



The Best Doctors in America[®]

PEER SELECTED 2017-2018

Information for Best Doctors Physicians, Hospitals & Large Medical Practices

2017 – 2018



Mission and Vision

We Solve the Unsolvable in Healthcare.

We identify and solve the most complex, critical and costly problems in healthcare by combining expert clinical analysis and data analytics with a premium patient experience across a global network.

By combining expert clinical services with analytics, Best Doctors can help individuals make the best decisions, experience the best outcomes and make the best use of healthcare resources.

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ABOUT BEST DOCTORS, INC.

Who is Best Doctors?

Founded in 1989 by Harvard Medical School physicians, Best Doctors, a division of Teladoc, Inc., is the world's leading medical consultation company. We connect individuals facing difficult diagnostic or medical treatment decisions with the best doctors, selected by impartial peer review in over 450 subspecialties of medicine, to review their diagnosis and treatment plans. Best Doctors serves more than 40 million members worldwide, utilizing access to the brightest minds in medicine, analytics and technology to deliver improved health outcomes while reducing costs. A Best Doctors expert opinion led to a change or refinement of diagnoses in 45% of cases that the company reviewed, as well as a change or improvement of treatment plans in 75% of cases. With every service offered, the goal remains the same: **to help people in need get the right diagnosis and treatment, significantly improving health outcomes while reducing costs.**

Who are members of Best Doctors?

Members are individuals and their families who can access Best Doctors services as a benefit through their employer or insurer.

Best Doctors is an employer-provided benefit that gives over 12 million eligible members in the U.S. and an estimated 40 million members worldwide a unique suite of services designed to do one thing: **eliminate medical uncertainty in a very uncertain landscape.**

Best Doctors not only identifies the very best clinicians, we partners with them to review members' medical diagnoses and treatment plans, as well as answer any questions a member may have—providing unparalleled clinical quality as an integral part of employers' benefits offerings.

Services offered to Best Doctors members

InterConsultation®

Best Doctors collects members' medical records and has them reviewed by world-renowned expert physicians to ensure the diagnoses and treatment recommendations are accurate.

Critical Care Support™

If members experience serious medical events, like an emergency or extended hospital stay, Best Doctors immediately gets experts involved and works with local treating teams to ensure the best care.

Ask the Expert™

When members have questions about medical conditions, treatment options or symptoms that do not require the extensive medical record collection and review of an InterConsultation, we utilize Ask the Expert. Through this service, expert physicians provide a succinct, personalized responses to member questions based upon clinically written vignettes.

FindBestDoc®

If members need to visit a specialist, we search for an appropriate doctor from among the physicians in our global database to meet their needs and may provide your clinical contact information to the member. Our proprietary database contains nearly 50,000 physicians globally, including close to 40,000 physicians in our Best Doctors in America® database.

Treatment Decision Support™

Members have free access to one-on-one coaching and interactive, online educational modules with information about specific conditions, giving members the tools to confidently make medical decisions.

Medical Records eSummary™

Best Doctors collects and organizes members' medical records and creates personal Health Alert Summaries. Everything is provided on easy-to-access USB drives or secure digital files.

Who is Teladoc, Inc.?

Teladoc, Inc. (NYSE:TDOC) is the nation's first and largest telehealth platform. Recognized by MIT Technology Review as one of the "50 Smartest Companies," Teladoc is forging a new healthcare experience with an innovative portfolio of virtual care delivery solutions. Currently, Teladoc serves more than 7,500 clients – from payers to providers to employers – and more than 20 million members who connect within minutes to Teladoc's network of more than 3,100 board-certified, state-licensed physicians and therapists, 24/7. Teladoc's services and solutions marry a highly engaged consumer experience with the latest in data and analytics, and a highly flexible technology platform. Teladoc has delivered more than 2.5 million medical visits for general medical, dermatology, counseling, psychiatry, sexual health and tobacco cessation. To learn more, go online to www.teladoc.com.

THE BENEFITS & HOW TO GET INVOLVED

The benefits of being a Best Doctors physician

As a physician-founded and clinically focused organization, we are privileged to conduct our poll to recognize outstanding physicians like you and provide these unique, complementary benefits:

- **Promote your practice**—Upon request, we will send you or your PR/marketing department a website seal announcing your inclusion and a press release template to communicate your distinction as a Best Doctor to local press outlets.
- **Recognition in local media**—Inclusion on our list means your name and clinical location may be published in a major publication in your area.
- **Request a referral list** of Best Doctors physicians for your professional or personal use.
- **Purchase the exclusive Best Doctors wall plaque or desktop commemorative**, a tasteful addition to your waiting room or office.
- **Earn honoraria and Continuing Medical Education credits** for consulting on cases.
- **Participate in our next poll**—Only current Best Doctors physicians are eligible to participate in our next biennial poll. Your opinions are vital to recognizing other exceptional physicians.
 - **Nominate** physicians you believe should be considered in our next poll. Request a nomination form by emailing experts@bestdoctors.com.
 - **Vote** in our next poll, which will be conducted in late 2018.

Learn more about each of these benefits by emailing experts@bestdoctors.com or by calling 800.675.1199.

How to get involved in our in-depth medical review service

Guide members and their physicians to find the right diagnosis and treatment.

As a Best Doctors expert, you have the outstanding opportunity to participate in our InterConsultation® service for people around the world who are struggling with complex or chronic cases. We provide you with the information you need—a concise, physician-written clinical summary and access to the primary imaging and other diagnostics via our web-based platform. Then you can do the clinical work you enjoy most—thinking about challenging cases and utilizing your knowledge and experience to provide guidance about diagnosis and treatment.

There is no cost to the members we serve. Individuals and families receive free access to Best Doctors as a benefit through their employer or insurer.

Through this work, we are empowering members and their treating physicians, but you are never providing care directly. Our experts earn honoraria and CME credits, but far more important, you have the satisfaction of meaningfully helping members in need and providing access to clinical expertise they otherwise would not have.

How our process works:

1. The Best Doctors medical team compiles a concise but thorough case summary, including member records, lab results, pathology and imaging for a case in your clinical area of interest.
2. You provide your opinion on the diagnosis and/or treatment plan.
3. Best Doctors shares your report and recommendation with the member and treating physician.
4. You earn an honorarium and Continuing Medical Education credit for each case.

