



SUPERDOCTORS[®]

RISING STARSSM EDITION

Sample Press Release

[Insert name of Doctor] has been named by [insert City/State] *Super Doctors*[®] *Rising Stars*SM [Insert Year] as one of the top doctors in [insert City/State] for [insert year]. The *Rising Stars* edition looks to the future of medicine by recognizing outstanding physicians who have been fully licensed to practice medicine in their respective specialty for approximately 10 years or less. These doctors have made noteworthy achievements early in their careers and are rising through the ranks of their field.

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?” Only doctors who acquired the highest total points from the surveys, research, and blue-ribbon panel review were selected to the [insert City/State/Year] *Rising Stars* list.

Since 2005, MSP Communications, has published *Super Doctors* lists across the country. Honorees are also found online at www.superdoctors.com, where selected doctors can be searched by name, medical specialty and location.