

how to start a cash only medical practice

How to Start a Cash Only Medical Practice: A Step-by-Step Guide

how to start a cash only medical practice is a question that many healthcare professionals are exploring as they seek more autonomy, reduce administrative burdens, and provide transparent pricing for their patients. Transitioning away from insurance-based reimbursement to a cash-only model can seem daunting, but with the right approach, it can lead to a sustainable, patient-centered practice. In this article, we'll walk through the essential steps, considerations, and strategies to help you establish a successful cash-only medical practice.

Understanding the Cash Only Medical Practice Model

Before diving into the practical steps, it's important to understand what a cash only medical practice entails. Unlike traditional practices that bill insurance companies, cash only practices require patients to pay out of pocket at the time of service. This model can simplify billing, improve cash flow, and reduce overhead costs. It also appeals to patients who prefer transparent pricing and faster access to care without the hassle of insurance authorizations.

Benefits of a Cash Only Medical Practice

Operating a cash only practice offers several advantages for both providers and patients:

- **Reduced Administrative Burden:** Without insurance billing, you save time and money on coding, claims processing, and dealing with denials.
- **Improved Cash Flow:** Patients pay directly at the time of service, which means you get paid faster and avoid delayed reimbursements.
- **Greater Pricing Transparency:** Patients know exactly what they're paying for, fostering trust and satisfaction.
- **Enhanced Patient Relationships:** Fewer third-party constraints can allow for longer visits and more personalized care.
- **Flexibility in Services Offered:** You can tailor your services to meet patient needs without insurance restrictions.

Steps to Start a Cash Only Medical Practice

1. Define Your Niche and Target Patient Base

Starting a cash only medical practice requires a clear understanding of who your ideal patients are and what services you will provide. Are you focusing on primary care, urgent care, specialized medicine, or concierge care? Knowing your niche helps you design your service offerings and pricing structure accordingly.

Consider patient demographics, local competition, and unmet healthcare needs in your area. Some cash only practices thrive by targeting self-pay patients, uninsured individuals, or those frustrated with insurance bureaucracy.

2. Create a Transparent Pricing Model

One of the foundations of a cash only practice is transparent and straightforward pricing. Patients should never be surprised by unexpected bills after their visit.

When establishing your pricing:

- Research market rates for similar services in your area.
- Consider offering bundled packages for common procedures or visits.
- Clearly outline costs on your website and in your office.
- Be prepared to explain the value patients receive compared to insurance-based care.

Providing clear pricing upfront builds trust and encourages more patients to choose your practice.

3. Set Up Legal and Regulatory Compliance

Even though you're operating outside of insurance billing, it's critical to ensure that your practice complies with all healthcare regulations:

- Obtain the necessary medical licenses and permits in your state.
- Register your business entity appropriately (e.g., LLC, professional corporation).
- Understand HIPAA requirements and implement strong patient privacy protections.
- Stay informed about state-specific rules regarding cash only practices and direct primary care models.

Consulting with a healthcare attorney can help you navigate these legal complexities.

4. Develop Efficient Billing and Payment Systems

Even though you won't be dealing with insurance companies, your cash only medical practice needs a streamlined payment process.

Consider:

- Implementing an easy-to-use point-of-sale system for accepting credit cards, debit cards, and mobile payments.
- Offering multiple payment options, including cash, checks, and online payments.
- Using software to track payments, appointments, and patient records in one integrated platform.
- Establishing clear policies for refunds, cancellations, and no-shows.

A smooth payment process enhances patient experience and ensures steady revenue flow.

5. Market Your Practice Effectively

Getting the word out about your cash only medical practice is crucial to attracting patients. Since you're operating outside traditional insurance networks, marketing strategies should focus on reaching self-pay patients and those seeking alternatives.

Strategies include:

- Building a professional website that highlights your services, pricing, and philosophy.
- Utilizing local SEO tactics to appear in search results for cash only or direct pay medical services.
- Engaging in social media marketing to educate potential patients about your model and benefits.
- Networking with other healthcare providers and community organizations.
- Encouraging word-of-mouth referrals by delivering exceptional care.

Transparency and education in your marketing materials help potential patients understand why

your cash only approach might be the right fit for them.

Challenges to Anticipate and How to Overcome Them

While there are many advantages to a cash only medical practice, it's important to be aware of common challenges and plan accordingly.

