

Choosing Wisely: Men's Health Day

June 9th, 2023



Choosing Wisely Canada

Choosing Wisely U.S.

Choosing Wisely Australia

Choosing Wisely U.K.

In 2012 Choosing Wisely was launched in the United States with the goal of advancing dialogue on avoiding wasteful or unnecessary medical tests, treatments, and procedures. Modeled after this campaign, and organized by a team of leading Canadian physicians, Choosing Wisely Canada (CWC) aims to help clinicians and patients engage in conversations about unnecessary tests and treatments, and make smart and effective choices to ensure high-quality care.

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University of Manitoba | 727 McDermot Avenue, Winnipeg, MB | R3E 3P5

Toll Free: 1.877.789.3804 | Phone: 204.789.3804 | Fax: 204.789.3923

Email: mhiknet@umanitoba.ca | Online: www.mhiknet.ca