



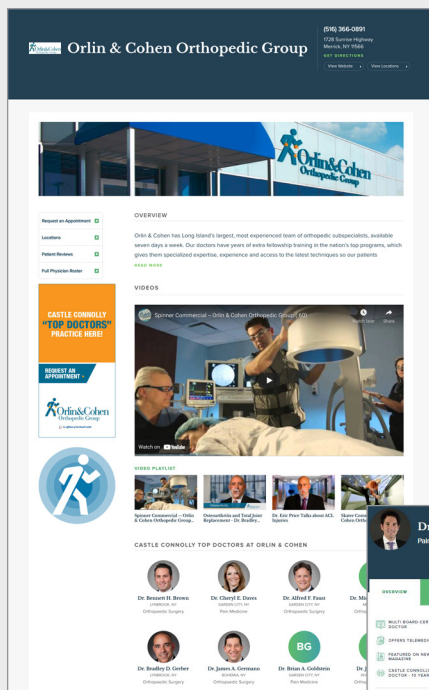
# TOP DOCTORS<sup>®</sup>

THE OFFICIAL SOURCE FOR OVER 25 YEARS

## The Centers of Excellence (CoE) Group Practice Package will help increase your practice's brand awareness, website traffic, and patient volume to support your ROI

Since 1991 Castle Connolly has been the nation's official source for identifying Top Doctors, relying on referrals from other physicians. Our website enables potential patients to easily search for doctors by specialty, location, name, procedure and illness.

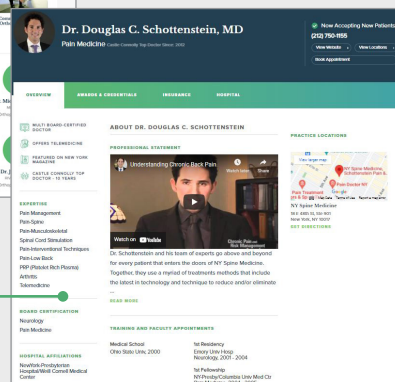
As a 2022 Castle Connolly Top Doctor, one of the key benefits of this prestigious award is the increased exposure amongst patients searching for an elite physician on the recently improved website, [castleconnolly.com](https://castleconnolly.com).



### The CoE Group Practice profile landing page offers multiple areas for branding and patient information

- Prominent branding of Group Practice creative
- Opportunity to include Group Practice overview/mission statement
- Opportunity to upload unlimited videos
- Current Top Doctors prominently displayed on Group Practice profile page...and more

Each Top Doctor from participating Group Practice in a CoE will have upgraded Top Doctor enhanced profiles



### BENEFITS OF THE CoE PROGRAM:

- ✔ Promote the Practice's overall quality and excellence along with provide patients/caregivers ease in access finding **national leaders** in: specific disease, condition treatment, techniques and procedures within your Group Practice
- ✔ Educate and inform patients/caregivers on your Group Practice's mission and vision
- ✔ Educate and inform patients/caregivers on their Top Doctor's personal mission statements
- ✔ Receive enhanced profiles for Top Doctors within your Group Practice
- ✔ Boosted search and premier positioning for your Top Doctors
- ✔ Book more appointments and drive new patients to your Practice
- ✔ Physician Call Tracking Numbers (Optional)
- ✔ Press Release (Optional)

For more details, contact [info@castleconnolly.com](mailto:info@castleconnolly.com)