Patient Acceptance and Education

Many patients are accustomed to using insurance for healthcare and may hesitate to pay out of pocket. To overcome this:

- Clearly communicate the benefits of your cash only model, such as lower overall costs, no surprise bills, and more personalized care.
- Use educational content on your website, brochures, and during appointments.
- Offer flexible payment plans or memberships to make care more affordable.

Managing Patient Volume

Cash only practices often operate on a membership or retainer basis, which can limit patient volume. Balancing appointment availability with quality care is key.

Strategies include:

- Setting daily or weekly limits for new patients.
- Using telemedicine to increase accessibility without overextending in-office hours.
- Offering group visits or wellness programs as additional revenue streams.

Handling High-Cost Procedures

Some medical services can be expensive, and patients paying out of pocket might hesitate. You can address this by:

- Providing clear cost estimates before procedures.
- Partnering with labs and imaging centers that offer cash discounts.
- Offering financing options or payment plans for costly treatments.

Technology Tools to Support Your Cash Only Practice

Investing in the right technology can make running a cash only medical practice much smoother. Consider:

- **Practice Management Software:** Look for systems designed for direct pay or cash only practices that simplify scheduling, billing, and record keeping.
- **Telehealth Platforms:** Expanding your reach with virtual visits can attract more patients and provide convenience.
- **Payment Processing Solutions:** Choose providers with low fees and multiple payment options to make it easy for patients.
- **Patient Communication Tools:** Automated reminders, online booking, and secure messaging improve engagement and reduce no-shows.

By embracing technology, you reduce administrative hassles and focus more on patient care.

Building Trust and Long-Term Relationships

A successful cash only medical practice thrives on trust and strong patient relationships. Since patients are paying directly, they expect high value and transparency.

Ways to foster trust include:

- Listening carefully and spending adequate time with patients to understand their concerns.
- Being upfront about costs and what's included in each visit.
- Providing high-quality care that addresses patient needs holistically.
- Following up after appointments to check on progress and satisfaction.

Over time, satisfied patients become loyal advocates, helping your practice grow organically.

Navigating Insurance Laws and Regulations

Even if you don't bill insurance, it's important to understand laws such as the Affordable Care Act and state regulations that may impact your cash only practice. For example, some states have specific rules about how cash only practices must operate or advertise.

Staying informed ensures compliance and protects your practice from legal challenges. Joining professional associations or networks focused on direct pay or concierge medicine can provide valuable resources and support.

Starting a cash only medical practice is a bold move that can offer greater freedom, financial stability, and patient satisfaction. With careful planning, clear communication, and a commitment to quality care, you can build a thriving practice that meets the evolving needs of today's healthcare consumers. The key lies in understanding your market, setting transparent pricing, embracing technology, and nurturing genuine patient relationships along the way.

Frequently Asked Questions

What are the key benefits of starting a cash-only medical practice?

Starting a cash-only medical practice allows for simplified billing, reduced administrative costs, quicker payment cycles, and greater control over pricing. It also enables physicians to focus more on patient care rather than insurance paperwork.

How do I set prices for services in a cash-only medical practice?

Set prices based on factors like local market rates, the complexity of services offered, your expertise, and overhead costs. Research competitors and consider offering transparent, bundled pricing to make costs clear and appealing to patients.

What legal and regulatory considerations should I be aware of when starting a cash-only medical practice?

Ensure compliance with state medical board regulations, HIPAA privacy rules, and any applicable federal laws. It's also important to clearly communicate your cash-only policy to patients and have proper consent forms. Consulting with a healthcare attorney is recommended.

How can I attract patients to a new cash-only medical practice?

Use targeted marketing strategies such as local SEO, social media advertising, community outreach, and offering flexible appointment times. Emphasize the benefits of cash payments like no insurance hassles, transparent pricing, and personalized care.

What technology and systems are essential for managing a cash-only medical practice?

Implement efficient practice management software that handles scheduling, billing, and patient records without relying on insurance claims processing. Consider point-of-sale systems for easy payment collection and secure online payment options for patient convenience.

How do I handle patient billing and payments in a cash-only practice?

Collect payment at the time of service to ensure immediate revenue. Offer multiple payment options such as cash, credit/debit cards, and digital wallets. Provide clear receipts and maintain accurate records for both legal compliance and patient trust.