Please consider helping members by consulting on these cases. If you would like to learn more about consulting on cases with Best Doctors, we would be happy to answer your questions. Contact our Physician Services Department at physicianhelp@bestdoctors.com.

PROFESSIONAL PROFILES

Best Doctors, Inc. develops and maintains detailed profiles of physicians in the database through in-depth, ongoing research.

What is your professional profile?

Your professional profile is the information we have in the Best Doctors database about your practice, education and training, hospital and academic affiliations, diagnoses and procedures in your expertise, board certifications, publication topics and special areas of medical research.

We are pleased to announce our new, online professional profile tool to replace the paper form we have used in the past. Our goal is to provide a better experience for you.

Your online profile is populated with information we have on file. We ask physicians to review, complete and submit their updates to ensure we have current information in our database. This helps our clinical staff match members who are in need of a physician within your specialty. Best Doctors may refer members to you through the FindBestDoc® service.

When are professional profiles sent to Best Doctors?

An invitation to complete your professional profile will be emailed to you a few weeks after you receive your inclusion packet with a link and your login information to update and complete your profile. We rely on you to review, complete and submit your updated profile to ensure we have current information in our database.

Please check the email address on your welcome letter and contact us if it is not correct. Please direct any questions to: profiles@bestdoctors.com.

“I have had the privilege of working with Best Doctors for the past six years, both providing Best Doctors evaluations and receiving them and am continually impressed by the excellence of service to the patient, their families and all healthcare providers involved in the patient’s care.”

Dr. Neal Futran

Director of Head and Neck Surgery
Chair of the Department of Otolaryngology
University of Washington Medicine

Selected a Best Doctors physician since 1998
Otolaryngology/General and Head and Neck Surgery;
Surgery/Head and Neck Surgery

Data collection and use

Best Doctors will use, and may disclose to subcontractors, your contact information only for purposes of administering our programs and services. We may disclose your name, clinical address and specialty to our members as part of our FindBestDoc® service, in which members request names of Best Doctors who treat their specific condition and who are in their geographic location. Best Doctors may also list your name, clinical address and affiliation, and specialty in local and regional magazines and newspapers as recognition of your inclusion in the Best Doctors in America® List. Prior to any publication, we will notify you and provide you with the ability to opt out of your inclusion in such publication. Finally, we may reach out to you from time to time to invite you to participate in other Best Doctors programs, such as our in-depth medical review service called InterConsultation® or the telemedicine programs of our parent company, Teladoc, Inc.

HOW DOES BEST DOCTORS SELECT EXPERT PHYSICIANS?

The doctors other doctors trust most

Since 1989, Best Doctors has conducted one of the largest ongoing peer physician polls in healthcare to identify the physicians other physicians trust most. We start by asking: “If you or a loved one needed a physician in your specialty, to whom would you refer?”

All listed Best Doctors have received consensus of their peer physicians’ support. Physicians who receive peer consensus are then researched and verified for clinical activity, licensure and disciplinary actions.

A selected Best Doctor doesn’t remain in the database forever. The peer-review process requires that every listed Best Doctor physician be re-evaluated by their peers in each poll. Best Doctors does not pay physicians to be included in the database, nor can physicians or their organizations pay Best Doctors. A physician cannot apply to become a Best Doctors physician. The only way for a physician to be selected to the database is to be nominated by and then receive voting consensus from current Best Doctors physicians.

As a result, Best Doctors has a proprietary, global database of physicians – free from commercial and financial bias – numbering nearly 50,000 in over 450 specialties and subspecialties worldwide. There are close to 40,000 Best Doctors in the U.S.

Best Doctors is not a list company and does not publish a directory of the database.

Why Best Doctors is unique

- Only currently listed Best Doctors physicians are eligible to submit nominations and vote in the poll. Best Doctors does not survey the medical community randomly or in its entirety.
- The large pool of voting physicians helps eliminate the commercial, financial and other biases of smaller-scale surveys and the potential distortion that results from a random survey of the entire physician community.
- Each physician votes a custom ballot, generated to include a mix of candidates at their own and other area medical facilities and practices, as well as candidates with national reputations.
- Best Doctors has developed proprietary software that analyzes the votes and provides an aggregate score for each physician candidate. This yields a preliminary set of physicians who meet the initial criteria for inclusion.
- Only physicians who earn consensus of their peers and meet all additional criteria are selected to the database.
- Best Doctors verifies all physicians in its database for clinical activity and medical licensure.
- Best Doctors never accepts compensation of any kind from physicians or hospitals in return for listing physicians in the database, nor does Best Doctors pay physicians to participate in the poll.
- A physician cannot apply to become a Best Doctor. The only way to be selected to the database is to be nominated and voted on by other Best Doctors physicians.
- No one is a Best Doctors physician for life. Every physician must be reselected in each biennial poll.
- Best Doctors is not a list company and does not publish a paper or electronic directory of the database.
- Best Doctors develops and maintains detailed profiles of each physician in the database through in-depth, ongoing research. The profile includes education and training, diagnoses and procedures in the doctor’s expertise, publications, special areas of medical research and experience and board certifications.

Gallup® has audited and certified Best Doctors, Inc.’s database of physicians, and its companion Best Doctors in America® List, as using the highest industry standards, survey methodology and processes.



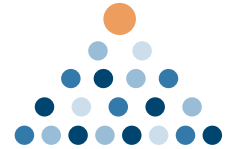
Nearly 50,000 leading doctors worldwide



Close to 40,000 in the U.S. alone



Covering 450+ medical specialties and subspecialties



Peer-selected as the best 4% of U.S. physicians

Polling & Research Staff continually verify the following for Best Doctors physicians:

- Clinical activity
- Current clinical address at which patients are seen
- Medical license: number, expiration date and any restrictions
- DEA number and expiration date
- Hospital affiliations and titles
- Academic affiliations and titles
- Board certifications and sub-certifications
- Education
- Training: internship, residency and fellowship
- Research
- Publications
- Diagnoses and procedures

Independent credentialing and verification

All physicians who receive consensus of peer support through voting are subject to additional qualifying criteria before inclusion in the database. All physicians in the Best Doctors database must be accessible to current and/or new patients and have an active medical license free from any disqualifying disciplinary actions.

