



Avoidable Imaging Learning Collaborative:

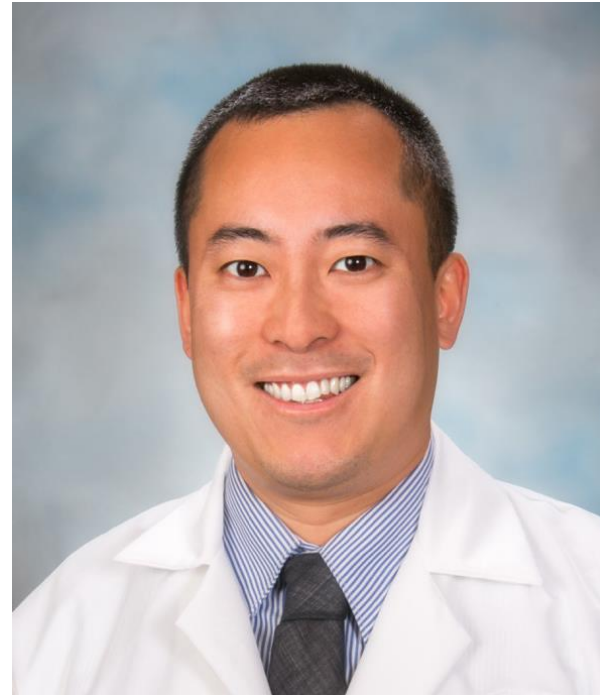
Words that work: How to communicate to patients about diagnostic imaging

CT Utilization: Speaking With Radiologists

Presenters



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Words that work: How to communicate to patients about diagnostic imaging

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Illustrations

- 35yo M presents to primary care clinic with history of low back pain for 2 weeks, requesting MRI of spine
- Mother presents with 6-year son who fell in the school playground and hit his head on the pavement – nurse advised going to ED to get a CT scan

What are your choices?

- Give in to your patient's request
- Take a hard line with your patient
- Negotiate some sort of compromise
- Any other options?

What are patients' concerns

- Fear and anxiety about a worst-case scenario
- Prompts from within the medical system (and from elsewhere)
- Sunk-cost theory of healthcare
- Desire for concern to be taken seriously