Additional Resources

How to Start a Cash Only Medical Practice: A Professional Guide

how to start a cash only medical practice is a question that has gained increasing attention among healthcare providers seeking greater autonomy, simplified billing, and improved patient relationships. As the complexity of insurance reimbursements and administrative overhead continues to challenge many practitioners, the cash-only model presents an alternative path that emphasizes transparency, efficiency, and direct patient engagement. However, transitioning or launching a medical practice without relying on insurance reimbursements demands careful planning, regulatory awareness, and strategic marketing to ensure financial viability and compliance.

This article explores the essential components and considerations for healthcare professionals interested in establishing a cash-only medical practice. From understanding the benefits and limitations to operational logistics and patient communication strategies, this comprehensive guide aims to provide a balanced and practical overview.

Understanding the Cash Only Medical Practice Model

Unlike traditional practices that rely heavily on third-party payers such as insurance companies or government programs, cash-only medical practices operate on a direct payment basis. Patients pay out-of-pocket at the time of service, eliminating the need for billing insurance. This model can be applied across various specialties, from primary care to specialized services such as dermatology or

elective procedures.

One of the driving factors behind the growing interest in cash-only models is the reduction of administrative burdens. According to a 2020 study published in Health Affairs, physicians spend nearly two hours on administrative tasks for every hour of patient care. By removing insurance claims processing, practitioners can dedicate more time to clinical work and patient interaction.

Key Advantages of a Cash Only Medical Practice

- **Streamlined Operations:** Without the need to submit claims or navigate payer requirements, practices experience fewer delays in payment and reduced paperwork.
- **Transparent Pricing:** Clear, upfront pricing can enhance patient trust and satisfaction, avoiding surprise bills often associated with insurance coverage complexities.
- **Improved Cash Flow:** Immediate payment at the point of service can stabilize revenue streams and reduce the risk of denied claims or delayed reimbursements.
- **Greater Provider Autonomy:** Physicians may have more freedom to design care protocols without insurance-imposed limitations, potentially improving quality of care.

Despite these benefits, cash-only practices are not without their challenges. Patient access can be limited, especially for those with limited financial resources or extensive insurance coverage expectations. Therefore, evaluating the local market and patient demographics is critical before committing to this model.

Steps to Establish a Cash Only Medical Practice

Transitioning to or starting a cash-only medical practice involves several strategic steps, each important for legal compliance, operational efficiency, and market positioning.

1. Conduct Market Research and Feasibility Analysis

Before making any financial commitments, practitioners should analyze the demand for cash-only services in their geographic area. This includes assessing:

- Local patient demographics and income levels
- Competitive landscape and availability of similar cash-based providers
- Potential patient interest in transparent pricing and direct payment models

Surveys, focus groups, or consultations with existing cash-only practitioners can provide valuable insights.

2. Develop a Clear Pricing Structure

One of the hallmarks of a cash-only practice is transparent and competitive pricing. Providers must establish a fee schedule that reflects the value of services while remaining attractive and affordable for patients. Pricing should be prominently displayed on websites and in office materials to build trust.

This pricing strategy may include:

- Flat fees for common procedures or visits
- Membership or subscription models offering discounted rates
- Package deals for multiple visits or preventive care

Transparency here is essential to reduce patient confusion and ensure smooth financial transactions.

3. Address Legal and Regulatory Considerations

Operating a cash-only medical practice does not exempt providers from compliance with healthcare regulations, including:

- Licensure requirements
- Health Insurance Portability and Accountability Act (HIPAA) for patient privacy
- State-specific laws regarding billing and patient consent

Additionally, practitioners should be cautious about advertising claims and ensure that they do not misrepresent services or pricing structures. Consulting with healthcare attorneys or compliance experts is advisable to avoid pitfalls.

4. Establish Efficient Billing and Payment Systems

Even without insurance billing, an organized payment infrastructure is necessary. Accepting various payment methods — credit cards, checks, cash, or digital wallets — can improve patient

convenience. Implementing reliable point-of-sale (POS) systems and electronic health records (EHR) with integrated billing features helps maintain accurate financial records.

Offering online payment portals or mobile apps may also improve patient compliance and satisfaction, especially in today's digitally-driven environment.

5. Communicate Clearly With Patients

Educating potential patients about the cash-only model is crucial for managing expectations and fostering trust. Providers should articulate:

- Why the practice operates on a cash-only basis
- Benefits such as simplified billing and transparent pricing
- How patients can handle their payments and any options for reimbursement claims to insurers, if applicable

Clear communication reduces confusion and enhances the patient experience, which can lead to positive word-of-mouth referrals.