Best Doctors Polling & Research staff maintains and updates information on each physician. This ongoing verification process includes updates to clinical contact and other information to ensure an accurate profile of each specialist. Physicians who retire, are no longer clinically active, go on sabbatical or other leave or have a disqualifying disciplinary action on their medical license are removed from the database.

Quality and collaboration on member cases

Because a physician’s ability to positively impact care through remote consultation is our highest priority, we take great care in matching the member’s case to a Best Doctors physician in our database using criteria directly related to the member’s specific medical condition, such as:

- Research influence—we review the published research of the physician and the extent to which other physicians have cited the physicians’ work.
- Affiliation with Centers of Excellence renowned for leading care in the member’s condition.
- Degree of medical leadership as demonstrated by the physician’s faculty appointments at academic centers and medical schools.

The process of ensuring quality doesn’t end with the case review. After a Best Doctors expert physician completes the member’s case report, our supervising physicians critically review and score the report. This ensures physicians who are most highly skilled in remote consultation and diagnostic decision support are consistently engaged in service to our members.

Finally, our commitment to supporting all physicians in providing the highest quality of care includes partnership with the treating physicians of our members to develop the best clinical roadmap for any condition.

MORE ABOUT THE SELECTION PROCESS

How does Best Doctors, Inc. determine who to include on the Best Doctors in America® List?

Every two years, Best Doctors undertakes the largest, continuous, peer-to-peer survey of the medical profession to develop the Best Doctors in America® List.

Doctors have a unique, professional perspective about who's at the top of their profession, who's up on the latest advances in their field and therefore, where they personally would turn for state-of-the-art care when faced with a serious medical problem.

What is the process for a physician to be on the Best Doctors in America® List?

A physician must be nominated by a current listee to be considered for inclusion. The doctor then must go through the evaluation process.

During the evaluation process, currently listed Best Doctors confidentially evaluate other Best Doctors, as well as nominees in their own and related medical specialties. Once a consensus of peer support is achieved, the physicians are subject to additional qualifying criteria, including verification of clinical activity, accessibility to existing and/or new patients and an active medical license with no disqualifying disciplinary actions.

How does a Best Doctors physician nominate other physicians?

Only currently listed Best Doctors are eligible to submit nominations.

Each biennial poll begins with a formal, online nomination phase. A Best Doctor may also nominate by requesting an official nomination form.

We limit nominations to ten physicians per two-year period, but not by specialty or geographic area. We ask only that doctors recommend others to whom they would personally refer for care. All nominees and listees are subject to the biennial evaluation process.

Requests for nomination forms must be made by the physician to experts@bestdoctors.com or 800.675.1199.

How important is the voting portion of the process?

The knowledge and expertise of currently listed doctors is integral to our polling process. Listed physicians are uniquely qualified to provide their assessment of their peers.

We appreciate any assistance hospital, practice PR and marketing contacts can provide in encouraging polling participation by listed Best Doctors at their institution.

What are the clinical requirements for a Best Doctor?

In addition to receiving consensus of peer support, listed Best Doctors must be accessible to existing and/or new patients and have a current medical license free from any disqualifying disciplinary actions.

How does Best Doctors avoid reflecting bias in the database?

Enough doctors participate in the polling process to eliminate commercial, financial and other biases. Each physician votes a custom ballot. Some of the most critical evaluations come from doctors evaluating others within their own facility.

Best Doctors has developed proprietary software that analyzes the votes and provides an aggregate score for each physician. This yields a preliminary set of doctors who meet the initial criteria for inclusion. Only doctors who earn consensus of their peers and meet all additional criteria are selected for the list.

Gallup® has audited and certified Best Doctors, Inc.'s database of physicians, and its companion Best Doctors in America® List, as using the highest industry standards survey methodology and processes.

How are doctors selected for your list notified of their inclusion?

Upon completion of the poll and research, all physicians selected to the list are notified by inclusion packet via U.S. mail.

THE 2017-2018 BEST DOCTORS IN AMERICA® LIST

What is the Best Doctors in America® List?

The Best Doctors in America® List is the companion to the Best Doctors proprietary database of close to 50,000 global physicians in over 450 specialties and subspecialties.

Only physicians who are peer-selected in our biennial poll and are clinically active are included. The list is comprised of physicians from whom other physicians would seek care for themselves and loved ones—approximately 4% of U.S. physicians.

How many U.S. physicians are on the Best Doctors in America® List?

Approximately 4% of doctors practicing in the U.S. are selected for the Best Doctors list. There are currently close to 40,000 Best Doctors in the U.S.

Do you recognize physicians from all states on the Best Doctors in America® List?

Best Doctors are selected in every state via our poll. However, cities tend to have more Best Doctors than rural areas. Major universities, hospitals and large healthcare provider networks typically attract doctors with the level of expertise we identify on our list and therefore usually yield a higher number of Best Doctors. See the maps on pages 8-10 for additional information.

