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NEWSLETTER · IN CONVERSATION WITH DR BERRY PIERRE

# Demystifying medicine

Dr Berry Pierre — board-certified internist and digital health educator — on meeting people where they are, challenging inequities, and why 'main character energy' belongs in public health.

Dr Berry Pierre is a board-certified internist with over fifteen years of clinical experience — and a parallel life as one of medicine's more energetic public educators. Host of the Lunch and Learn podcast and creator of a digital health ecosystem that includes a YouTube channel with over 2,000 videos, he's spent years demystifying medicine for the communities the system too often talks past.



**I don't just want to inform people about their health — I want to empower them.**

— Dr Berry Pierre, on Pharma Prescribed

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## Meet people where they are

From vaccine hesitancy to the intersection of pop culture and public health, Berry's whole approach is to translate medicine into language people actually use, on the platforms they actually watch. It's a deliberate answer to a real

failure: the best clinical advice is useless if it never reaches, or never convinces, the person who needs it.

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## Challenging the inequities

He doesn't stop at explanation. A recurring theme is systemic inequity — who gets listened to, who gets access, whose health gets taken seriously — and using his reach to push against it. Education, in his hands, is a form of advocacy, not a substitute for it.

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## Energy as a tool

My son would call it 'main character energy', and Berry owns the phrase. The point isn't showmanship for its own sake; it's that attention is the scarce resource in health communication, and earning it honestly is half the battle. For an industry that struggles to be heard, that's a lesson worth stealing.



### Listen to the full episode

Dr Berry Pierre on Pharma Prescribed — at [pharmaprescribed.com](https://pharmaprescribed.com) and wherever you get your podcasts.

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**Dr Berry Pierre** is a board-certified internist, national speaker and host of the *Lunch and Learn* podcast.