# NSIDE THE BILLION-DOLLA SF INDUSTRY TARGETING & TREATING YOUR BRAIN

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# VASCULAR SURGERY

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### NO MATTER HOW MUCH RESEARCH YOU DO,

determining which doctor to make an appointment with can feel like a Herculean task too big for any one magazine to take on. So

we turned to a specialist, Castle Connolly Medical Ltd., a health care research and information company that asks licensed MDs and DOs, hospital execs, and county medical societies to nominate their own. (And, no, they can't nominate themselves, nor can they pay to be included.)

The company's researchers screen each nominated doctor's educational and professional experience, checking for basics like a quality medical degree, faculty appointments, hospital affiliations, years of experience and board certification, as well as malpractice suits and disciplinary action. After sifting through 930-plus nom-inees in eight Bay Area counties—

Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara and noma—the team narrowed the list of docs down to 616 names. They're all

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Oakland With Big, old Ideas 616 Other t Doctors