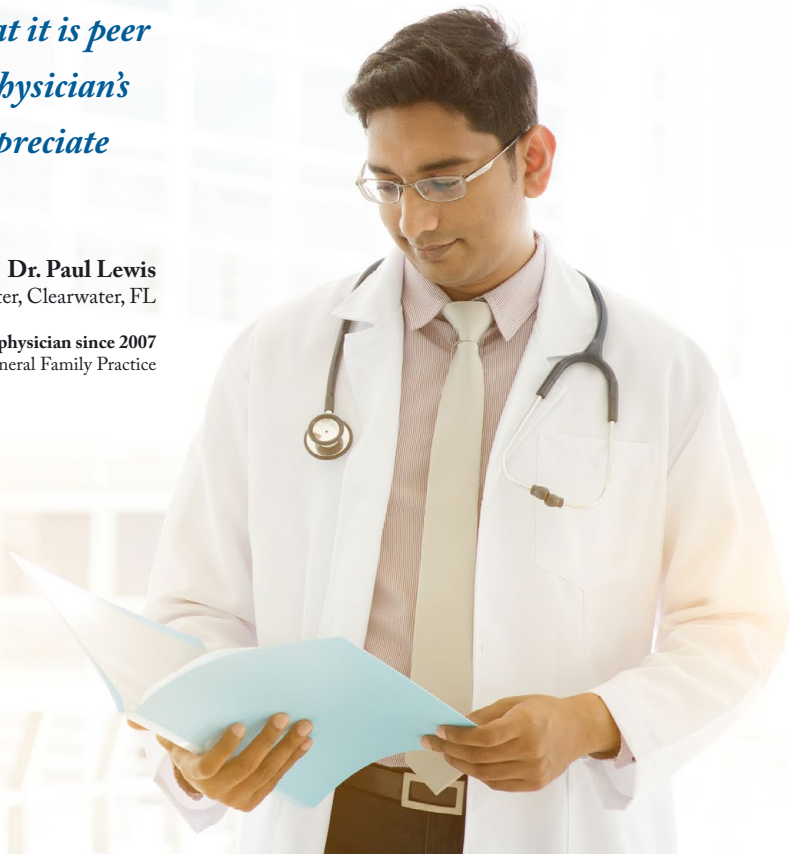
How many doctors are selected per specialty or per metro area?

We do not have quotas or choose a certain number of doctors per specialty or geographic area. Each doctor is evaluated individually with selection based on meeting all qualifying criteria. See the maps on pages 8-10 for additional information.

“This list of physicians is unique in that it is peer recognized. No one knows another physician’s skill set like we do of each other. I appreciate the service Best Doctors offers.”

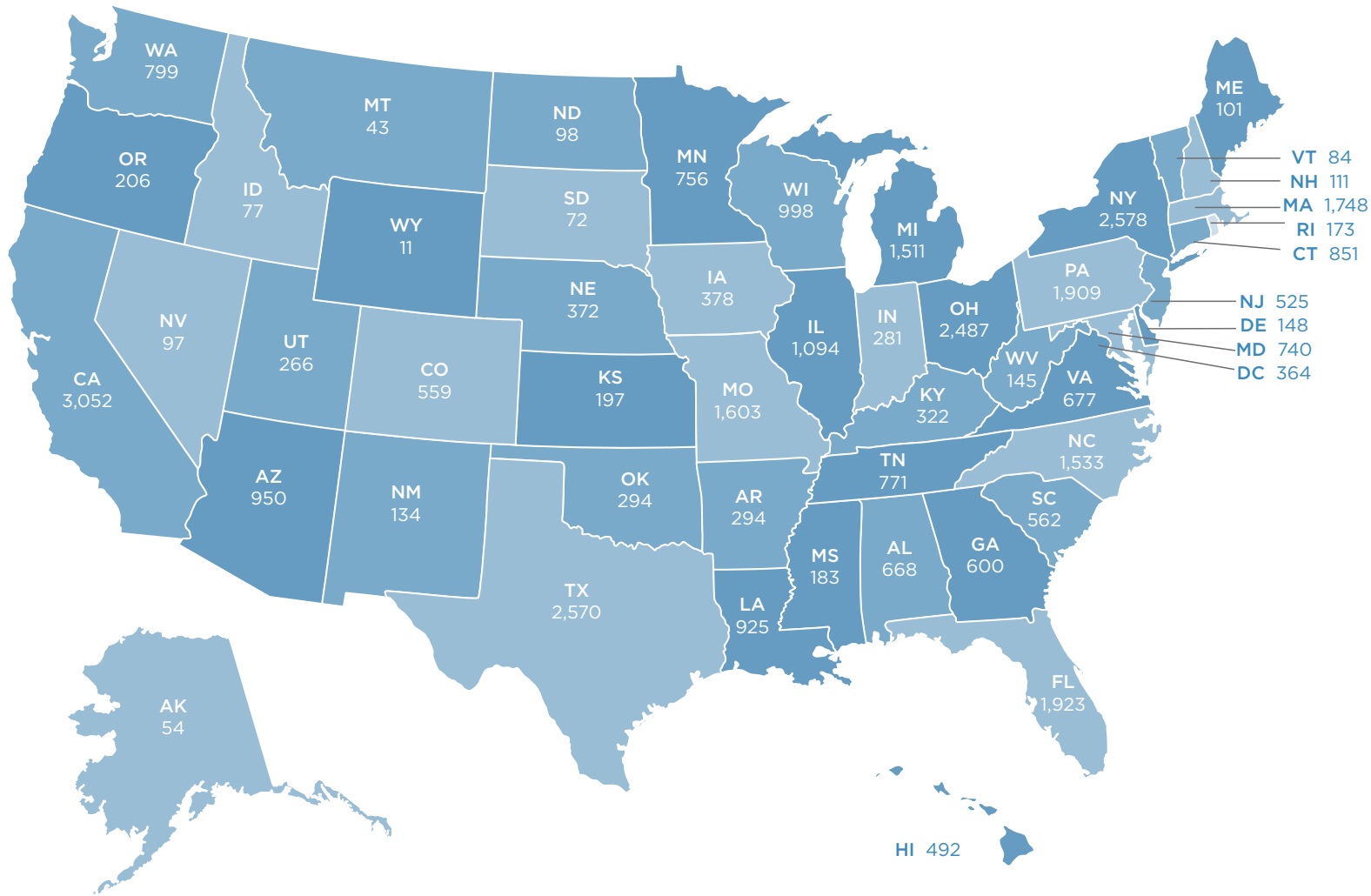
Dr. Paul Lewis
Turley Family Health Center, Clearwater, FL

Selected a Best Doctors physician since 2007
Family Medicine/General Family Practice



