

A Message from our CEO  
Meet two Extraordinary Medical Minds  
An InterConsultation™ Story  
Claims Department: "The Success Triangle"

## A Message from our CEO



What a terrific year! Together we have entered into new markets, grown our membership base to record numbers, continued to pioneer the world of medical excellence, and expanded our partnerships with the best and the brightest agents in the market that share our common vision for quality, integrity and loyalty. I am proud of the accomplishments of this year and excited about the future ahead of us.

The tremendous growth that our organization has experienced in 2010 culminates with a move to our new global headquarters in Boston, just steps away from our current location. I look forward to receiving you with open arms at our new home.

The year 2011 is all about keeping the momentum and delivering an exceptional member experience like no other insurance company in the industry, but most importantly, we will achieve this without forgetting who got us here and how we did it. It's all about you – your ideas, your hard work, your passion. We are focusing on maintaining our promises and creating a fantastic work environment for you and for our team. All of us at Best Doctors commit to continue day after day to be humble, nimble and to deliver on your expectations.

Thank you for your trust and let's have fun transforming the world of health care.

David Seligman CEO



## Meet two Extraordinary Medical Minds

Dr. Virgilio Sacchini and Dr. Paul Pietro, world renowned experts, share with us why they feel passionate about Best Doctors' mission for patient care.

### Dr. Paul Pietro

Best Doctors Expert since 2001

Obstetrics and Gynecology,  
University of Miami

### Why do you like reviewing cases for Best Doctors?

I first became introduced to Best Doctors while I was an attending physician in the Department of Obstetrics and Gynecology at the University of Miami. Being voted, by my peers, to be part of this elite membership was really great and when it happened four more times the feeling grew all the more. It wasn't until I was approached by the Best Doctors clinical team to participate in providing consultations for their members did I begin to understand the depth and breadth of the organization. What on the surface might appear to be another organization that pat the doctor on the back and get them to buy a plaque for their wall is in fact much more profound. Since performing that first consult back in 2006 I have grown to better understand and respect Best Doctors tremendously. The prime reason for this is their insatiable drive to serve the members. They truly

check their "ego" at the door and focus on the members' needs and desires. The peer review process for finding the best physicians is both sound and comprehensive. What is even better, the process continues well past the initial awards. All our consultations are reviewed every step of the way by an internal team of expert physicians at Best Doctors to assure the material meets very strict guidelines for content, clarity, and overall quality. Their members deserve the best and the entire organization maintains this focus.

### What do you feel is the most exciting innovation in your clinical practice that has come about in the last year?

As a consulting physician it always brings me satisfaction to offer hope and insight to the members who seek outside consultation. All too often their confusion and uncertainty is evident as I read their histories and case information. The challenge to educate, clarify, encourage and guide is what drives me to want every report to be the best.

One area in the field of gynecology that stands out the most as it

pertains to our members is the expanding role for minimally invasive gynecology. Although the technology for advanced laparoscopic, hysteroscopic, vaginal and now robotic procedures have been with us for many years the full implementation and adoption of them has been slow. Being part of a forum that allows you to bring this information to a much wider audience while at the same time helping a member to benefit from treatments that are superior to the "traditional" methods of surgical correction will always drive me to stay current and participate in forums such as Best Doctors.

### Have you had any recent cases with Best Doctors that you were able to recommend newer clinical advancements?

In fact I have. The underlying reasons are many, however the crux of many of our consultations are for very common medical (gynecologic) issues. Too often our members with fibroids and bleeding abnormalities are told they have two options: birth control pills or abdominal hysterectomy. I love to help the member explore

the myriad of minimally invasive options that include: Uterine artery embolization, Myomectomy (laparoscopic, hysteroscopic), endometrial ablation, and minimally invasive hysterectomy. The same would hold true for endometriosis, pelvic pain syndromes and fertility preservation.

**Dr. Virgilio Sacchini**

Best Doctors Expert since 2005

Surgical Oncologist, Memorial Sloan-Kettering Cancer Center

Former Deputy Director, The Breast Department in the European Institute of Oncology

Clinical Researcher, The Italian Breast Cancer Chemoprevention Study of Tamoxifen

Clinical investigator in breast cancer trials for The European Organization for Research and Treatment of Cancer (EORTC).

**Why do you like doing InterConsultation cases for Best Doctors?**

The review of cases for Best Doctors for me is a sort of academic discussion on the complex field of breast cancer diagnosis and treatment, always with options, pro and contra, benefit and risk, in which the state of the art may change so quickly that to be up-to-date on medical literature and consensus guideline may make a big difference for

the treatment success of the patients. The Best Doctors cases give us an opportunity of good discussions and support treating doctors to make the most informed medical decision.

**What do you feel is the most exciting innovation in your clinical practice that has come about in the last year?**

1 out of 8 women are affected by breast cancer. Small successes in the outcome translate in a big impact on the population due to the large number of individuals we face with this disease.

The main fields of study in this disease are prevention, improvement of early detection, improvement of quality of life during and after the treatments and better survival for more effective treatment. All these points are equally important for the scientists involved in studying and treating this disease.

- Better surgery as the sentinel lymph-node technique, skin and nipple sparing mastectomies, better reconstructive techniques improved the quality of life of patients.
- Better definition of the risk allows better personalizing screening, surveillance, preventive interventions as risk reducing surgery.



- MRI of the breast in selected women gave the opportunity of earlier diagnoses and better outcome.
- Genetics plays a big role in identifying women with genetic predisposition for breast cancer. Genetic studies on over or under-expression of genes in cancer cells were also able to better predict the response of cancer to different treatment, as chemotherapy versus hormonal therapy.
- The fascinating world of stem cells seems to play an important role in breast cancer too.
- In the near future we can expect target therapies toward these cells which are able to assist in the regeneration of cancer cell after conventional therapies.

**“It turns out, I did not have Cancer”**

As a member of Best Doctors I took advantage of the InterConsultation service when I was told by my doctors that I had stage III cervical cancer. I was 33 years of age. Best Doctors helped my treating physician be sure about this diagnosis and treatment. After a re-test of the pathology and a consultation with a world expert, Best Doctors discovered that I did not have cancer. I am so grateful to this service. This company saved me!



**Lester Salces** Vice Presidente, Claims Services

The service delivered by our claims department has one main objective: “your complete satisfaction”.

Our team culture is characterized by our commitment to personalized service and by delivering on all of our clients’ expectations – from an accurate and speedy processing

of a claim to the most transparent methods of applying benefits. Our philosophy when managing claims, internally referred as “the Triangle of Success”, is primarily focused on maintaining constant communication with the insured, the agent, and the provider to keep them engaged from the time

of notification (24 hours a day, 7 days a week), to the moment a claim is paid. This well coordinated service is also attributed to the result of the support and diligent coordination of our partners, the agents. This positions Best Doctors as the leader in the market for international health insurance.

**Our Service Philosophy**

maintaining constant communication with the provider

maintaining constant communication with the agent

maintaining constant communication with the insured

**the Triangle of Success**



Please tell our CEO 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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