



CHOOSING WISELY IN THE PRACTICE OF STOMATHERAPY

CHOOSING WISELY NA PRÁTICA DA ESTOMATERAPIA

CHOOSING WISELY EN LA PRÁCTICA DE ESTOMATERAPIA

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Choosing Wisely International is a multinational initiative for choosing health interventions, aiming to minimize excessive and unnecessary conduct. Consequently, it contributes to improving quality, safety and equity in health¹.

The text “*Medicine’s Ethical Responsibility for Health Care Reform: The Top Five List*” by Howard Brody was published², addressing the five diagnostic or therapeutic procedures intended to reduce costs and avoid waste. So, in 2012, the American Board of Internal Medicine Foundation in the United States started the Choosing Wisely campaign. Today the campaign officially expanded to several countries, including Brazil, and received the name Choosing Wisely International.

Choosing Wisely is an arm of this multinational campaign in Brazil, duly recognized by Choosing Wisely International in a local partnership with the Bahiana School of Medicine and Public Health. Thus, a regional coordination formed by qualified professionals acts as a facilitator in elaborating lists of recommendations that avoid unnecessary and potentially harmful practices in interventions for specific health problems to minimize waste.


Recommendations based on the Choosing Wisely principles are safe sources for decision-making. These principles are based on evidence and must be elaborated by health professionals with a client/patient-centric view and focus on equity, quality and safety, with complete transparency in the proposed recommendations.


In the routine of health care, we are faced with the use of unknown therapies as to their effectiveness or proven ineffective, safe or not, in addition to the performance of many diagnostic and prognostic tests in futile situations, leading to problems of overdiagnosis and unnecessary treatments.

Some factors are pointed out as a cause of waste in health care, such as the concern to meet the patient’s or family’s expectations; the difficulty of recovering previous test results in the health system, leading to unnecessary repetitions; the excess of medicalization



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induced mainly by the fragmented demand for different specialties; ignorance of new technologies or evidence of their use; the neglect of costs related to conduct; and the belief that offering more is better.

From this perspective, the client/patient must be the protagonist and decision-maker, but this requires transparency, dialogue and understanding of the available procedures' needs, risks and benefits.

Faced with the amount and diversity of information on social networks, combined with the immediate need to solve problems, establishing recommendations that support the decision that less is more represents a significant challenge.

We know that stomatherapy is a specialty that involves numerous procedures, technologies and diagnostic tests available, which can be, at the same time, facilitating actions or generating waste in preventive, therapeutic or rehabilitation procedures in ostomies, wounds or incontinence. This dichotomy depends on the knowledge of how, when and where this assistance can be developed safely and based on the patient's real needs and scientific evidence.

As a scientific and innovative association, the Brazilian Association of Stomatherapy (*Associação Brasileira de Estomaterapia - Sobest*) supports the Choosing Wisely campaign and initiates the construction of these declarations following international recommendations. The objective is to collaborate to elaborate on scientifically dispensable items in the practice of stomatherapy.

At first, the first steps have already been taken toward constructing and validating the Choosing Wisely statements for the approach to infection in chronic injuries. The present is an unprecedented and innovative work. In the future, more declarations will be built for other areas of stomatherapy, contributing to good practices and rationalization of conduct.

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