Launched in 2012 by the ABIM Foundation and Consumer Reports, Choosing Wisely is a leading effort to encourage conversations aimed at reducing unnecessary tests and treatments in health care. Here are some key metrics from the campaign:

- **200,000 Impressions**
- **19,288 Tweets**
- **9,523 Participants (not unique)**

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- **298,442 webinars**
- **24,081 newsletter articles**
- **145,360 newsletter articles**
- **11,147 websites**
- **10,872 patients**
- **8,523 partners**

The campaign has engaged with over 145,000 partners and has reached millions of consumers through various channels. The campaign's goal is to empower patients and clinicians to make informed decisions about medical care.

**Physicians’ Perceptions of Choosing Wisely and Drivers of Overuse**

Carrie H. Colla, PhD; Elizabeth A. Kinsella, BA; Nancy E. Morden, MD, MPH; David J. Meyers, MPH; Meredith B. Rosenthal, PhD; and Thomas D. Sequist, MD, MPH

*2016 Update on Medical Overuse: A Systematic Review*

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75.1% of primary care physicians reported they agreed or somewhat agreed that Choosing Wisely empowered them to reduce use of unnecessary tests, and 64.4% of medical specialists and 54% of surgical specialists.

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