Validation

Reassurance



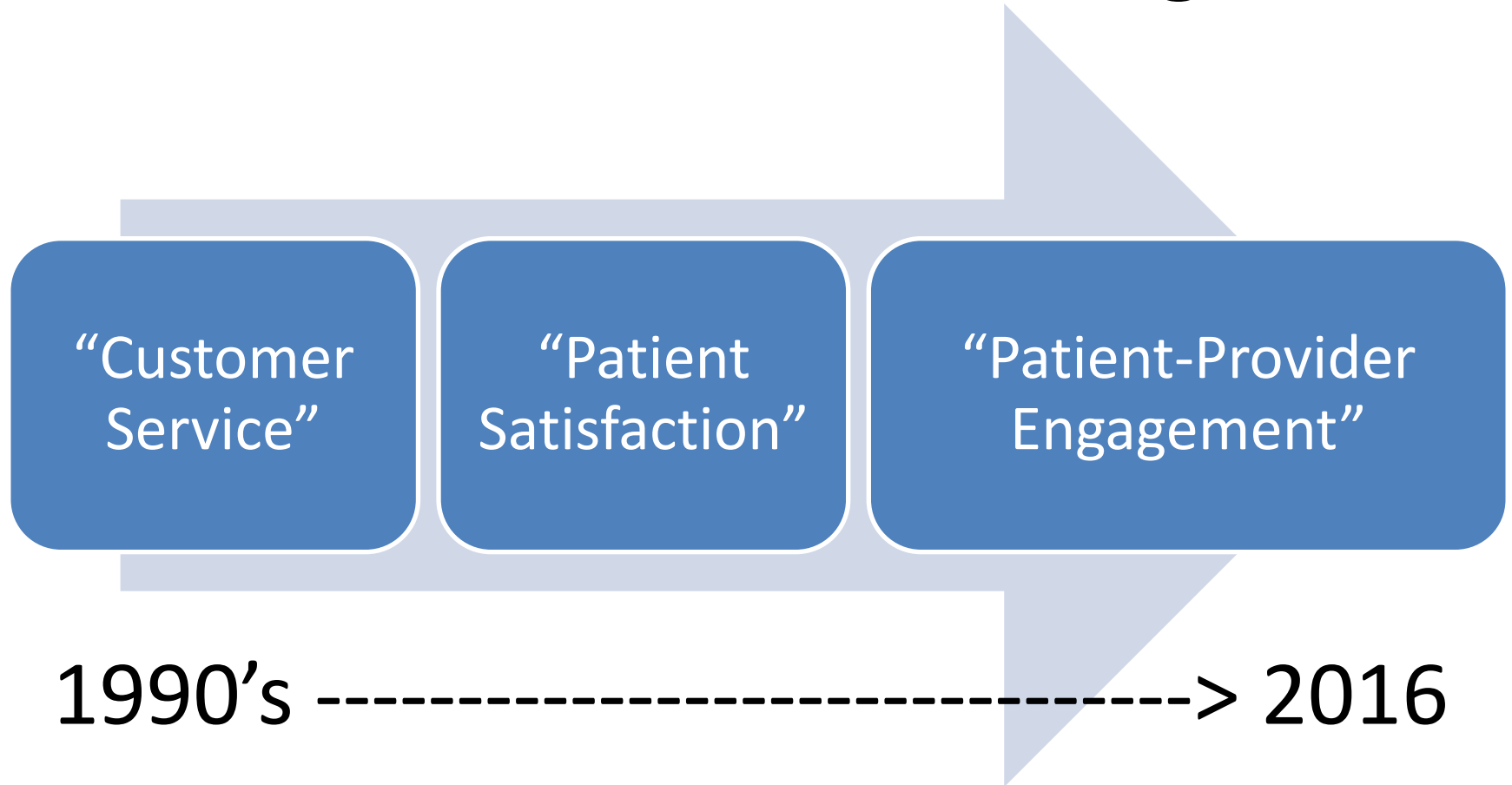
Key words to try using

- “Tell me more about your concern ...”
- “I’m very reassured that ...”
- “In my experience, ...”
- “I’d like to spare you from having to ...”
- “Here’s what I propose we do ...”
- “Does this sound reasonable to you?”

Some words to avoid

- “Not indicated” / “Not appropriate”
- “Your symptoms don’t meet our criteria for getting an MRI ...”
- “I don’t know why they thought you needed a CT scan in the first place ...”
- “I can order an MRI, but it’s going to be a long wait, and you may end up having to pay out of pocket...”

An evolution in thinking ...



CT UTILIZATION: SPEAKING WITH RADIOLOGIST

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AGENDA

Background

Project Overview

Speaking With Radiologists

Summary

Questions

CASE STUDY

Management Fellow Charged with Influencing Provider Practice
Behavior and Decreasing Variation

