

Boca Life

M A G A Z I N E

150 TOP DOCS

YOUR GUIDE TO THE BEST PHYSICIANS IN 34 SPECIALTIES

PLUS:
**10 MEDICAL
MYTHS
DEBUNKED**

**INTERIOR
DESIGN
EXCLUSIVES:**

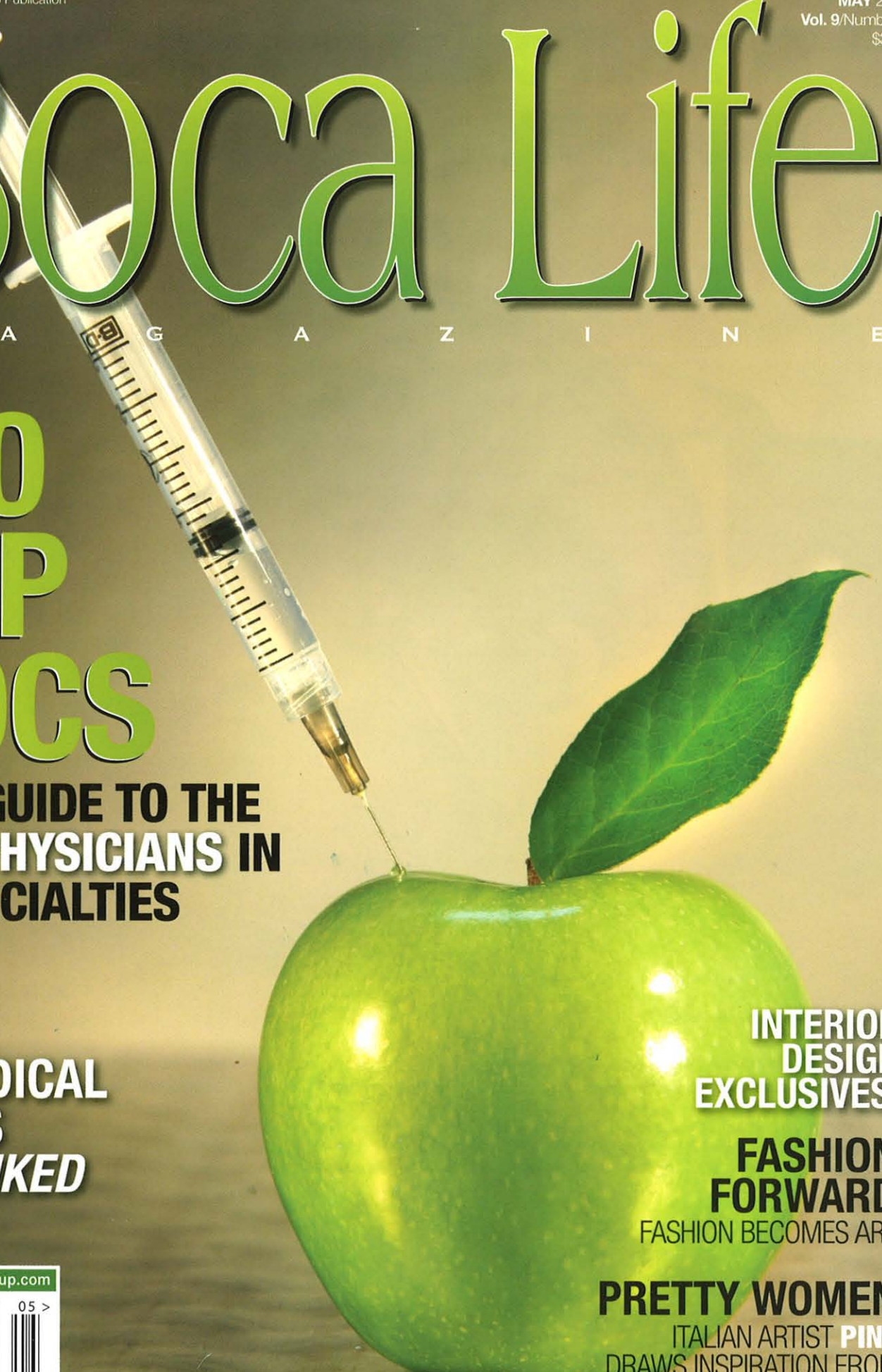
**FASHION
FORWARD**
FASHION BECOMES ART

PRETTY WOMEN
ITALIAN ARTIST **PINO**
DRAWS INSPIRATION FROM
MATERNAL FIGURES

gulfstreammediagroup.com

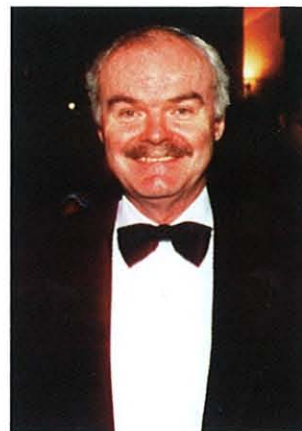


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To Your Health

This issue features one of our most popular annual sections – Top Docs. There is always a bit of tension over these selections, notably from doctors who wonder why they, or their institutions, are not included. So we hasten to explain, as we have in the past, that these aren't the magazine staff's selections. In fact, I doubt if any regional magazine in the country, many of which run similar features, does its own research on this subject. And that would



go for national magazines as well. Even the largest local magazines don't have the staff or the expertise to do an informed job in such a specialized area.

So they do what we do – hire a company that devotes itself to the subject. In our case, and for most magazines, the company is Castle Connolly, a New York City firm that has been surveying the medical field since 1991. The company's method of making its selections is explained within the section, but we will emphasize one point. *The doctors do not pay to be selected.* Indeed several doctors listed have told us they did not know how they were selected, although they do respond to inquiries about their background. We might add that advertising, of which there is quite a lot in the medical field, has no influence on our listings.

