

A Message from our CEO



Thank you to all of our friends for making France 2011 the best convention yet. The venues, the food, sightseeing were all spectacular but the camaraderie of this elite group was what made it unforgettable.

The celebration continues with an excellent midyear revenue result and increased membership enrollment. We are truly honored to be part of the lives of so many new families that entrust their health to Best Doctors.

With this leadership position that you have helped us achieve comes great responsibility. Our strong commitment to medical distinction is one of our core areas of focus, ensuring that our members continue to have access to the best service and care, without barriers or delays. When we say we're strongly committed, we don't just talk the talk. Best Doctors is actively changing the way people experience health insurance.

I am also delighted to announce the recent investment of Nippon Life Insurance Company of Japan, one of the world's leading insurance companies, who made a minority investment in Best Doctors. The investment supports Best Doctors continued rapid growth around the world. Nippon Life now joins Munich Re, the world's largest reinsurer, as a minority owner of Best Doctors, which is a closely-held corporation.

Best Doctors is making changes to transform the health care industry, with your support together we will once again achieve our goals.

David Seligman CEO



A Collaboration That Can Save Lives



Two heads are better than one. That's especially true when a physician on the front line can work with a renowned expert to evaluate a patient's medical condition. Dr. Edward Wolin, a Best Doctors Expert Physician who specializes in breast cancer, gastrointestinal malignancies and neuroendocrine malignancies, often collaborates with attending physicians on complex cases that do not lend themselves to simple diagnoses or treatment.

"I provide a fresh perspective," says Wolin, a medical oncology specialist at the Outpatient Cancer Center at Cedars-Sinai Medical Center in Los Angeles. "After I review the case, I can propose cutting-edge therapies. It's educational for the

treating physician. Most local doctors provide caring, competent care to their patients," Wolin says. But given the complexity of certain cancers, doctors often benefit by seeking Wolin's advice on optimal care management. Local doctors and patients benefit from Wolin's help when standard therapy isn't sufficient or does not produce the desired results. Through Best Doctors InterConsultation™ service, Wolin reviews the case, answers the treating doctor's questions and writes a detailed report with his recommendations. With 30 years of experience in his specialty, Wolin may identify a misdiagnosis or cite new research or discoveries that improve the patient's outlook. He refers treating doctors to medical literature so that they can gain further insights into the latest advances in the field. "The doctors often thank me for my collaborative efforts," Wolin says. "They know that I'm not denigrating their care, that I'm helping them learn and treat their patients successfully." Local doctors welcome Wolin's involvement. Not only do they take his recommendations and get answers to their questions in treating a specific patient, but they also use their newfound knowledge to care for other patients with similar conditions. They thus become more skilled

diagnosticians and strengthen their reputation with patients.

Here's an example of how InterConsultation works. A patient is diagnosed with a neuroendocrine tumor that's metastatic in the liver. The attending physician deems the condition untreatable, but the patient and doctor seek additional insight through Best Doctors. Upon reviewing the case, Wolin suggests a combination of systemic medications, targeted chemotherapy and other innovative measures that within six months leads to remission. In another example, a patient recovering from breast cancer surgery is overwhelmed when her treating doctor proposes chemotherapy and other therapies. Unsure of the value of these therapies, she's hesitant to agree. But after reviewing her case, Wolin endorses the current treatment plan, explains its rationale and methods of minimizing side effects, and recommends that she proceed. The benefit to the patient is twofold: She has a better understanding of the value of chemotherapy and she's reassured that her current physician is on the right track in guiding her post-operative care.

Did you Know?

Best Doctors is recognized by The Accreditation Council for Continuing Medical Education (ACCME) in the USA as a source of Continuing Medical Education (CME) credits for physicians. Working with our members' treating physicians, Best Doctors provides valuable information regarding the latest diagnostic tools and advanced treatments. This helps ensure that patients get the appropriate diagnosis and treatment. In this way, Best Doctors provides a dynamic, educational interaction with the treating physician, all of which is free of charge to the physician and a valuable tool towards annual licensure requirements.



Member Spotlight - A Life Changing Diagnosis

A few years ago, Pedro was told he had Parkinson's disease. Ever since, he has struggled with the symptoms and gone through different treatments. Eventually, he decided to call Best Doctors and obtain an InterConsultation.

Best Doctors quickly collected and reviewed the extensive neurological tests, laboratory summaries and clinical reports created over years and made a startling discovery: Pedro did not have Parkinson's disease. Instead, Pedro was suffering from an inherited disorder called

SCA-3 Machado-Joseph Disorder (Spinocerebellar ataxia Type 3).

"After searching for years for ways to get better and visiting numerous hospitals and doctors, there is only one way I can summarize my experience with Best Doctors: Totally Amazing." Pedro experienced what many people facing medical decisions do, difficulty navigating the health care system and finding the right medical expertise needed. "I went through a fast world of impersonal medicine, finding Best Doctors was like a breath of fresh air, giving me expertise, certainty and hope."

**"Best Doctors,
Medical
Certainty
within your
Reach"**

The countdown has begun...



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COUNT
QUALIFY NOW!



\$75,000 USD QUALIFIES FOR SINGLE PARTICIPATION

\$95,000 USD QUALIFIES FOR DOUBLE PARTICIPATION

\$400,000 USD QUALIFIES FOR DOUBLE PARTICIPATION TO THE VIP SUMMIT

For rules & regulations please visit Best Doctors' Agent Portal



Please tell our CEO, David Seligman what we do well and what we can do better – for you or for your clients. Email David at david@bestdoctors.com

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