

[View this email in your browser](#)

Rethink



We are inviting you to participate in an exciting new initiative called Rethink. This initiative focuses on eliminating or reducing low-value care or practices that are not evidence-based (i.e., de-implementation).

This time we're *Rethinking Mammography*. There is no consensus on how to best approach screening mammography among older women. Because of your experience and expertise, you have been selected to participate in helping to determine how we as experts should respond to this issue. *Rethink Mammography* is an online innovation tournament for engaging medical providers, administrators, and other experts in their fields to explore and exchange ideas about mammography overuse in women 75 years and older.

We need your expertise.

We encourage you to take 10-15 minutes to participate in this research study, where you will have the opportunity to:

- share your ideas and opinions; and
- rate or comment on others' ideas about mammography overuse in older women.

The *Rethinkers* who contribute the 2 ideas that participants interact with the most will each receive a \$250 prize! We'll use the valuable input you provide to test new approaches for screening mammography in older women. To participate, please enter the *Rethink Mammography* site [here](#).

Help spread the word about this tournament by forwarding this email to your colleagues at CUIMC, NYP, and Mt. Sinai!

The Rethink Initiative Team

Dr. Rachel Shelton, ScD, MPH

Dr. Nathalie Moise, MD, MS

Dr. Parisa Tehranifar, DrPH

NCI R01CA255382

Copyright © 2022, All rights reserved.

Want to change how you receive these emails?

You can [unsubscribe from this list](#).