Sample Press Release

[INSERT NAME OF DOCTOR] has been named by [INSERT CITY/STATE] Super Doctors® as one of the top doctors in [INSERT CITY/STATE] for [INSERT YEAR]. The number of doctors receiving this honor is limited to approximately five percent of the region’s active physicians.

Each year, MSP Communications undertakes a rigorous multi-phase selection process that includes a survey of doctors, independent evaluation of candidates by the research staff, a peer review of candidates by practice area and a good-standing and disciplinary check. As a part of this evaluation, physicians are asked to consider the following question: "If you needed medical care in one of the following practice areas, which doctor would you choose?"

Since 2005, MSP Communications, has published Super Doctors lists across the country in newspapers, inserts and magazine special sections devoted to Super Doctors. Honorees are also found online at www.superdoctors.com, where selected doctors can be searched by name, medical specialty and location.