

## Evolve

**Better care. Better decision-making. Better use of resources.**

## Social Media Champion Kit

### About

Part of a global movement, Evolve is an initiative led by physicians and the Royal Australasian College of Physicians (RACP) to drive high-value, high-quality care in Australia and New Zealand. Evolve identifies a specialty's Top 5 clinical practices that, in particular circumstances, may be overused, provide little or no benefit or cause unnecessary harm. Evolve recommendations aim to ensure every patient receives the test, treatment or procedure that they need. Evolve is a founding member of Choosing Wisely in Australia and New Zealand.

By bringing together recommendations from multiple medical colleges and healthcare organisations with expertise in consumer and patient care, Choosing Wisely helps healthcare providers and consumers start important conversations about improving the quality of healthcare.

We welcome your support in 'championing' the #racpEVOLVE campaign:

- on social media;
- with colleagues and friends; and
- with those interested in driving high-value, high-quality care.

### RACP Social Media Channels

#### Primary social channel for campaign

- Twitter: [@TheRACP](https://twitter.com/TheRACP)

#### Other social channels:

- Facebook: [@TheRACP](https://www.facebook.com/TheRACP)
- LinkedIn: [The Royal Australasian College of Physicians](https://www.linkedin.com/company/the-royal-australasian-college-of-physicians)
- YouTube: [RACP1938](https://www.youtube.com/channel/UCRAC1938)
- Instagram: [@theracp](https://www.instagram.com/theracp)

#### Tweet and retweet about #racpEVOLVE issues

- Follow + mention: [@TheRACP](https://twitter.com/TheRACP)
- Use all 140 allowable characters (includes hashtags)

#### Tweet using these campaign hashtags compilations

- #racpEVOLVE
- #racpEVOLVE #choosingwisely
- #racpEVOLVE #qualityimprovement #lowvaluecare



### If you're not on Twitter

- Sign up [here](#)
- Help signing up [here](#)
- Share the suggested messages on your preferred social channel

### Campaign Messages

#### #racpEVOLVE

Evolve is an initiative led by physicians and the RACP to drive high-value, high-quality care in Australia and New Zealand. #racpEVOLVE

Evolve aims to safely and responsibly phase out low-value tests, treatments and procedures where appropriate. #racpEVOLVE

RACP Evolve aims to support physicians in providing high-value care to patients based on evidence and expertise. #racpEVOLVE

RACP Evolve aims to provide a trusted process for each specialty to remain up-to-date with the latest evidence. #racpEVOLVE

RACP Evolve aims to enable physicians to influence the best use of health resources, reducing wasted expenditure. #racpEVOLVE

The RACP Evolve initiative provides the latest medical advice from our specialty societies and helps doctors, patients and their families ask questions to get the best possible treatment they can - @DrSarahDalton <https://bit.ly/2Kw022F> #racpEVOLVE

Costly or prolonged treatment doesn't always translate into better outcomes for patients. RACP [Evolve](#) is a partnership with its specialty societies to identify and reduce low-value care. #racpEVOLVE

Evolve is part of a global movement to examine clinical and consumer decision-making about overused, inappropriate, or potentially harmful medical treatments. #racpEVOLVE

#### #racpEVOLVE #choosingwisely

RACP is a founding member of Choosing Wisely, which helps healthcare providers and consumers start important conversations about improving the quality of healthcare. #racpEVOLVE #choosingwisely @ChooseWiselyAU

Evolve encourages physicians to engage in shared decision-making with a patient. In partnership with Choosing Wisely Australia, Evolve asks physicians to ask these questions before making a clinical decision. #racpEVOLVE #choosingwisely @ChooseWiselyAU

Choosing Wisely encourages patients to ask their doctors questions to ensure they receive the right amount of care. #racpEVOLVE #choosingwisely @ChooseWiselyAU

As a founding partner of Choosing Wisely Australia, RACP Evolve enables specialties to develop and promote lists of low-value care items for their specialty. #racpEVOLVE #choosingwisely @ChooseWiselyAU

Have you considered how to raise the Evolve recommendations with a patient? Watch our President Dr Mark Lane discuss the long-term effects of PPI medications. <https://bit.ly/2JaW4af>



[#racpEVOLVE](#) [#choosingwisely](#) @ChooseWiselyAU

How can you discuss appropriate tests, treatments and procedures with a carer? Hear Dr Sarah Dalton's suggestions. <https://bit.ly/2m5bBil> [#racpEVOLVE](#) [#choosingwisely](#) @ChooseWiselyAU @DrSarahDalton

How can you raise concern about a clinical decision with your supervisor? See Dr Brendan Ng consider undertaking a medication review with an RACP Fellow. <https://bit.ly/2u9cLhF> [#racpEVOLVE](#) [#choosingwisely](#) @ChooseWiselyAU @brendanjng

### **#racpEVOLVE #lowvaluecare #qualityimprovement**

The identification and reduction of low-value medical practices drives safe & high-quality patient care and guides appropriate clinical decisions. [#racpEVOLVE](#) [#lowvaluecare](#) [#qualityimprovement](#)

Medical best practice is continually changing with evidence and experience. Out-of-date practices can lead to patients getting inappropriate, unnecessary or even potentially harmful interventions. [#racpEVOLVE](#) [#lowvaluecare](#) [#qualityimprovement](#)

Hear medical professionals discuss why they support the RACP Evolve, the process of developing low-value lists, and how they work with patients. <https://bit.ly/2u6VvZw> [#racpEVOLVE](#) [#lowvaluecare](#) [#qualityimprovement](#)

We are taught things in medical school and training programs, which at the time are believed to be correct. But we know scientific evidence evolves and changes over time - A/Prof Ian Scott FRACP [#racpEVOLVE](#) [#lowvaluecare](#) [#qualityimprovement](#) <https://bit.ly/2u6VvZw>

I think Evolve has a couple of purposes. First, to identify aspects or areas of low-value care, and second, to disseminate the identification of these - A/Prof Warrick Inder FRACP [#racpEVOLVE](#) [#lowvaluecare](#) [#qualityimprovement](#) <https://bit.ly/2u6VvZw>

The rationalist perspective when it comes to quality improvement of patient care is based on good science, such as education campaigns, revising clinical guidelines, clinical audits, and academic detailing - A/Prof Ian Scott FRACP [#racpEVOLVE](#) [#lowvaluecare](#) [#qualityimprovement](#)

As a trainee, it can be difficult to know what represents low-value care for my patients. The Evolve guidelines are helpful for directing my thinking on this issue – Dr Brendan Ng FRACP [#racpEVOLVE](#) @brendanjng

Evolve provides a great starting point for trainee research projects as audits, implementation studies or even generating evidence for new guidelines – Dr Brendan Ng FRACP [#racpEVOLVE](#) @brendanjng