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**GLOBAL HEALTH LEADER BEST DOCTORS, INC.  
NAMED TO FOUR NATIONALLY PROMINENT PUBLIC AFFAIRS ORGANIZATIONS**

*Expertise from Boston-based health company sought by growing number of health care influencers*

**BOSTON** – Best Doctors, Inc. ([www.bestdoctors.com](http://www.bestdoctors.com)), the innovative global health company dedicated to improving health outcomes and reducing costs by getting people the right diagnosis and treatment, has been named to four high-profile health industry organizations. Since launching its formal Public Affairs presence this year, Best Doctors quickly has earned seats at the table of some of the most respected policy organizations in the nation, including: **The National Coalition on Health Care, The National Business Group on Health, NEHI** (formerly the New England Health Institute), and the **American Benefits Council**.

“Our work with all of these organizations directly relates to our company’s focus on improving health care worldwide,” noted David Seligman, chairman and CEO of Best Doctors, who also serves as a member of the American Cancer Society’s CEOs Against Cancer program. “When you consider health care’s many challenges and limitations today, we feel it’s key to share solutions that combat misdiagnosis and that ensure quality.”

“Companies and their employees are struggling in today’s confusing health care maze, but so are policymakers, physicians and the public at large,” added Evan Falchuk, Best Doctors’ vice chairman who leads the company’s active Public Affairs efforts. “We believe sharing the steps we’re taking at Best Doctors to improve health outcomes and reduce wasted health care dollars will help make a difference when important questions about how to fix health care are being asked.

“More people are learning they need to demand the *right* care, not just more care,” Falchuk added. “If your diagnosis is wrong, chances are your treatment will be, too. Figuring out how to overcome today’s high misdiagnosis rates has huge implications for policymakers and patients alike.”

Named by *Inc. Magazine* one of the fastest-growing companies in America, Best Doctors has become a recognized global leader in combating misdiagnosis and the many quality problems of health care systems. Through its efforts to deliver the right diagnoses and right treatment for its members, the company reported in late 2011 it had corrected diagnoses in 29 percent of cases in the US, and corrected or improved treatment in nearly 60 percent of cases – resulting in considerably improved patient outcomes and cost savings.

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Working with the best five percent of doctors (decided by impartial peer-review) in 45 specialty areas and over 400 subspecialties, Best Doctors now serves 30 million members in every major region of the world. In a climate where many time-strapped doctors can only spend 15 minutes or less with patients, the company's unique approach of taking the time needed to ask all the right questions, fully examine patient medical histories, and match the correct specialists with each case is game-changing. As such, a growing number of businesses and health policy organizations are seeking Best Doctors' counsel and perspective when it comes to their own health benefits, insurance and related health policy questions and recommendations.

#### **Details of Public Affairs Efforts**

At the National Coalition on Health Care (NCHC), Best Doctors is serving as a Coalition Partner in efforts to achieve an affordable, high-value health care system for patients, consumers, and employers. NCHC is America's oldest, broadest-based group working to achieve comprehensive health system reform; its member organizations collectively represent over 100 million Americans.

Given Best Doctors' pro-employer and pro-employee work with a growing number of Fortune 500 and Fortune 1000 clients, the company's work with the National Business Group on Health (NBGH) is a natural fit. Best Doctors recently was named a member of NBGH's National Leadership Committee on Consumerism and Engagement, and also of the organization's National Advisory Committee on Employer Services for the Cancer Continuum of Care.

With NEHI, a non-partisan nonprofit research and policy organization, Best Doctors' focus is collaborating with private and public decision-makers to find innovative solutions to urgent health care problems. NEHI brings together nationally influential organizations across health care, and focuses on all manner of pivotal health care issues including health information technologies, combating misdiagnosis, and eliminating wasteful spending.

Best Doctors also is serving on the Advisory Council of the American Benefits Council (ABC). In his Advisory Council role, Best Doctors' Evan Falchuk will be sharing with the organization's Policy Board of Directors best practices and experiences related to successful domestic and global employer-sponsored benefit programs.

#### **About Best Doctors, Inc.:**

Founded in 1989 by Harvard Medical School professors, Best Doctors, Inc. is transforming and improving health care. The global company, headquartered in Boston, serves more than 30 million members in every major region of the world. Best Doctors works with the best five percent of doctors to find the right diagnoses and right treatments, and seamlessly integrates its trusted services with employers' other health-related benefits. In addition to its clinical advocacy in the US, Best Doctors designs and implements international insurance programs that help people be sure they get the best care, and the right care. For further information, visit Best Doctors at [www.bestdoctors.com](http://www.bestdoctors.com), [Twitter](#), [Facebook](#), and [LinkedIn](#), or call (800) 223-5003.

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