Marketing a Cash Only Medical Practice

Attracting patients to a cash-only practice requires targeted marketing strategies that emphasize the unique advantages of this model.

Leveraging Digital Channels

A professional website with detailed service descriptions, pricing, and patient testimonials is a primary tool. Search engine optimization (SEO) focusing on keywords like "cash only medical practice," "direct pay healthcare," and "transparent medical pricing" can improve visibility.

Social media platforms can also be used to share educational content about the benefits of cash-only healthcare and to engage with the community.

Building Local Partnerships

Networking with local businesses, wellness centers, and community organizations may help generate patient referrals. Hosting informational seminars or wellness workshops can position the practice as a trusted healthcare resource.

Encouraging Patient Reviews and Referrals

Satisfied patients are often the best promoters. Encouraging online reviews and implementing referral incentives can expand the patient base organically.

Challenges and Considerations

While starting a cash only medical practice offers multiple advantages, providers must navigate several challenges:

- **Limited Insurance Coverage:** Patients who rely heavily on insurance may be deterred, potentially reducing the pool of prospective patients.
- **Financial Barriers:** Upfront costs might be prohibitive for some patients, requiring providers to consider flexible payment options or sliding scale fees.
- **Competition:** The presence of traditional insurance-based practices can make market penetration difficult.
- **Regulatory Complexity:** Maintaining compliance with evolving healthcare laws requires ongoing attention.

Balancing these factors with the practice's goals and values will determine long-term success.

Starting a cash-only medical practice represents a paradigm shift in healthcare delivery that prioritizes simplicity, transparency, and patient-centered care. As more physicians seek alternatives to complex insurance systems, understanding the nuances of this model becomes essential for informed decision-making and effective practice management.

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practice ecosystem? Answering these questions and more, this newly updated and revised edition is an essential tool for doctors, nurses, and healthcare administrators; management and business consultants; accountants; and medical, dental, business, and healthcare administration graduate and doctoral students. Written in plain language using nontechnical jargon, the text presents a progressive discussion of management and operation strategies. It incorporates prose, news reports, and regulatory and academic perspectives with Health 2.0 examples, and blog and internet links, as well as charts, tables, diagrams, and Web site references, resulting in an all-encompassing resource. It integrates various medical practice business disciplines—from finance and economics to marketing to the strategic management sciences—to improve patient outcomes and achieve best practices in the healthcare administration field. With contributions by a world-class team of expert authors, the third edition covers brand-new information, including: The impact of Web 2.0 technologies on the healthcare industry Internal office controls for preventing fraud and abuse Physician compensation with pay-for-performance trend analysis Healthcare marketing, advertising, CRM, and public relations eMRs, mobile IT systems, medical devices, and cloud computing and much more!

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(AHNA) Seal of Distinction. This newly developed Seal of Distinction indicates that the book is aligned with AHNA's mission, vision, and Holistic Nursing: Scope and Standards of Practice, Second Edition; is of interest to holistic nurses and of significant value to the nursing profession; provides knowledge that advances holistic nursing; is timely and relevant; is consistent with relevant historical publications; is scientifically and technically accurate; and is authored by individuals with demonstrated expertise in the field of the work submitted. --Provided by publisher.

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how to start a cash only medical practice: *The Business of Healthcare* Kenneth H. Cohn, Douglas E. Hough, 2007-12-30 The rapid pace of change in the healthcare industry is creating turbulence for just about everyone. For consumers, affordable access to quality healthcare is an issue of primary importance. For employers, health benefits have grown to be an alarmingly large component of their compensation packages. For physicians and other healthcare providers, practice management has become increasingly demanding. Each of this set's three volumes untangles the complexity, provides answers to knotty questions, and points the way toward better healthcare for all. Features include commentary, prescriptions, and insights from leaders in the healthcare industry, including physicians, attorneys, administrators, educators, and business consultants. The result: a landmark set filled with provocative analysis and practical recommendations destined to improve the delivery of healthcare. The rapid pace of change in the healthcare industry is creating turbulence for just about everyone. For consumers, affordable access to quality healthcare is an issue of primary importance. For employers, health benefits have grown to be an alarmingly large component of their compensation packages. For physicians and other healthcare providers, practice management has become increasingly demanding. Complexity is the rule, thanks to government