PROJECT OVERVIEW

EM Physicians Discussion

Radiology Department Discussion

Data Collection

Intervention

Data Collection #2

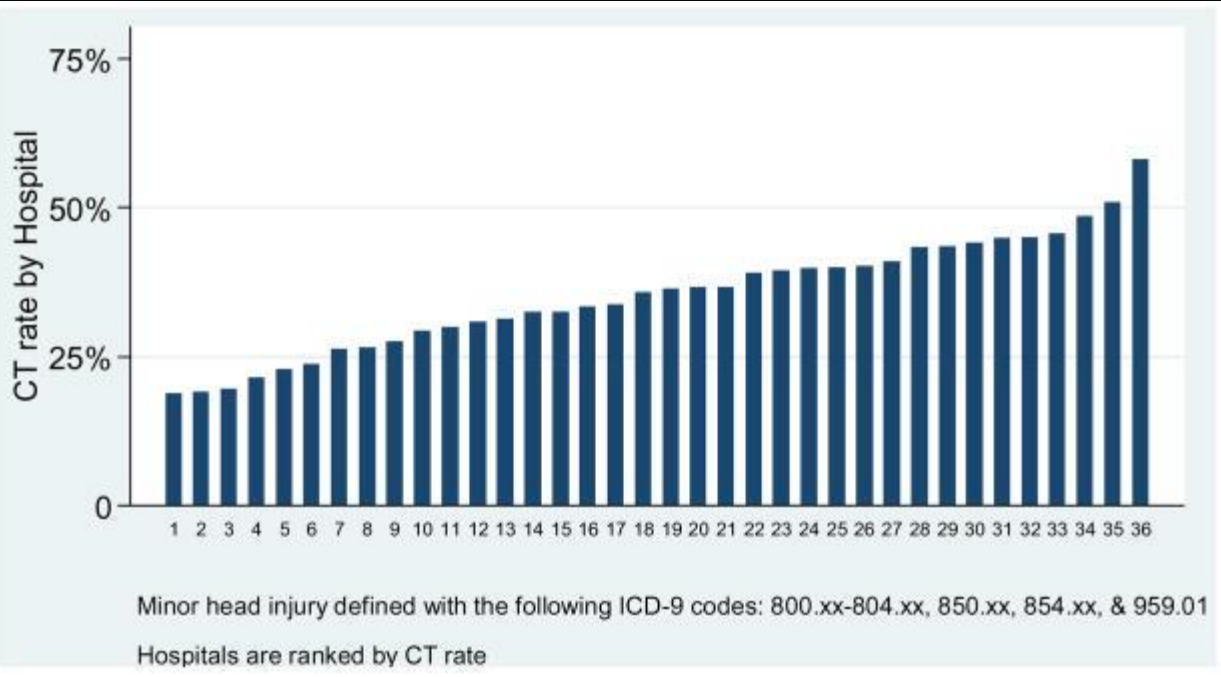
RESULTS

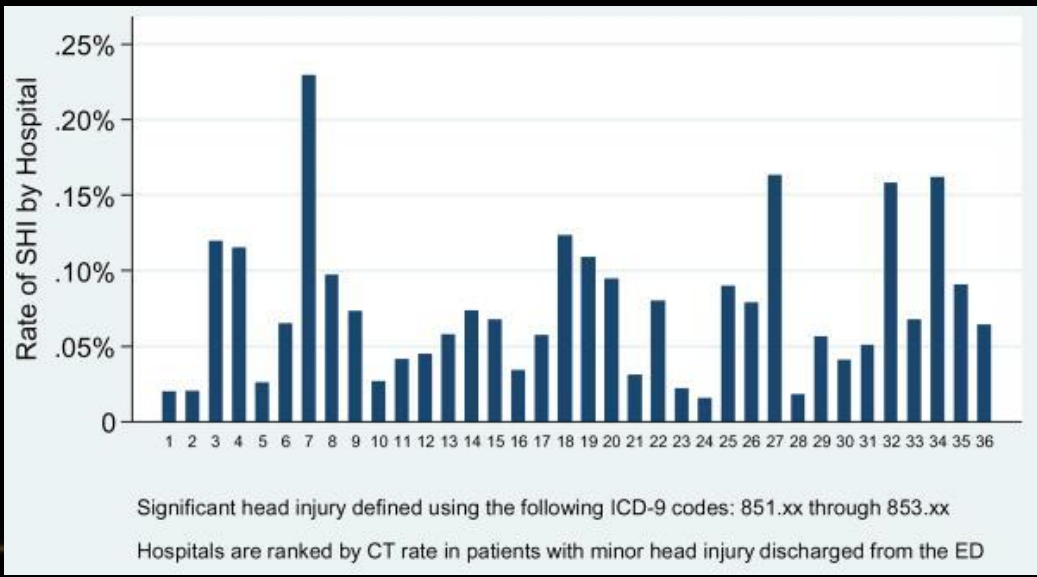
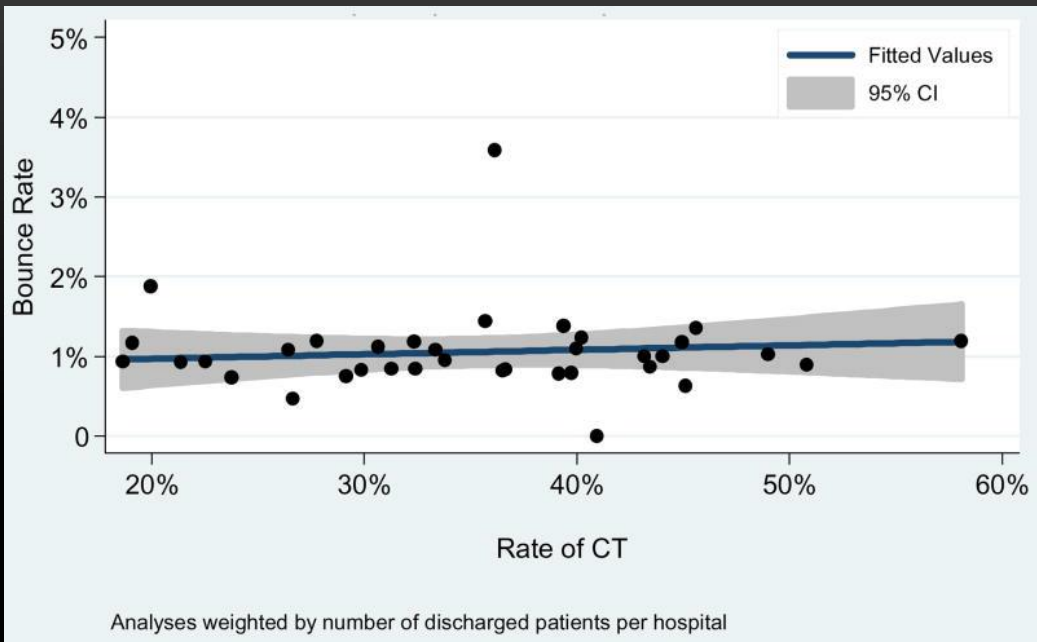
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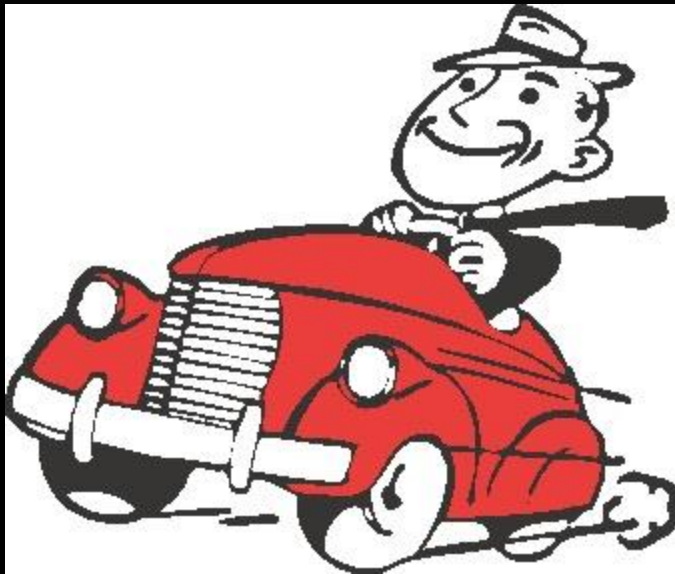
RESULTS

