

CASTLE CONNOLLY MEDICAL
TOP DOCTORS
SOUTH FLORIDA 2012



MISSION STATEMENT

When it comes to medical care, excellence and expertise are crucially important.

Castle Connolly TOP DOCTORS: SOUTH FLORIDA 2012 is an annual comprehensive resource of South Florida's 1000 Top Doctors in 60+ specialties.

TOP DOCTORS: SOUTH FLORIDA 2012 is the go-to source when it comes to finding the best of the region's primary and specialty care doctors.

TOP DOCTORS: SOUTH FLORIDA 2012 edition is being produced in partnership with Castle Connolly Medical Ltd., publisher of consumer guides to help people find the best healthcare.



we see opportunities differently

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EDITORIAL DESCRIPTION
2012 Edition CASTLE CONNOLLY TOP DOCTORS: SOUTH FLORIDA

Castle Connolly TOP DOCTORS: SOUTH FLORIDA 2012 is an annual comprehensive consumer-focused resource guide to the Top Doctors in South Florida.

Utilizing the expertise of Castle Connolly and its professional and experienced research staff TOP DOCTORS: SOUTH FLORIDA provides listings of South Florida's Top 1000 Doctors in over 60 medical specialties.

All 1000 doctors listed in the guide, regardless of hospital affiliation and specialty, are included because they came highly recommended by their peers and all were thoroughly screened by Castle Connolly.

In the comprehensive listings organized by specialty, the information provided on each of the Top Doctors will include: name, special expertise, address, phone and admitting hospital.

Additional editorial in Castle Connolly TOP DOCTORS: SOUTH FLORIDA 2012 will include:

- what's new: a look at new hospitals & medical centers additions that have recently been added to the area's medical landscape
- wellinforMED: a look at Miami's push to be a major player in medical tourism
- research & innovations from regional medical schools
- a look at wellness programs & initiatives from medical centers and health insurance companies
- details & FAQs about Top Doctors/Castle Connolly
- area hospitals with connections/programs with other regional hospitals
- round-up of new, ongoing & upcoming clinical/pharmaceutical trials
- new trends in urgent care/outpatient facilities and surgical centers



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DISTRIBUTION

With a circulation of 20,000, Castle Connolly TOP DOCTORS: SOUTH FLORIDA 2012 will be sold (\$9.99) at Barnes & Noble bookstores, CVS and Walgreens throughout the region.

The publication will also be distributed via quality-controlled circulation in medical centers, hospitals and Top Doctors' offices, throughout the area.

TOP DOCTORS: SOUTH FLORIDA 2012 will be published in FALL 2012.

TOP DOCTORS SELECTION PROCESS

Castle Connolly's Top Doctors selection process begins with surveys of physicians and health care professionals. Each year, Castle Connolly surveys thousands of physicians and other health care professionals and asks them to identify excellent doctors in every specialty in their region and throughout the nation.

After a physician's name is submitted by colleagues as part of the nomination process for consideration as a Top Doctor, Castle Connolly's physician-led research team delves into the professional records of the top nominated physicians in order to ascertain those who have exceptional training, experience and are highly regarded by their peers. In addition, disciplinary histories and malpractice actions when available, are also carefully scrutinized.

Castle Connolly is committed to helping patients get the care they need and deserve by providing access to the best and most efficient healthcare available today.

Unlike its imitators, Castle Connolly provides thorough and unbiased research. It believes that choosing a Top Doctor is the most important decision a patient can make and it works tirelessly to facilitate this decision.



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BACKGROUND **Castle Connolly Medical Ltd.**

There is no doubt that inadequate screening during routine medical checkups and sub par treatment of critical illness, inferior medical care can have costly and tragic results. Too often, patients simply don't know how to find the best doctor to deliver the best care.

Since being founded in 1991, Castle Connolly's mission is to provide independent assessment of medical care and identify the nation's best doctors and hospitals in every part of the country and in every medical specialty.

Its lists of Top Doctors are based on peer nominations and professional assessments by its physician-led research team. Castle Connolly's Top Doctors are rigorously selected from among hundreds of thousands of physicians.

Its intensive research methodology is designed to identify doctors that will speed patients' healing, minimize pain and discomfort, shorten recovery periods and enhance lives – in other words, achieve the best possible health outcomes.

Today such independent assessment of medical care is more important than ever. Castle Connolly's sole purpose is to help patients and their families to find health care providers who deliver superior results.

Castle Connolly's professional staff, with years of experience, has earned it the trust and respect of the medical and lay communities alike.

Castle Connolly guides and its website are comprehensive, user-friendly resources that let consumers find a doctor by name, specialty and geographic location – or even by special expertise in a particular disease or procedure.

Castle Connolly provides thorough and unbiased research by trained professionals. It believes that choosing a Top Doctor is the most important decision a patient can make and works tirelessly to facilitate that decision.

Castle Connolly publishes

America's Top Doctors, 11th edition
Top Doctor's New York Metro Area, 15th edition
America's Top Doctors for Cancer, 6th edition
America's Top Doctors, 10th edition

