



SUPERDOCTORS®

Guidelines on the proper use of the term Super Doctors®

1. *Super Doctors* should be used only in its plural form.
2. Whenever possible, italicize Super Doctors.
3. Do not use the term to refer to an individual doctor or group of doctors.
4. The term may be used in reference to the list, magazine, selection process or the honor.
5. Do not use the term to indicate or suggest accreditation by any entity.
6. Super Doctors is a registered trademark on the principal register, and thus the symbol ® should accompany the first use in a document.
7. Super Doctors employs an annual, specialty selection process; therefore, both the year and specialty should be indicated.
8. Some states prohibit or limit the use of comparative claims in advertising. Stating that you are among the top 5 percent of all doctors in the state may draw scrutiny from regulators in these states on the basis that you are “comparing” yourself to the other 95 percent who are not on the list.

Examples of proper and improper usage:

Improper: “John is a Texas Super Doctor.”

Proper: “John was selected for inclusion in 2010 Texas Super Doctors.”

Improper: “Sarah made the list of Florida Super Doctors.”

Proper: “Sarah was included on this year’s Florida Super Doctors list.”

Improper: “George was named a Super Doctor in the area of “internal medicine.”

Proper: “George was selected for inclusion in 2010 Kansas City Super Doctors.
His primary specialty is internal medicine.”

Improper: “As a Super Doctor, Sally is in the top 5% of doctors in the state.”

Proper: “Sally was selected for inclusion in 2010 Texas Super Doctors. Only five percent of the doctors in the state were selected.”