Despite that thoroughness, there will always be complaints about selections. We have gotten some in the past, and have referred them to the research company for their consideration. One thought (more of a hunch) is that in a fast growth market such as Florida, where new medical facilities and fresh medical faces arrive each year, it may take the surveyors some time to catch up with the growth, largely because it takes newcomers time to build their reputations among peers and patients.

While checking out our Top Docs list on page 20, notice the "Medical Myths" brighteners spread through the piece. This did involve some home-grown research, and is sort of a play within a play, for in searching for authorities to comment on the myths,

Assistant Editor Jennifer Math recognizes doctors who are leaders in their fields.

Doctors and institutions listed in this ranking are understandably proud. At the least, a doctor will frame his or her listing and mount it in the waiting room. Sometimes such awards get into advertising, not always with pleasant results. There was litigation between two competing hospitals in New Jersey when one promoted itself as the leader in a specialty. The hospital defended itself by claiming its marketing was based on an article in a prominent local magazine, a Top Docs presentation almost surely researched by Castle Connolly. So Top Docs, congratulations, but stay out of court please. But if you need a lawyer, call us first. We know some good ones.

A handwritten signature in black ink, appearing to read "Bernard McCormick". The signature is stylized and cursive.

Mea Culpa: In the April issue, we misidentified two individuals in our Scene + Heard section. They are Steve and Helene Weicholz, who supported JAFCO's 10th Annual Jacob's Ladder Awards. Our apologies for the error.