regulations and insurer requirements, the expansion of technology in everything from diagnosis to records, and the desire of policymakers and others to have a say in how healthcare is delivered and to whom. The Business of Healthcare provides Rx to these and other challenges in three volumes: Volume 1: Practice Management Volume 2: Leading Healthcare Organizations Volume 3: Improving Systems of Care. Each volume features commentary and insights from leaders in the healthcare industry, including physicians, attorneys, administrators, educators, and business consultants. The result: a landmark set filled with provocative analysis and practical recommendations destined to improve the delivery of healthcare. The Business of Healthcare presents ideas and information that until now have been sequestered in a variety of professional journals and books, in isolation from each other. For the first time, healthcare professionals, consumers, scholars, students, and policymakers alike will have access to the same body of information about a critical sector of the economy—one that represents 15 percent of the U.S. national GDP, consumes 10 percent of federal government spending, and employs twelve million people. This three-volume set will address the current debates that are determining the future course of the industry.

Volume 1: Practice Management: Physicians are beginning to realize that, in addition to providing health care, they are owners and managers of multi-million dollar enterprises. Unfortunately, most have not received formal training in the skills needed to operate such a business. In this volume, experts will present practical advice for physicians (as well as their practice managers and staff) to improve operations. Topics include: *The opportunities and challenges of solo practice. *The logistics of joining and leaving a physician practice. *Performance management in physician practices. *Creating a culture of accountability in physician practices. *Managing difficult and disruptive physicians. *Developing and promoting a physician practice. *Internet marketing of physician practices. *The potential benefits and implementation roadblocks of pay for performance. *Accounts receivable management in hospital and physician practices. *The future of the physician practice.

Volume 2: Leading Healthcare Organizations: Whether running their own practice or working as a part of a larger organization, health professionals are being called upon to provide leadership—something more important than ever in health care, where some sectors of the industry are in turmoil, while others are being transformed entirely. This volume will offer insights into the changing role of leadership throughout an organization, and describe how health professionals can exert their influence to effect positive change. Topics covered include: *Perspectives on leading complex healthcare delivery systems. *Mending the gap between practicing physicians and hospital executives. *The physician's role on the hospital board, and a blueprint for success. *The impact of biotechnology advances on healthcare delivery. *The impact of informatics on healthcare delivery. *The next frontier in addressing clinical hospital supply costs. *Liability risk management: Saving money and relationships. *Pastoral medicine: The impact of pastoral care. *The role of complementary and alternative medicine in healthcare today.

Volume 3: Improving Systems of Care : This volume explores the current state of health care, and it describes the critical issues that must be resolved in the short run and the long run to ensure that the industry provides the value that the public both demands and deserves. Topics include: *Quality in healthcare: concepts and practice. *Adapting proven aviation safety tools to healthcare: Improving healthcare by changing the safety culture. *Introduction to healthcare information technology. *Market dynamics and financing strategies in the development of medical technologies. *An innovative service delivery model for specialized care. *The impact of healthcare on the US economy. *Improving systems of care: a patient's perspective. *The cost of end-of-life care. *Building the bridge between business and medicine. Better, more efficient healthcare is not just possible but needed more than ever. The Business of Health Care will help lead the way toward a healthier, happier society.

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administrative skills they'll need in today's rapidly changing health care environment.

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stakeholders in health care: the patients. As the accessibility and volume of data continues to increase, there is a growing desire to utilize data to guide and optimize decision-making in health care environments. There is a wealth of data in health care organizations and much of it is not fully utilized. In today's climate, these organizations are under increased regulatory and financial pressures to deliver measurable value, particularly as it relates to the quality of patient care in clinical and diagnostic settings. This book includes short contributions from practitioners, including Laurie Branch, Puneet Chahal, Patrick C. Cunningham, Star* Cunningham, Matthew Dreckmeier, Joseph P. Gaspero, Sherri Matis-Mitchell, Gail Mayeaux, Edwin K. Morris, Plamen Petrov, Steven Press, Andrew J. Privitera, Derek Walton, and Daniel Yunker.

how to start a cash only medical practice: The Wounded Physician Project Curtis G. Graham, MD, FACOG, FACS, 2014-11-22 The Wounded Physician Project is a fresh investigation into and the solution for the primary causes of private medical practice financial failure which today impacts not only the disintegration of private medical practice but also the overwhelming increasing attrition of physicians today. The root cause has been ignored completely by medical educators for a century in spite of knowing the importance of resolving this issue and the enormous value and benefits it provides for every practicing physician today. The complete elimination of these problems that all physicians in private medical practice have always had and now today is responsible for the frustration and deep disappointment over 50% of physicians have with their careers in medicine, can be resolved almost immediately. The implementation of some very critical educational elements into the medical school curriculums is the answer to this persistent egregious enigma that is far overdue and mandatory. The healthcare and medical profession are going through a revolution now that will not only destroy professional healthcare provider's careers but also will become the greatest impediment for quality medical care in our nation if the contents of this book are not heeded.

