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1971

The greatest untapped resource in healthcare...

3 Rules:

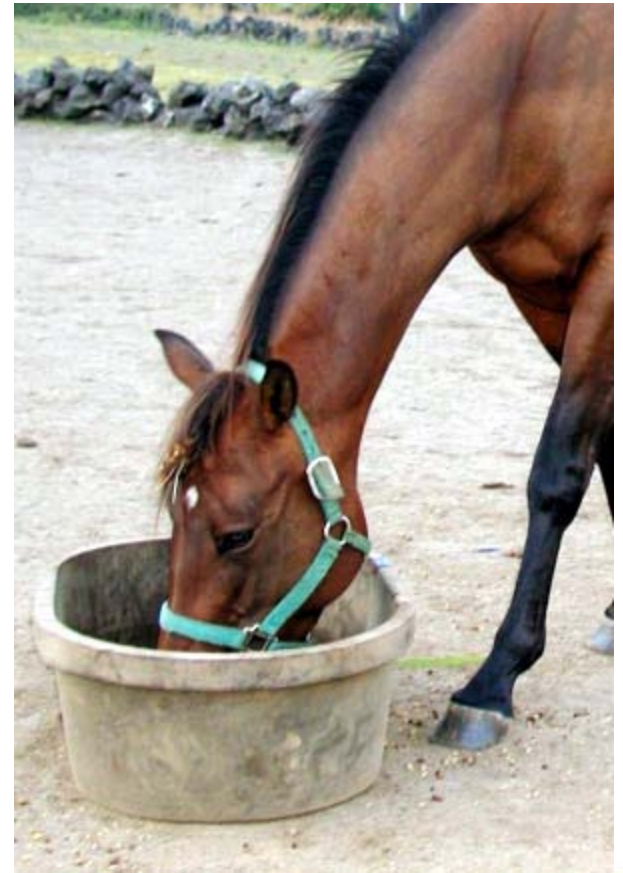
Help people do as much for themselves as they can.

Help people ask for the care they need.

Help people say “no” to care that’s not right for them.



You can lead a horse to water....





Two reasons people reject evidence:

1. Don't see a need
2. Doubt validity

You can lead a man to info.....

Solution:

1. Getting good, trusted evidence to the right person at the right time.
2. Create a thirst for the evidence.



Two Policy Changes:

1. **Meaningful Use** (investment; 86 trials, 24% reduction)
2. **Informed Choice** (liability safe harbor)



No decision about me without me

No decision about me:

- **with me left in the dark
about my risks and my options**
- **with my doctors not knowing
what is important to me**
- **without my informed and
values-based choice**

The greatest untapped resource in healthcare is the patient!



Most Patients:

- don't want care unless it will help them---but
- don't like to take risks--but
- are willing to do far more for themselves--but

You can't make a person drink in evidence...



Thank you
[healthwise.org](https://www.healthwise.org)