Best Doctors in America® List 2017-2018

Location of close to 40,000 physicians selected by their peers



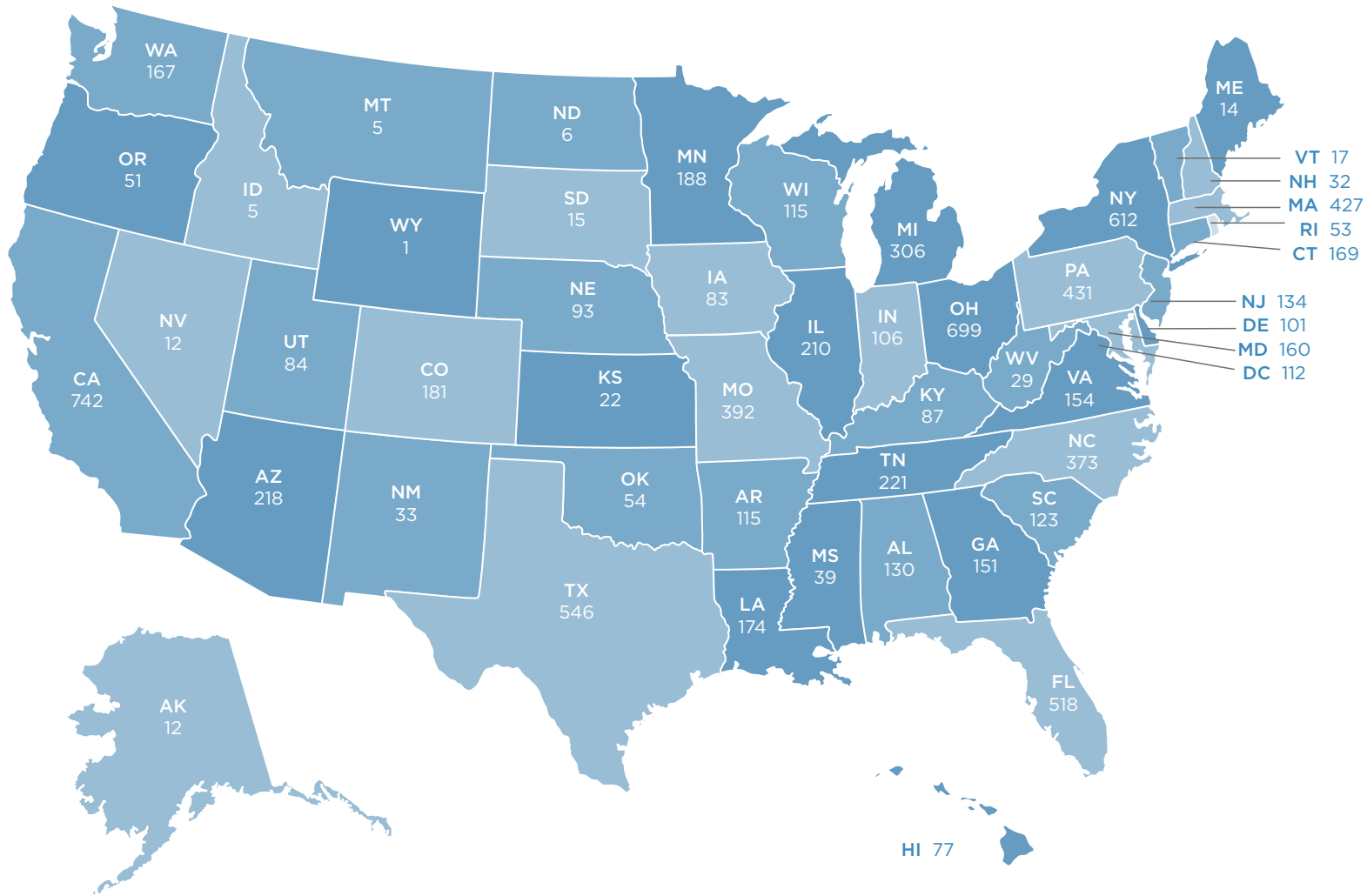
U.S. Best Doctors physicians by specialty

Addiction medicine	45	Hepatology	196	Pediatrics	1,914
Allergy and immunology	389	Infectious disease	714	Pediatric specialist	7,018
Anesthesiology	687	Internal medicine	2,058	Physical medicine & rehabilitation	512
Cardiovascular disease	1,713	Medical genetics	128	Plastic surgery	544
Clinical pharmacology	27	Medical oncology & hematology	1,481	Psychiatry	1,585
Colon & rectal surgery	200	Nephrology	550	Public health & preventative medicine	2
Critical care medicine	723	Neurological surgery	563	Pulmonary medicine	842
Dermatology	948	Neurology	1,544	Radiation oncology	431
Eating disorders	15	Nuclear medicine	135	Radiology	1,080
Emergency medicine	153	Obstetrics & gynecology	2,326	Rheumatology	521
Endocrinology & metabolism	577	Occupational medicine	20	Sleep medicine	143
Family medicine	1,359	Ophthalmology	1,726	Surgery	842
Gastroenterology	785	Orthopedic surgery	1,373	Surgical oncology	426
Geriatric medicine	377	Otolaryngology	911	Thoracic surgery	391
Hand surgery	260	Pathology	514	Urology	656
				Vascular surgery	312

*Numbers from 2017-2018 poll results and additional research.

Pediatrics only: Best Doctors in America® List 2017-2018

Location of close to 9,000 pediatricians and pediatric specialists selected by their peers



