

# Marin



# [415] TOP DOCTORS 2012

We asked doctors, “Whom would you send your family members to, or whom would you go to, if faced with a medical problem?” More than 13,000 votes were cast, and the results — 606 physicians, all in the 415 area code — are listed on the following pages. To search by speciality online, visit [marinmagazine.com/415topdoctors](http://marinmagazine.com/415topdoctors).

## PLASTIC SURGERY

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**Methodology:** *Marin Magazine* conducted a survey that has resulted in this [415] Top Doctors list — top physicians practicing in San Francisco and Marin counties who received multiple independent recommendations from their peers. The survey process started with a list of more than 4,000 licensed doctors across all specialties in both counties. All doctors on this list were both candidates and eligible voters in the peer-to-peer voting poll. Doctors were allowed to cast an unlimited number of votes across all specialties — they could vote for as many doctors as they wanted regardless of medical specialty — but they could only vote for the same doctor once.

Response rate was maximized by the following procedures: (a) a long field period of 12 weeks that was further extended to allow all doctors ample time to log in and vote for their peers; (b) multiple channels of solicitations including individual invitations as well as organizational outreach to maximize contact with all eligible voters; (c) repeated invitations and reminders to doctors who did not respond to initial rounds of solicitations. At the close of the voting period, approximately 600 doctors with the highest vote counts were short-listed for the database. Each one of these doctors attained a statistically significant number of votes from their peers based on established principles of sampling probabilities and power analysis. —*LinChiat Chang, Ph.D., Research Consultant*