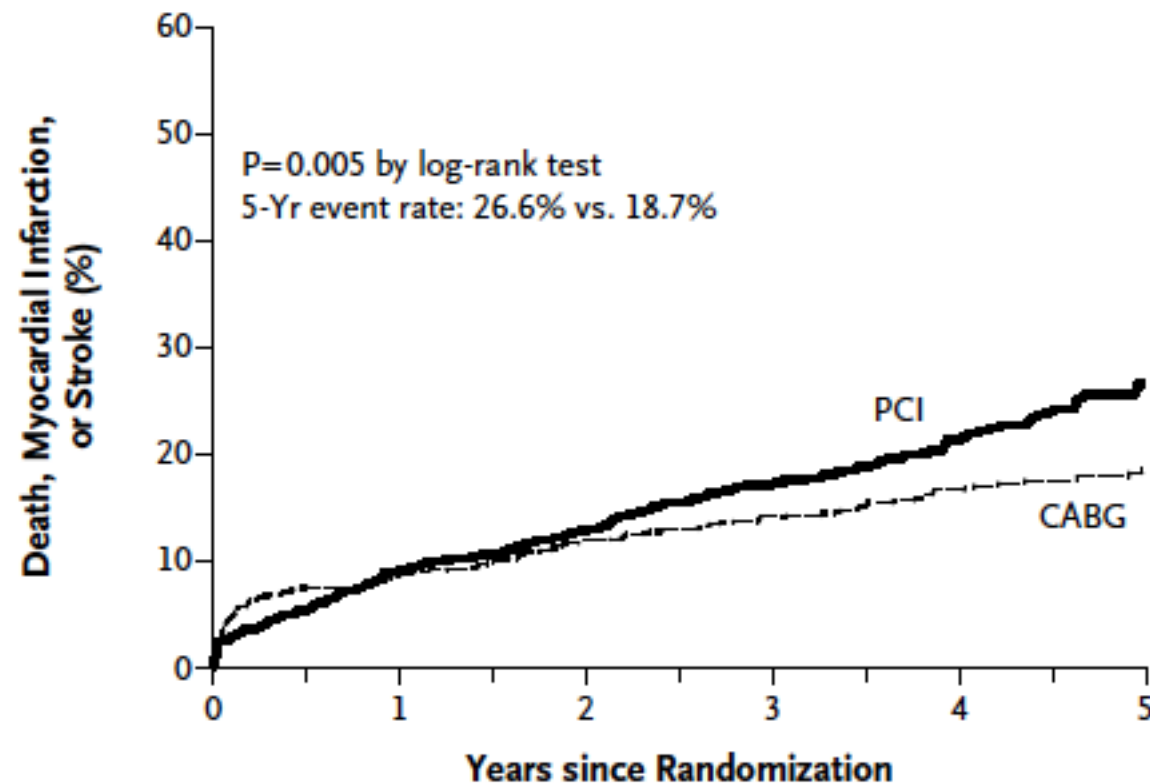
1996



*Condutas comprovadamente benéficas
são raramente benéficas*

Strategies for Multivessel Revascularization in Patients with Diabetes

A Primary Outcome



No. at Risk

PCI	953	848	788	625	416	219
CABG	947	814	758	613	422	221



1849-1919

“Medicine is a science of uncertainty
and an art of probability.”

