



Three Updates to the U.S. News “Best Hospitals” Reputation Survey

December 9, 2021

Dear Colleagues,

Thank you for your relentless work to provide the highest quality of care to our patients. This strong dedication and your services are the defining features of the Mayo Clinic experience, and we value all that you do for patients, visitors and fellow staff at Mayo Clinic every day.

Each year, *U.S. News & World Report* surveys thousands of physicians in the United States as part of determining its "Best Hospitals" rankings. The survey results are important to patients because they consider the hospital and specialty rankings when deciding where to seek care.

Reputation survey changes

We're writing to you today with updates that may impact your teams' approach to voting in the 2022–23 voting season. *U.S. News and World Report* recently announced [three changes](#) to the profile requirements, survey distribution and methodology for its “Best Hospitals” rankings:

- **Profile requirements:** Eligible voters have extended time to claim their [Doximity profiles](#); the typical autumn deadline is not in effect this year. Rather, providers have until the spring 2022 survey window (dates to be released) to claim their profiles and participate in the reputation survey.

While the autumn deadline to claim your profile no longer exists, we strongly encourage those of you who have not already done so to claim your profile sooner rather than later.

- **Survey Distribution:** *U.S. News and World Report* will retire the mailed paper survey and switch to using online surveys only in 2022. It is important for eligible voters to claim their Doximity profiles because invitations to the “Best Hospitals” reputation survey are sent by email to providers with registered profiles.

- **Methodology:** *U.S. News and World Report* is weighing nominations based on the providers' affiliations or non-affiliations with the health care organization. The analytics team will use data about each voter's current and past hospital affiliations to construct a detailed profile of population nominators. *The specifics of these methodology changes remain undisclosed.*

Your next steps

We encourage you and your colleagues to use your voices to let patients and their families know that Mayo Clinic is a strong care destination for those with serious or complex illnesses. This is also an opportunity to grow personal referral networks.

1. Distribute an end-of-year/new year email to your specialty colleagues. This email should highlight differentiators and outcome measures from 2021, and Mayo Clinic Marketing will work with your specialty to send this email to national and regional voting physicians.
2. Distribute communications about voting in the 2022–23 *U.S. News and World Report's* "Best Hospitals" survey to your alumni in early February 2022. Contact [Mayo Clinic Alumni Relations](#).

Thank you for taking the time to review these *U.S. News and World Report* changes to its "Best Hospitals" reputation survey for 2022–23. But most of all, we extend our highest gratitude to those who truly make the difference in patients' lives when they visit Mayo Clinic — you.

Sincerely,

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