how to start a cash only medical practice: Starting a Successful Practice in Clinical Psychology and Counseling Owen J. Bargreen, 2013-10-08 Clinical psychology is a quickly growing profession, yet it is a challenging one: the preparation is arduous, the training is highly selective, and the results – an established and financially successful practice – are not easy to achieve. This book explains how to prepare for and surmount all of the hurdles presented to those who hope to eventually develop a lucrative and rewarding practice in clinical psychology. It is the first of its kind to focus primarily on financial success, though it does also look at the personal stresses and rewards of the profession. The author provides tips from his own experience and from other financially successful private practice psychologists and offers business techniques and pointers that are not explained in training programs. Undergraduate students contemplating a career in psychology will find advice on preparing for the GRE, applying to graduate schools, and getting involved in research and clinical work. For graduate students, an overview of a graduate clinical psychology program, preparing and completing a dissertation, and gaining experience in psychological testing are provided. Chapters then focus on how to build and manage a private practice, the best ways to manage personal and business finances, and how to practice good self-care. Additionally, the book includes a chapter by an expert on student-loan repayment that examines how to best work through the process of paying back student loans while building a practice.

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experiences with mental illness, and extensive interviews with people with serious mental illness to discuss how individuals live with these illnesses, including bipolar disorder, schizophrenia, and major depression. The book • presents real-world vignettes that vividly describe what it is like to experience some of the most troubling symptoms of a severe mental illness • offers practical advice for how individuals, family members, and communities can help people with a serious mental illness • explains how people with mental illness can find competent health care providers, identify treatment regimens, overcome obstacles to treatment, cope with stigma, and make decisions • provides insight into programs, such as Crisis Intervention Training, that can help people undergoing mental health crisis avoid jail and get the treatment they need • takes aim at the popular concept of rock bottom and reveals why this is such a harmful and simplistic approach • advocates for evidence-based care • documents examples of communities that have embraced successful strategies for promoting recovery • shows that people with serious mental illnesses can live productive lives Meticulously researched and engagingly written, *Beyond Madness* is a call to action and a promise of hope for everyone who cares about and interacts with the millions of people who have serious mental illness. Family members, friends, teachers, police, primary care doctors, and clergy—people who recognize that something is wrong but don't know how to help—will find the book's practical advice invaluable.

how to start a cash only medical practice: [The Racial Divide in American Medicine](#) Richard D. deShazo, 2018-07-30 Contributions by Richard D. deShazo, John Dittmer, Keydron K. Guinn, Lucius M. Lampton, Wilson F. Minor, Rosemary Moak, Sara B. Parker, Wayne J. Riley, Leigh Baldwin Skipworth, Robert Smith, and William F. Winter *The Racial Divide in American Medicine* documents the struggle for equity in health and health care by African Americans in Mississippi and the United States and the connections between what happened there and the national search for social justice in health care. Dr. Richard D. deShazo and the contributors to the volume trace the dark journey from a system of slave hospitals in the state, through Reconstruction, Jim Crow, and the civil rights era, to the present day. They substantiate that current health disparities are directly linked to America's history of separation, neglect, struggle, and disparities. Contributors reveal details of individual physicians' journeys for recognition both as African Americans and as professionals in Mississippi. Despite discrimination by their white colleagues and threats of violence, a small but fearless group of African American physicians fought for desegregation of American medicine and society. For example, T. R. M. Howard, MD, in the all-black city of Mound Bayou led a private investigation of the Emmett Till murder that helped trigger the civil rights movement. Later, other black physicians risked their lives and practices to provide care for white civil rights workers during the civil rights movement. Dr. deShazo has assembled an accurate account of the lives and experiences of black physicians in Mississippi, one that gives full credit to the actions of these pioneers. Dr. deShazo's introduction and the essays address ongoing isolation and distrust among black and white colleagues. This book will stimulate dialogue, apology, and reconciliation, with the ultimate goal of improving disparities in health and health care and addressing long-standing injustices in our country.

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