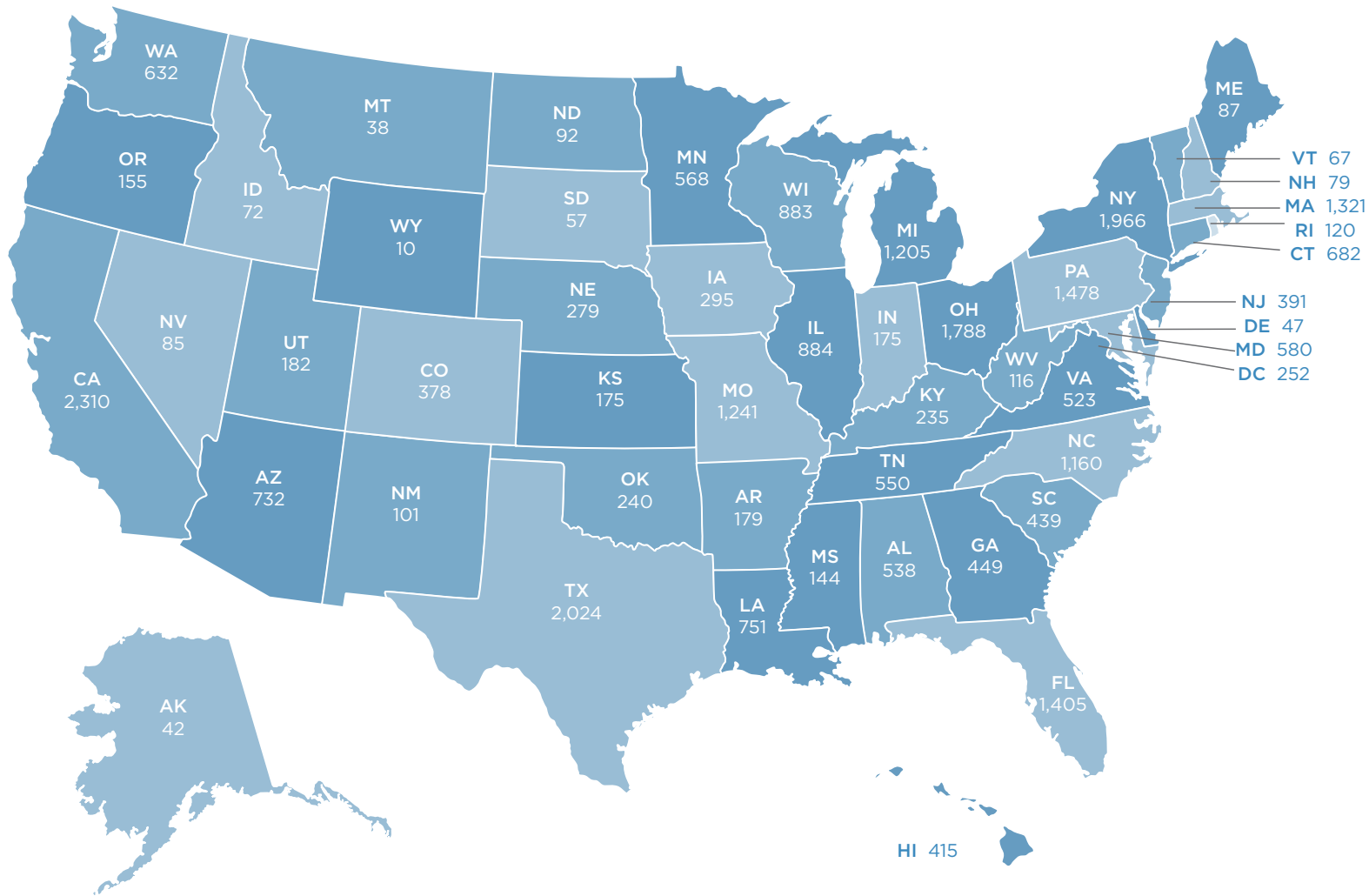
Pediatrics only: U.S. Best Doctors by specialty

Abused children	66	Pediatric & adolescent gynecology	56	Pediatric neuroradiology	15
Adolescent & young adult medicine	143	Pediatric anesthesiology	281	Pediatric nuclear medicine	6
Carcinoid/neuroendocrine tumor	9	Pediatric cardiac surgery	51	Pediatric nutrition	26
Child & adolescent psychiatry	457	Pediatric cardiology	529	Pediatric obesity	5
Hospice & palliative medicine	17	Pediatric cardiovascular anesthesia	63	Pediatric ophthalmology	222
Neonatal-Perinatal medicine	567	Pediatric clinical genetics	17	Pediatric orthopaedic surgery	228
Neurology, clinical neurophysiology	1	Pediatric critical care	433	Pediatric otolaryngology	221
Neurology, epilepsy	99	Pediatric dermatology	108	Pediatric pain management	18
Neurology, general	226	Pediatric developmental & behavior problems	105	Pediatric pathology	30
Neurology, HIV/AIDS	1	Pediatric emergency medicine	95	Pediatric physical medicine & rehabilitation	48
Neurology, inherited biochemical disorders	3	Pediatric endocrinology	310	Pediatric plastic surgery	40
Neurology, movement disorders	14	Pediatric gastroenterology	305	Pediatric pulmonology	295
Neurology, muscular dystrophy	7	Pediatric general hepatology	39	Pediatric radiation oncology	35
Neurology, neonatal neurology	12	Pediatric hematology-oncology	501	Pediatric radiology	116
Neurology, neuro-oncology	15	Pediatric infectious disease	304	Pediatric rheumatology	94
Neurology, neurodevelopmental disabilities	8	Pediatric interventional radiology	6	Pediatric sleep medicine	45
Neurology, neuromuscular disease	20	Pediatric medical genetics	45	Pediatric sports medicine	20
Neurology, pediatric metabolic diseases	11	Pediatric medical toxicology	6	Pediatric surgery	294
Neurology, sleep medicine	5	Pediatric metabolic diseases	62	Pediatric thoracic surgery	23
Neurology, vascular neurology	1	Pediatric nephrology	191	Pediatric transplant hepatology	20
Pediatric allergy & immunology	200	Pediatric neurodevelopmental disabilities	6	Pediatric urology	146
		Pediatric neurological surgery	106	Pediatrics, general	1,914

**Numbers from 2017-2018 poll results and additional research.*

Adults only: Best Doctors in America® List 2017-2018

Location of close to 31,000 adult physicians selected by their peers



Adults only: U.S. Best Doctors physicians by specialty

Addiction medicine	45	Hepatology	196	Physical medicine & rehabilitation	512
Allergy and immunology	389	Infectious disease	714	Plastic surgery	544
Anesthesiology	687	Internal medicine	2,058	Psychiatry	1,585
Cardiovascular disease	1,713	Medical genetics	128	Public health & preventative medicine	2
Clinical pharmacology	27	Medical oncology & hematology	1,481	Pulmonary medicine	842
Colon & rectal surgery	200	Nephrology	550	Radiation oncology	431
Critical care medicine	723	Neurological surgery	563	Radiology	1,080
Dermatology	948	Neurology	1,544	Rheumatology	521
Eating disorders	15	Nuclear medicine	135	Sleep medicine	143
Emergency medicine	153	Obstetrics & gynecology	2,326	Surgery	842
Endocrinology & metabolism	577	Occupational medicine	20	Surgical oncology	426
Family medicine	1,359	Ophthalmology	1,726	Thoracic surgery	391
Gastroenterology	785	Orthopedic surgery	1,373	Urology	656
Geriatric medicine	377	Otolaryngology	911	Vascular surgery	312
Hand surgery	260	Pathology	514		

*Numbers from 2017-2018 poll results and additional research.