Variation > CT Utilization



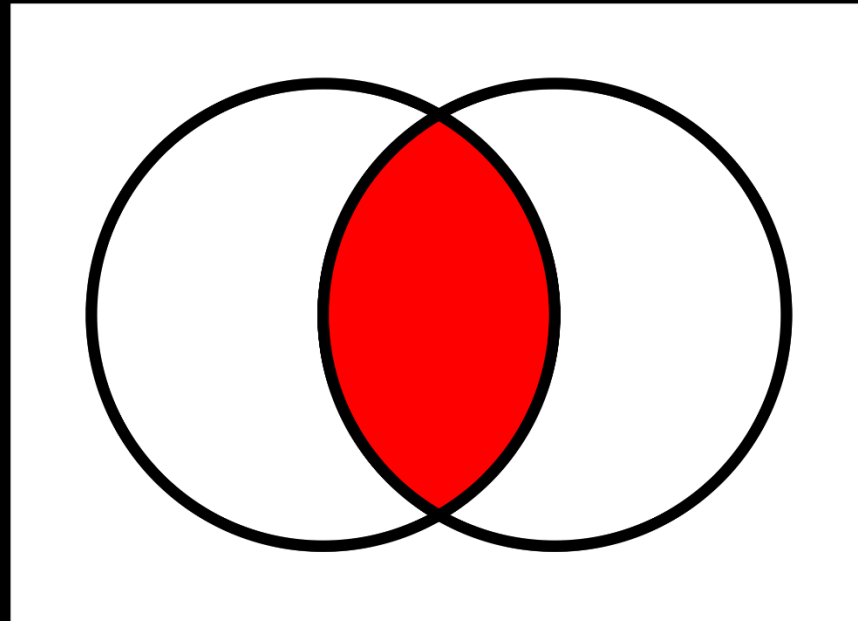


WHAT DRIVES THE RADIOLOGIST?



- Drivers:
 - Group Finances
 - Hospital Finances
 - Radiation
 - Benefit/Risk
 - Technology

FOCUS ON THE COMMON GROUND:QUALITY



CHALLENGES

Ultrasound Technology

Evidence Disagreement

Tradition

Pediatric Patients

Autonomy

TAKE HOME POINTS

Variation > CT Utilization

Focus on Common Ground

Test of Change on Disagreements

QUESTIONS

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Avoidable Imaging Webinar:
Thursday, October 27th
1:00pm-2:00pm EST

ACEP E-QUAL Network Resources and More
Information:

www.acep.org/equal

Contact Nalani Tarrant (Project Manager):
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