

04/21/2009

Lauren Swerdloff, MD Swerdloff Medical Corp. 1821 Wilshire Blvd

Ste 220

Santa Monica, CA, 90403-5627



Dear Dr. Swerdloff:

You chose to become a physician in order to help people, and made it your life's work..

It's a vitally important job, not an easy one, and carries heavy responsibilities balanced by the intangible

rewards of the good you do.

Well, those intangible rewards just got a little more tangible.

We are proud to let you know that you have recently been honored by your patients with a Patients' Choice recognition.

This honor reflects the difference you've made in these people's lives through the exceptionally high praise granted to you by your patients.

Every month, more than 40,000 patients across the U.S. provide online feedback about their experiences with, their doctors. They rate various components such as bedside manner, doctor-patient face time degree of follow-up, courtesy of office staff, and overall opinions.

Over the course of 2008, these reviews have totaled hundreds of thousands of patient opinions. While physicians generally receive positive reviews from their patients, only a select few receive uniformly rave reviews across the board. Of those that receive rave reviews, only physicians like yourself -- with near perfect scores - have been voted by their patients for this honor.

In fact, of the nation's 720,000 active physicians, less than 5% were accorded this honor by their patients in 2008.

You are, indeed, the Patients' Choice; one of the physicians most highly regarded by their patients.

This notation of your distinction as a Patients' Choice physician will be prominently displayed in your Profile on a broad collection of web sites, including Vitals.com, Health COM, and a variety of Managed Care sites. These web sites are viewed by more than 150,000 people on a daily basis.

Congratulations once again on this outstanding distinction.

Sincerely,

.Erika Boyer

Vice President, Consumer Research