

# Birmingham magazine

## Best Doctors

In February, Birmingham magazine will publish the highly anticipated, annual Best Doctors issue. The 2020 issue will include the most current list of Birmingham physicians, over 500, in more than 40 medical specialties.

In addition we will again offer Medical Profiles, a section that is of great value to readers of Birmingham magazine and contributes to the nearly year-long shelf-life of this issue as a useful medical resource.

### WHY PROFILE YOUR PRACTICE?

This is your chance to maximize awareness of your practice, the services you provide and the staff that helps you to deliver quality care.

A profile allows you to join your colleagues in sharing the message that Birmingham offers superior health care. Profiles enable you to tell the story of the contribution you make to your community and your patients. It provides an opportunity to reinforce your brand to current patients while expanding your message so that future patients think of you when choosing medical services.

### PROFILE PAGES

Two-page spread	\$3000
Full page	\$2275
Half page	\$1475

**Space Deadline:** December 23

**Materials Deadline:** January 3

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## FEBRUARY 2020

SPECIAL PROMOTION

# Best Doctors®

## The Best Doctors in America

FOUNDED IN 1989 by Harvard Medical School physicians, Best Doctors connects individuals facing difficult medical treatment decisions with the best doctors, selected by impartial peer review in over 450 medical specialty/subspecialty combinations, to review their diagnosis and treatment plans.

Best Doctors' team of researchers conducts a biennial poll using the methodology that mimics the informal peer-to-peer process doctors themselves use to identify the right specialists for their patients. Using a polling method and proprietary balloting software, they gather the insight and experience of tens of thousands of leading specialists all over the country, while confirming their credentials and specific areas of expertise.

The result is the Best Doctors in America® List, which includes the nation's most respected specialists and outstanding primary care physicians in the nation. These are the doctors that other doctors recognize as the best in their fields. They cannot pay a fee and are not paid to be listed and cannot nominate or vote for themselves. It is a list which is truly unbiased and respected by the medical profession and patients alike as the source of top quality medical information.

Best Doctors is part of Teladoc Health, the global leader in virtual care delivering a powerful connected care platform – a single solution for addressing a complete spectrum of medical conditions. Through Teladoc Health's global footprint of 50,000 medical experts, employers, health plans, and health systems have a comprehensive solution for patients to seek resolution across a wide spectrum of needs with convenient access in the U.S. and around the globe.

As part of Teladoc Health, Best Doctors focuses on improving health outcomes for the most complex, critical and costly medical issues. More than a traditional second opinion, Best Doctors delivers a comprehensive evaluation of a patient's medical condition – providing value to both patients and treating physicians. By utilizing Best Doctors, members have access to the brightest minds in medicine to ensure the right diagnosis and treatment plan.

Through its global network of Best Doctors and other critical services, Teladoc Health is expanding access to high quality healthcare, lowering costs and improving outcomes around the world. The company's award winning, integrated clinical solutions are inclusive of telehealth, expert medical opinions, AI and analytics, and licensed platform services.

These lists are excerpted from The Best Doctors in America® 2017-2018 database, which includes close to 40,000 U.S. doctors in more than 450 medical specialty/subspecialty combinations. The Best Doctors in America® database is compiled and maintained by Best Doctors, Inc. For more information, visit [www.bestdoctors.com](http://www.bestdoctors.com) or contact Best Doctors by telephone at 800-675-1199 or by e-mail at [research@bestdoctors.com](mailto:research@bestdoctors.com). Please note that lists of doctors are not available on the Best Doctors Web site.

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**WE'RE MORE THAN JUST A LIST**

Best Doctors identifies and partners with the best medical experts across over 450 specialties and subspecialties to solve misdiagnosis and eliminate medical uncertainty.

"Most Americans will encounter at least one medical error in their lifetime."

National Academy of Medicine

"When it seemed like nothing was working, Best Doctors showed me that there was another cause for my problem."

Best Doctors Member

**WE'RE THE SOLUTION**

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, it 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.

Are you a Best Doctors member? Ask your HR representative if Best Doctors is a benefit.

BestDoctors.com  
1.800.225.5003