Family physician pursues vision for patient care

By JEFFREY CASSADY
BUSINESS WRITER

Dr. Delicia Haynes had a very specific vision for her career — one that couldn't be fulfilled by practicing in a hospital or multi-physician office.

So in February 2009, Haynes started her own family-practice clinic, Family First Health Center, in Daytona Beach.

"When I was in medical school and became interested in family medicine, I had a really strong vision for how I wanted to practice," she said. "I always wanted to be the doctor I wish I had."

Haynes, who worked as an interior-decorating consultant while in medical school and residency, designed nearly every aspect of her medical office — from the color of the walls down to the practice's logo, which features a stethoscope shaped like a heart.

The goal was to create an environment that felt calm and welcoming.

"(In the past), I had experienced hospital environments that were very cold — though the staff were very warm and friendly," Haynes, 35, said, adding that she wanted her office to make patients feel relaxed and not rushed.

Despite starting her own practice in a weak economy and working in one of the lowest-paid medical specialties, Haynes' brand of medicine has resonated with patients, and Family First is still going strong after four years.

"I will probably (someday) retire and do the same thing I do now — just less of it," Haynes said. ■

Delicia Haynes

Age: 35
Title: Family physician, business owner
Company: Family First Health Center
Previous employment: Prime Care Urgent Care Center
First job: Baby-sitting at age 12
College: Halifax Medical Residency Program; University of Kentucky College of Medicine; University of Louisville, B.S.
Community involvement: City of Daytona Beach Beautification/Tree Advisory Board, Delta Sigma Theta Sorority, mentor for Bethune-Cookman University
Company website: www.familyfirsthealthcenter.net