William Osler

Pensamento Anti- econômico

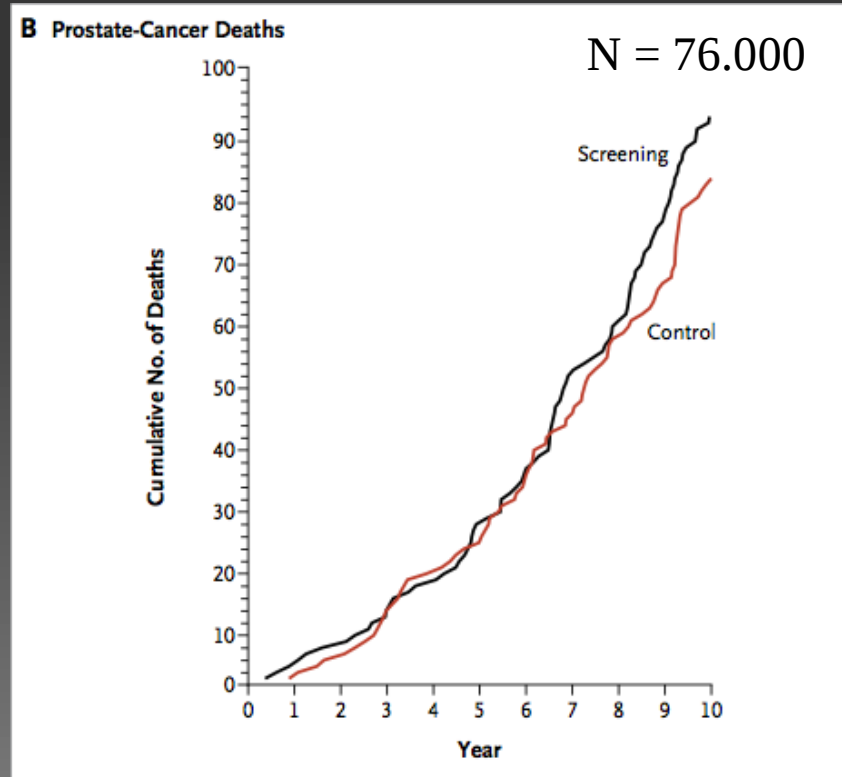


NOVEMBRO AZUL

Apoiamos essa causa

ORIGINAL ARTICLE

Mortality Results from a Randomized Prostate-Cancer Screening Trial



Consequências não Intencionais

- A cada 1.000 pacientes rastreados
 - 120 biópsias desnecessárias
 - 100 tratamentos desnecessários
 - 29 pacientes impotentes
 - 18 pacientes incontinentes

"For the greatest benefit to mankind"
Alfred Nobel



The Royal Swedish Academy of Sciences has decided to award the

2017 SVERIGES RIKSBANK PRIZE IN ECONOMIC SCIENCES IN MEMORY OF ALFRED NOBEL

to:

