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How we speak about physicians determines how we view the care they give their patients.

Greetings!

December 5, 2016

It's amazing what one little word can do. We've experienced it countless times. You hear or use a word that seems innocent enough, and then when you dig a little below the surface--stop and think about it--you see an entirely different meaning that doesn't convey at all your intent.

Or worse--*generates an outcome counter to what you expected or wanted.* For example, imagine the different connotations of "*single payer healthcare*," "*universal healthcare*," "*free market healthcare*," or even "*concierge medicine*."

Words do matter. Understanding words--and using the correct ones--matters even more.

Don't call me "provider."



Jacob Cheven, first year medical student at Ohio University Heritage College of Osteopathic Medicine, and first time contributor to BRI's blog asks us to consider the word "provider" when speaking about physicians, doctors, and other healthcare professionals. Will it encourage you to rethink the way you speak about our healers?

[READ JACOB'S POST](#)

Thank you for the thoughtfulness you bring to the healthcare conversation.

In partnership,

Beth Haynes, MD
Executive Director

[Benjamin Rush Institute](#)

In other healthcare news . . .

Watch FMMA's short intro video! They also host video blogs by **Keith Smith** on their YouTube channel.

Beth recently met Christopher and Adam Habig at a debate held at **Marian University**. The brothers co-founded **Freedom Healthworks**, where you can also find a short guide to **Direct Primary Care** that includes a Forbes article by **Sally Pipes**, BRI Chairman, presciently written in 2013 pointing to a foreseen rise in direct care medical services.

[Direct Primary Care \(DPC\) Guide](#)
[Sally Pipes article](#)



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