**Background**

Over the past 2 decades, “The Art of Medicine” has lost two fundamental qualities, the **Art** and the trust of the patient. In the current medical environment where a third-party payer is the norm (medical insurance, Medicare, etc.), treatment of the patient is oft based on what will provide the insurance company or the hospital the greatest profit. Unfortunately, physicians’ hands are tied when it comes to treating the patients. Insurance companies are now dictating your healthcare based on their profit margin and not based on scientific evidence or the physicians’ experience. Hence, the “Art” in the “Art of Medicine” is lost. This also accounts for the lack of trust in the patient. Patients feel that the physicians are performing unnecessary studies, and providing less than optimal treatment for the purpose of increasing profit at the expense of their health.

The physicians do not share in this corporate profiteering scheme. They are currently paid by an insurance company based on increasing the insurance company’s profit margin. Physicians are often provided a bonus for cheaper care and assessed a penalty for more expensive care regardless as to whether the more expensive care is indicated or more appropriate. A penalty may be assessed for nothing more than writing a prescription for a “name-brand” drug rather than the generic. The insurance company may also require multiple prior-authorizations and denials which greatly increases operating costs to the physician as well as the physician’s workload. This provides a negative reinforcement for providing appropriate care and encourages physicians to always pursue the cheaper route for your healthcare.

**Our Practice Ethic**

We realize that there is something fundamentally wrong with our nation’s medical care system when many physicians feel trapped in the grasp of “corporatized” (HMO and Managed Care) medicine, but powerless to “change the system.” We have chosen another path. Understanding that we cannot “change the system,” we realize we can only change how we practice medicine. We have broken away from all managed care plans. Rather than handing over what little control we have left over the patient care environment to others, we have taken back complete control and designed treatment protocols with nothing but the patient’s interest in mind. It is our practice to recommend only what is best for you, not what is best for your insurance company or the company’s pocketbook.

It is our practice to fully educate the patient about the disease process and provide the patient with appropriate options in order to treat their illness. By partnering with the patient, the patient has a better knowledge of the problem and how to treat it. By having the patient make the decision of which treatment route to follow, compliance to the medical regimen is improved. It is our practice to treat the patient, according to current scientific knowledge, in a manner which is most beneficial to their healthcare. It is also our practice to try to minimize medications and medical costs to the greatest extent possible. ***“The fewer the drugs and studies, the better it is for the patient and*** ***national health care costs.”*** However, we will use whatever medications and whatever studies are most appropriate and necessary to maximize the patient’s healthcare.