HEALTHCARE FACILITIES & PRACTICE RESOURCES

How to promote your facility's Best Doctors physicians.

How can a physician's hospital or practice receive information for recognition purposes?

We are pleased to work with hospitals and other healthcare provider organizations to recognize physicians selected to the Best Doctors in America® List. We provide list information, logos, web seals, press release templates and statistical information to doctors and PR contacts for internal or external recognition purposes. They are available at any time and at no charge upon request from experts@bestdoctors.com. We provide periodic updates as needed.

What is the Hospital List?

The Hospital List is a list of Best Doctors physicians affiliated with a specific hospital or healthcare system.

Do all listed Best Doctors affiliated with a medical facility name appear on the Hospital List?

We send all Best Doctors physicians a Professional Profile that asks specific questions about their practice, including hospital affiliations. Due to incomplete reporting from doctors who may have multiple affiliations, it is important for PR contacts to review the Hospital List carefully so all Best Doctors are properly listed and appropriately recognized by their hospital. We appreciate any assistance PR and marketing contacts may be able to provide in identifying doctors included in the Affiliation Unreported section, as well as any other necessary revisions.

Are hospital affiliations for the doctors provided to the publications?

Best Doctors includes the hospital name only if a doctor's primary clinical address is at a hospital. Due to the number of doctors with multiple affiliations, as well as incomplete reporting, hospital affiliations are not included on lists sent to publications.

The Best Doctors in America® List is not available to the general public, so this is a great way for a medical facility or practice to publicize the Best Doctors at their facility. We welcome recommendations regarding any publications you think would be appropriate for us to contact.

How current is the Best Doctors database?

The database is constantly updated by our research staff to reflect doctors' geographical moves, retirement, death, changes in clinical activity and other criteria with data we receive from listed Best Doctors, their professional profiles, PR contacts in the medical community and publicly available information like licensing. If a PR or marketing contact receives information from us in January and decides to run a second press release later in the year, we recommend that they contact us for a new list that will include any changes occurred on the Hospital List during the interim.

Do we need to have press releases and advertisements approved by Best Doctors, Inc.?

Best Doctors must approve all advertisements and press releases utilizing the Best Doctors name and/or logo in advance of release in any public media in compliance with our Trademark Usage Requirements (page 15). Send requests to experts@bestdoctors.com. The turnaround time for approval is 3 to 5 business days. If you are working on a deadline, we will do our best to accommodate your timeline.


PR & MARKETING CONTACTS

How do PR and marketing contacts ensure receipt of the Best Doctors in America® List information, as well as future updates?

We will add contact and request information to our PR Directory upon receipt of the completed Request for Information form on page 15. This will ensure you receive current information and additional updates as they become available. Please be assured that contact data is only used by Best Doctors and is never sold or shared. Removal from the PR Directory may be made by request at any time.

Can you tell which hospital has the most listed Best Doctors in a state or metro area?

These statistics are not exact due to the fact that many listed Best Doctors have not provided their hospital affiliations to us. We appreciate any encouragement PR and marketing contacts can give to physicians to complete their professional profiles.



“Without a doubt, Best Doctors is a simple and transparent way of providing high-quality expert second opinions to patients in difficult situations, in a way that benefits both the patient and the doctor.”

Dr. Luís Costa
*Professor of Medicine and Director of Oncology
Hospital de Santa Maria
Lisbon, Portugal*

REQUEST FOR INFORMATION

Please complete and submit this form to be added to our PR Directory to receive information and updates to your Hospital List.

Name and Title:

Institution:

Address:

Telephone:

Fax:

E-mail:

Other institutions/clinics also affiliated with location listed above (please use complete, official names of institutions) and their location (city/state):

Requesting information on physicians located in:

State/Metro/City

Names of the physicians listed in

Hospital

Additional List(s) or Cities requested:

In exchange for this information, I agree that Best Doctors, Inc. requires approval of all advertisements and/or press releases utilizing the Best Doctors name and/or logo, in advance of their release to any public medium, and that I must contact Best Doctors and provide a sample of any materials using the Best Doctors Marks and obtain the written approval of such sample by Best Doctors prior to distributing any materials containing a Best Doctors Mark in any form.

expressly permits Best Doctors to reproduce the provider's press release and/or advertisement for promotional purposes.

Signature

Date

Note: Please return this form by email to clyon@bestdoctors.com or fax to 803.643.0315.

LICENSE TO USE NAME & WEB SEAL

Best Doctors, Inc. grants _____ a license for **one-time reproduction** rights for the Best Doctors, Inc. name and web seal. This limited license extends solely to the production and distribution of one promotional advertisement (web site) and will automatically expire upon the production and distribution of such advertisement.

In consideration for this **one-time grant of rights**, _____ agrees to pay to Best Doctors a fee of \$1.

The promotional advertisement shall display the Best Doctors name and web seal in strict compliance with the Best Doctors, Inc. Trademark Usage Requirements.

In addition, _____ agrees that this work will not be presented in any manner that might lead to confusion about its source or be presented as the work product of anyone other than the _____. _____ also agrees that the Best Doctors web seal will be presented “as is,” without changes, cuts, additions, edits or emendations and will not remove or alter any copyright or trademark ownership notices appearing on the promotional piece. Only official logos and web seals obtained directly from Best Doctors under this license are permitted for use.

Finally, _____ understands and agrees that it cannot print or reprint versions of these materials without the prior participation and written permission from Best Doctors, Inc.

ACCEPTED AND AGREED TO:

Signature

Email Address

Please print name

Date

Best Doctors, Inc.

Date:

Email or fax form to:

Christy Lyon

Phone: 800.675.1199 x3318

Fax: 803.643-0315

Email: clyon@bestdoctors.com

TRADEMARK USAGE REQUIREMENTS

All logos, dated logos and web seals must be obtained from Best Doctors under license. Use of logos and web seals obtained from other sources is not permitted.

