

JOY COOPER

Culture Care

2024 Global Fellow



BIG BOLD IDEA

Reduce morbidity and mortality for Black women and children in the U.S. by creating a telemedicine platform that provides second opinions and adjunctive care by Black doctors.

ORGANIZATION OVERVIEW

Culture Care offers virtual second opinions to Black women to reduce health disparities and shift health outcomes for Black women in the right direction. Culture Care makes Black doctors ubiquitous by leveraging telemedicine and giving Black women access to Black doctors. Patients choose their needs when they visit Culture Care's website, whether it be a second opinion, adjunctive care from care bundles for pregnancy, or a diagnosis such as fibroids. Culture Care's goal is to decrease cancer mortality, maternal mortality, and infant mortality for Black women and their children.

PERSONAL BIO

Dr. Joy Cooper is co-founder and chief executive officer of Culture Care, a telemedicine startup for Black women that provides care and second opinions by Black doctors. She is a board certified obstetrician-gynecologist. As a medical student, she founded a non-profit that taught reproductive health to Black adolescent girls.

Dr. Joy, as she's known, returned to her native Philadelphia for residency. During her time there, she learned the power of culturally-concordant care while working at the Hospital of the University of Pennsylvania and serving the large Black female population in West Philadelphia.

Dr. Joy has worked clinically in the United Kingdom, Kenya, and Ghana. She leverages that exposure to find creative solutions to fix healthcare for her community. She has been featured on Good Morning America, Essence, and USA Today to discuss the health disparities that plague Black women in the United States.

Impact Location

United States

Organization Structure

For-profit

[VISIT WEBSITE](#)