TOP DOCS

*150 Doctors in 34
Specialities, Serving
1 Patient. You.*

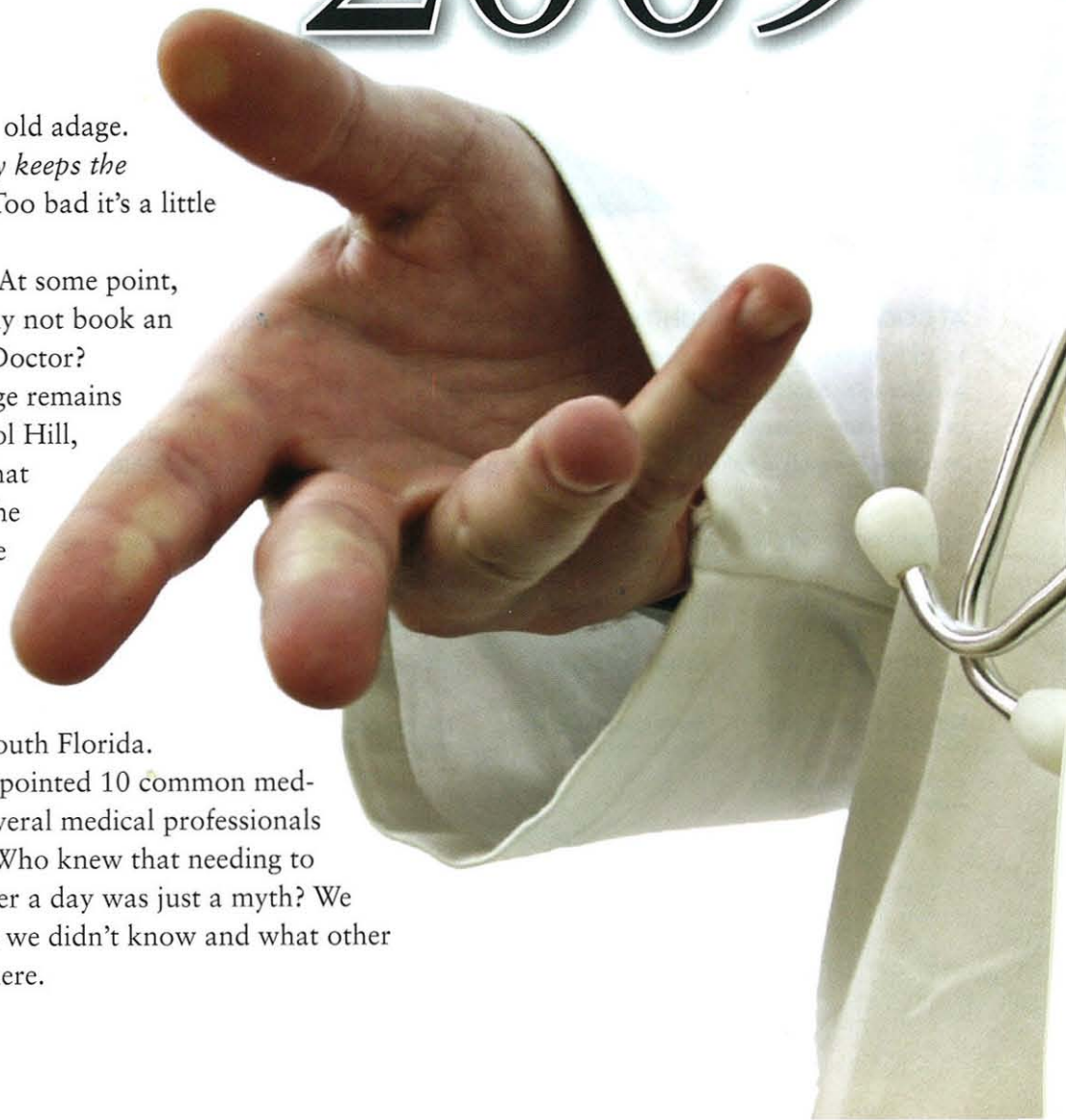
2009

We all know the old adage. *An apple a day keeps the doctor away.* Too bad it's a little more complex than that.

It's bound to happen. At some point, we'll need a doctor, so why not book an appointment with a Top Doctor?

As health care coverage remains a looming topic on Capitol Hill, it's comforting to know that closer to home, some of the finest doctors reside. Once again, we've partnered with Castle Connolly, a leading research firm, to bring you this year's list of the top physicians in South Florida.

In addition, we've pinpointed 10 common medical myths and utilized several medical professionals to debunk each concept. Who knew that needing to drink eight glasses of water a day was just a myth? We didn't. Find out what else we didn't know and what other misconceptions are out there.





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YOU'LL FIND THE
EXTRAORDINARY.

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