FOR IMMEDIATE RELEASE

DrScore.com Announces ‘America’s Most Loved’ Doctor

Thomas Selznick, DO, is the highest-rated Doctor of the Year.

WINSTON-SALEM, N.C. (Feb. 11, 2010) — Valentine’s Day will be a little warmer in Livonia, Mich., for a family practitioner who will celebrate the day as “America’s Most Loved” doctor. DrScore.com, the online patient satisfaction survey and physician rating Web site, has named Thomas Selznick, DO, with Livonia Family Physicians, PC, as 2010’s Doctor of the Year.

“Patient feedback on Dr. Selznick during the last year was truly exceptional,” said patient satisfaction expert Steve Feldman M.D., founder of DrScore. “His overall score was a 9.96 out of 10, and patient after patient described how ‘caring’ he is, how he takes time with the patient, listens and doesn’t hurry.

“Time and again in our DrScore research, we've determined that there is a strong correlation between the patient’s rating for how “caring” the doctor was during the visit and the patient’s overall satisfaction rating for that doctor,” Dr. Feldman continued. “My single best piece of advice for doctors looking to improve patient satisfaction scores is to remind yourself before you see each and every patient that you want to make that patient feel cared for.”

Dr. Selznick received his DO from the College of Osteopathic Medicine and Surgery in Des Moines, Iowa in 1981 and has been in private practice for over 25 years since completing his residency at Michigan’s Wayne State University in 1984.

“We treat our patients as we would want ourselves to be treated,” said Dr. Selznick. “As a practice we are very aware of patient satisfaction and utilize online surveys and in-house surveys to understand both what we are doing right and where we can improve. At our monthly office meetings and provider meetings, we discuss ways to improve our office to better accommodate our patients and the changing times.”

Increasing patient satisfaction is important because it directly links to quality of care issues such as following doctors’ orders and taking the prescribed medications, factors which ultimately lead to better outcomes. “Our
practice is not a static practice without flexibility but a dynamic practice utilizing our patients’ and our staff’s suggestions to not only improve the office-patient interaction, but to improve the quality of care we deliver, which translates into better outcomes in their health,” Dr. Selznick explained. “Our goal is to achieve the fine balance between quality of care and efficiency of care, and be the first place our patients come for all of their medical needs.”

To date, nearly 145,000 DrScore online surveys have been completed in which patients answer questions on everything from signage in the parking lot and friendliness of the receptionist to how long they waited and how much time the physician spent with them. To be considered for 2010 Doctor of the Year, the doctors had to receive at least 20 ratings on the DrScore site during 2009. This year’s runners up were:

- Stephen Tang, M.D., with Southern Orange County Pediatric Associates in Rancho Santa Margarita, Calif.
- Mitch Freeman, M.D., with Freeman Family Practice in Yuma, Ariz.
- Everett Scott, D.C., with Sport and Spine Rehab in Fort Washington, Md.
- David V. Poer, M.D., FACS, with Vitreo-Retinal Consultants PC in Indianapolis, Ind.
- Elizabeth McNamara, M.D., with Wake Forest University Baptist Medical Center Department of Dermatology in Winston-Salem, N.C.

“During 2009, Dr. Selznick and the runners up received a wonderful gift from their patients: feedback,” Dr. Feldman said. “So this Valentine’s Day, DrScore wants everyone to give their doctor that same gift by visiting DrScore.com. Whether your feedback is positive or negative, your doctor will appreciate it because it will help him or her improve patient care.”

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**About DrScore.com**

Founded by Steve Feldman, M.D., DrScore.com is an interactive online survey site where patients can rate their physicians, as well as find a physician based on their service level preference. DrScore’s mission is to improve medical care by giving patients a forum for rating their physicians, and by giving doctors an affordable, objective, non-intrusive means of documenting the quality of care that they provide. DrScore ratings may also be accessed through the iNeedaDoc iPhone app (http://ineedadoc.squarespace.com/). For more information, visit www.drscore.com.