



# SUPERDOCTORS®

## 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](http://www.superdoctors.com), where selected doctors can be searched by name, medical specialty and location.