Best Doctors print logos and web seals are available to listed Best Doctors physicians and their facilities upon request.



Note: Print logos can be sized according to your needs. Logo may not be altered in design. Web seals may be reduced in size if necessary but not enlarged in order to maintain resolution quality. Web seals may not be altered in design or date.



For additional information or requirements on logo usage,
please contact experts@bestdoctors.com or phone 800.675.1199.

The Best Doctors in America® Commemoratives

At the request of Best Doctors physicians, we offer customized recognition items to any physician who has ever been selected as a Best Doctor. These items make a handsome addition to any lobby, waiting room or home office to tastefully showcase your accomplishment.

All items feature the physician's name in preferred format: John Sample, MD or Dr. John Sample.



STANDARD PLAQUE

Features the Best Doctors logo, your name and appropriate inclusion years on a polished brass plate mounted on beautifully crafted, hand-finished solid cherry.

\$265

1ST YEAR INCLUSION PLAQUE

Same as the standard, this one is designed for physicians who have been selected for multiple years and is customized to display both the first year of selection and the current listing years.

\$290



DESKTOP COMMEMORATIVE

For those who prefer, this is a stylishly curved, clear acrylic with light catching gold accent and a flat base.

\$265



Please allow a minimum of 8 weeks for customization and delivery. Delivery times may be longer during peak demand.

ORDER YOURS ONLINE


usplaques.bestdoctors.com

Contact us at plaques@bestdoctors.com


or 617.963.1167 with questions

Best Doctors®

HOW TO ORDER YOUR BEST DOCTORS PLAQUE

 **Online with Credit Card**—Order at usplaques.bestdoctors.com (For your security we do not accept credit card orders by fax or U.S. Mail).

 **By Mail**—complete this form and mail with check to Best Doctors, Inc. at the address noted below.

 **By Purchase Order**—fax this form with the Purchase Order to 866.904.0913 or mail both to the address noted below.

Contact us for discounts on multiple orders.

ORDER FORM

I would like to purchase:

- x Desktop Commemorative(s) \$265
- x Standard Plaque(s) \$265
- x 1st Year Inclusion Plaque(s) \$290

Name as it should appear on the plaque (Dr, MD or DO)
(up to 28 characters)

Shipping Address (UPS/FedEx Delivery. Physical address required.)

Attn:

City

State

Zip

Telephone

Email (required for order confirmation)

Payment Information: (Prices include Shipping & Handling)

Check #

Purchase Order #

We are required to collect sales tax in the following states where Best Doctors, Inc. is located: FL, IL, MA, MD, SC.

Tax exempt facilities must provide a current legible copy of the tax exempt certificate.

Best Doctors, Inc. | Polling & Research
5230 Woodside Executive Court | Aiken, SC 29803
Phone 800.675.1199 | Fax 866.904.0913

PUBLICATION PARTNER PROGRAM

Does Best Doctors publish physician information?

While we are not a list company and do not publish a print or electronic directory, Best Doctors does partner with newspapers and magazines across the country to recognize current Best Doctors. We verify clinical activity and address information with each physician prior to publication to provide accurate information to readers.

Consequently, physicians will know in advance that they will be published, at which time they can opt out. Only Best Doctors whose clinical activity and address have been verified in advance will be printed in a publication.

It is Best Doctors' policy to confirm clinical and address information directly with each individual physician. We do not verify information with any other outside source.

Best Doctors provides statistical support and graphics, but is otherwise not involved in advertising agreements between a publication and individual doctors or a healthcare facility. All advertising arrangements are strictly between the ad purchaser and the publication.

Any advertisements with Best Doctors mention and/or using the Best Doctors logo, Best Doctors in America® logo or web seal must be obtained via license and approved by Best Doctors, Inc. prior to publication or other use.

Best Doctors protects the use of its Intellectual Property, and as such, we require that doctors and healthcare facilities comply with our **Trademark Usage Requirements** (page 15) and submit all advertising, media and/or press releases for compliance approval prior to release.

Please contact experts@bestdoctors.com for further information.

What information does Best Doctors send to publications?

Best Doctors provides information to select magazine and newspaper partners to recognize the doctors selected in a state or metro area and to provide readers a reference list of local medical specialists. Best Doctors provides publications with specialties, the primary clinical address where patients are seen and the appointment phone. We never share fax numbers, email or mailing addresses. Only doctors whose clinical activity and address have been verified in advance will be printed in a publication.

Are hospital affiliations for the doctors provided to the publications?

Best Doctors includes the hospital name only if a doctor's primary clinical address is at a hospital. Due to the number of doctors with multiple affiliations, as well as incomplete reporting, hospital affiliations are not included on lists sent to publications.

The Best Doctors in America® List is not available to the general public, so this is a great way for a medical facility or practice to publicize the Best Doctors at their facility.

We welcome recommendations regarding any publications you think appropriate for us to contact.

BEST DOCTORS CONTACT INFORMATION

How can physicians update contact and other information?

Physicians can contact us at any time to update their clinical address, email, phone and other information. This ensures that they do not miss the opportunity to participate in the nomination and voting processes or be included in publications. Contact us at research@bestdoctors.com.

It is important that we have Best Doctors physicians' current, complete contact information to invite participation in our poll and to list correctly in regional lifestyle and business publications. If contact or other information changes, please let us know immediately at expertupdate@bestdoctors.com.

Who to contact regarding:

Your benefits as a selected Best Doctor – experts@bestdoctors.com

Recognition items – plaques@bestdoctors.com

Consulting on medical cases for our members and earning an honorarium and Continuing Medical Education credits – physicianhelp@bestdoctors.com

Request a nomination form to recommend physicians for consideration in our next poll – experts@bestdoctors.com

Information about your inclusion years and CV citations – experts@bestdoctors.com

PR and marketing contacts at your hospital or practice – experts@bestdoctors.com

Physician referral list for your personal or professional use – experts@bestdoctors.com

Professional profile for login information to update your professional profile – profiles@bestdoctors.com



Please visit bestdoctors.com to learn more.

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