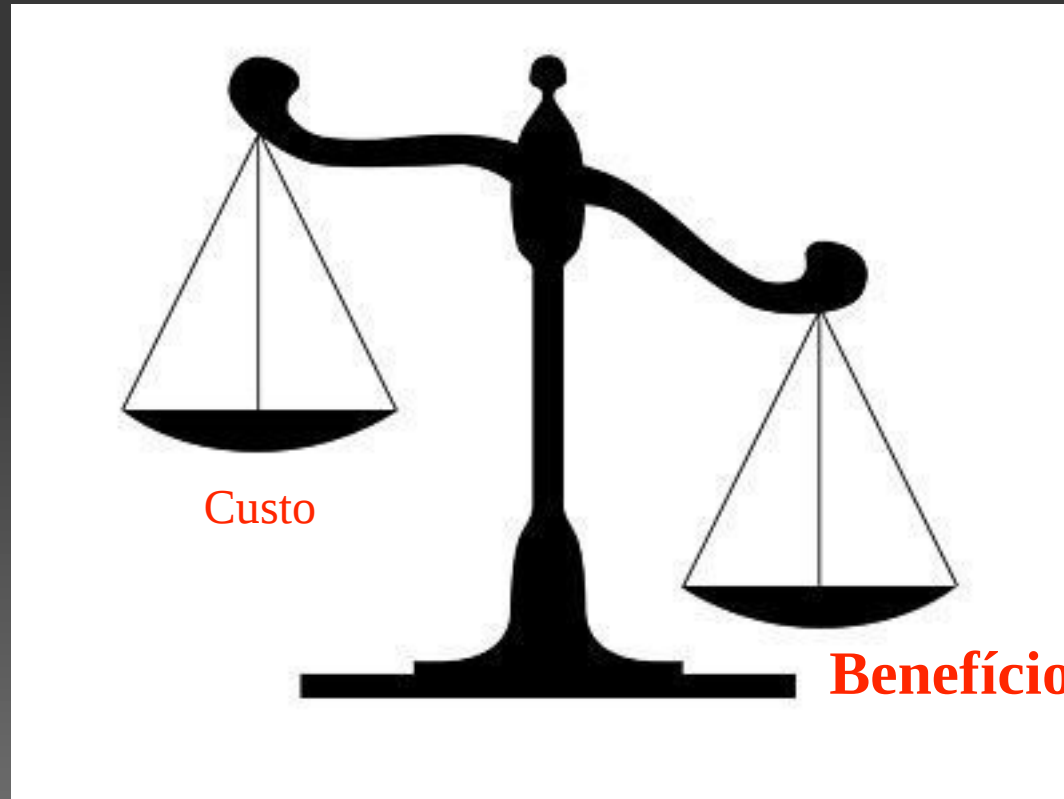


Richard H. Thaler

"for his contributions to behavioural economics"

Illustrations: Niklas Elmehed, Nobel Prize Medal: © The Nobel Foundation, Photo: Lovisa Engblom.

Pensamento Anti-econômico



JAMA Internal Medicine | Review | LESS IS MORE

Clinicians' Expectations of the Benefits and Harms of Treatments, Screening, and Tests

A Systematic Review

Tammy C. Hoffmann, PhD; Chris Del Mar, MD, FRACGP

CONCLUSIONS AND RELEVANCE Clinicians rarely had accurate expectations of benefits or harms, with inaccuracies in both directions. However, clinicians more often underestimated rather than overestimated harms and overestimated rather than underestimated benefits. Inaccurate perceptions about the benefits and harms of interventions are likely to result in suboptimal clinical management choices.

*Por que somos anti-econômicos
?*

Behavioral Economics





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Mudança comportamental

O que Choosing Wisely não é ...

- Não é um guideline
- Não é um programa
- Não tem ação regulatória
- Não é uma sociedade
- Não é iniciativa pública ou organizacional
- Não visa redução de custo monetário

Choosing Wisely

- **Conversa**
 - entre profissionais de saúde
 - de profissionais com sociedade
- Baseado em evidências
- Profissionalismo



An initiative of the ABIM Foundation

American College of Cardiology



AMERICAN
COLLEGE of
CARDIOLOGY

Five Things Physicians and Patients Should Question

2

Don't perform annual stress cardiac imaging or advanced non-invasive imaging as part of routine follow-up in asymptomatic patients.

Performing stress cardiac imaging or advanced non-invasive imaging in patients without symptoms on a serial or scheduled pattern (e.g., every one to two years or at a heart procedure anniversary) rarely results in any meaningful change in patient management. This practice may, in fact, lead to unnecessary invasive procedures and excess radiation exposure without any proven impact on patients' outcomes. An exception to this rule would be for patients more than five years after a bypass operation.

American Board of Internal Medicine

13

Don't routinely screen for prostate cancer using a prostate-specific antigen (PSA) test or digital rectal exam.

There is convincing evidence that PSA-based screening leads to substantial over-diagnosis of prostate tumors. Many tumors will not harm patients, while the risks of treatment are significant. Physicians should not offer or order PSA screening unless they are prepared to engage in shared decision making that enables an informed choice by patients.

CHOOSING WISELY INTERNATIONAL





colunistas

cláudia collucci



É repórter especial da **Folha**, especializada em saúde. Autora de "Quero ser mãe" e "Por que a gravidez não vem?" e coautora de 'Experimentos e Experimentações'. Escreve às terças.

PUBLICIDADE

sigafolha

Stents desnecessários só beneficiam indústria e quem dela ganha comissões

03/05/2016 © 02h00

EM COLUNISTAS

+ LIDAS	+ COMENTADAS	+ ENVIADAS	ÚLTIMAS
1	Mônica Bergamo: José Eduardo Cardozo vai voltar à Prefeitura de SP após impeachment		

Há impacto comportamental?

Nudges

- Psicológico: compensação
- Social: mudança cultural
- Sistêmico: incentivos

*Mederi: “escolher o melhor
caminho”*

Transgressão é evolução, tradição é estagnação.

Nilton Bonder, em “A Alma Imoral”